

**MINUTES OF MEETING HELD**

**TUESDAY 21<sup>st</sup> April 2020**

**ONLINE MEETING**

**Meeting Opened:** 7:34am

**Meeting Closed:** 8:48am

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

**Confirmation of previous Minutes:**

**Motion:** That the Board of the GBDG accept the minutes from the 18<sup>th</sup> March 2020 meeting as a true and accurate record.

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

**Business Arising from previous Minutes:** Motions via email discussed.

**Chairperson's Report:**

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

**Moved:** L Drummond      **Seconded:** J McColough      **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:** A Eberhard      **Abstained:**      **Result:** Carried

**Correspondence:** General invoices

**Motions via Email:**

**Motion:** That the GBDG:

1. Allocates a budget of \$20,000 for the purpose of assisting GBDG member business's to understand the impacts of the current NOVID-19 restrictions and the criteria for support from the state and federal government assistance packages.
2. Authorises the executive officer in consultation with the Chair to engage suitable professional advisors to assist Gawler business's with this advice. This would be in the form of up to 2 hours of professional advice depending on the need of the individual business.
3. Actively engage with impacted business's to support and notify them of this support.
4. Requests that the executive officer provides weekly updates on the uptake of support.

**Moved:** K Fischer      **Seconded:** L Drummond      **For:** 5      **Abstained:** 3      **Result:**

**Motion:** That the Board approve the GBDG quarterly report for submission to Council

**Moved:** A Eberhard      **Seconded:** D Veltman      **For:** BB, DV, AE, KF, Jm, LB,GI      **Abstained:**      **Result:**

**Motion:** That the Board approve the GBDG 2020/21 Business Plan for submission to Council

**Moved:** B Beattie      **Seconded:** D Veltman      **For:** BB, DV,KF,AE , JM, LB, GI      **Abstained:**      **Result:**

## Motions in Meeting

**Motion:** That GBDG continue to hold its General Board Meetings and motions that arise in between meetings via Zoom until otherwise determined

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

**Motion:** C Brougham to explore a Digital Conference incorporating webinars or recorded sessions by speakers that can be aired on various platforms (You Tube, Facebook, website) plus follow up Q and A sessions with the speakers the day after airings. GDBG to own the footage and speakers to provide links for GBDG use.

**Moved:** K Fischer      **Seconded:** D McGee      **Abstained:**      **Result:** Carried

**Motion:** That GBDG request a quote for engagement of S Hogan, BIE Creative to undertake projects to assist businesses through the COVID-19 pandemic. Projects to include recording interviews of GBDG Crisis Management services, Board Member interviews and other services.

**Moved:** D McGee      **Seconded:** K Fischer      **Abstained:**      **Result:** Carried

## Other Business:

Corona Virus

SA Business Conference: postponed til 13<sup>th</sup> November 2020 – potentially replace with online webinars from original speakers.

BBRF progress: Extension requested to 31<sup>st</sup> Dec 2020 due to Corona Virus impact

Television commercial airing for March / April / May

Quarterly Report

Annual Business Plan

Gawler Community App – lengthy discussion on the pros and cons of the app, the current waiting times for onboarding and how GBDG can encourage further engagement by both the business and residential communities.

Digital Marketing Strategy – discussion held to continue progressing this project.

## Actions:

- C Brougham to place an advertisement in The Bunyip in relation to GBDG Business Support options and request an editorial.
- C Brougham and A Stoakes to provide contact details for 15 businesses each to D McGee, K Fischer and A Eberhard in order for them to assist with app engagement and determining current business status (COVID-19 impacts)
- C Brougham to request S Hogan to quote for COVID-19 projects.
- C Brougham to investigate webinars for contactless POS system help guides.

**Next Meeting: Tuesday 19<sup>th</sup> May 2020, 7:30am – via Zoom**



**L Drummond - Chair**

**Executive Officer- Report**

**Meetings Attended and Events**

|  |  |
|--|--|
| 25 <sup>th</sup> Mar – Covid-19 Webinar                      | 20 <sup>th</sup> Apr – Monthly Meeting K Dudley via Zoom |
| 7 <sup>th</sup> Apr – Tammy’s Table Zoom Meeting             | 20 <sup>th</sup> Apr – ToG via Zoom                      |
| 7 <sup>th</sup> Apr – Maintaining Your Mental Health Webinar |  |

**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         |

**Business Updates**

| Closed Doors | Trading Offsite or Online | Still Trading onsite | Reduced Hours | Staff Let Go | Staff Sacked | New Services | Trade Increased | Requested Assistance | Gawler App | New Member/ renewals |
|--------------|---------------------------|----------------------|---------------|--------------|--------------|--------------|-----------------|----------------------|------------|----------------------|
| 3            | 1                         | 14                   | 4             | 28           | 7            | 2            | 2               | 1                    | 7          | BNI                  |

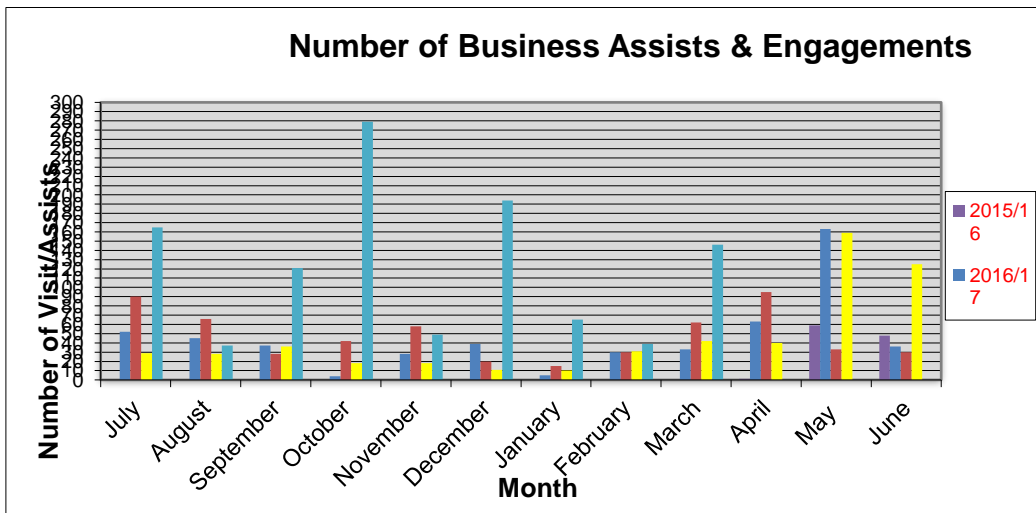
**SA Business Conference**

Conference has been postponed and all presenters and Business Support Panel have been advised of new date. Stage, catering, venue and marketing have been cancelled

**Building Better Regions Fund – ProfitSurge Program**

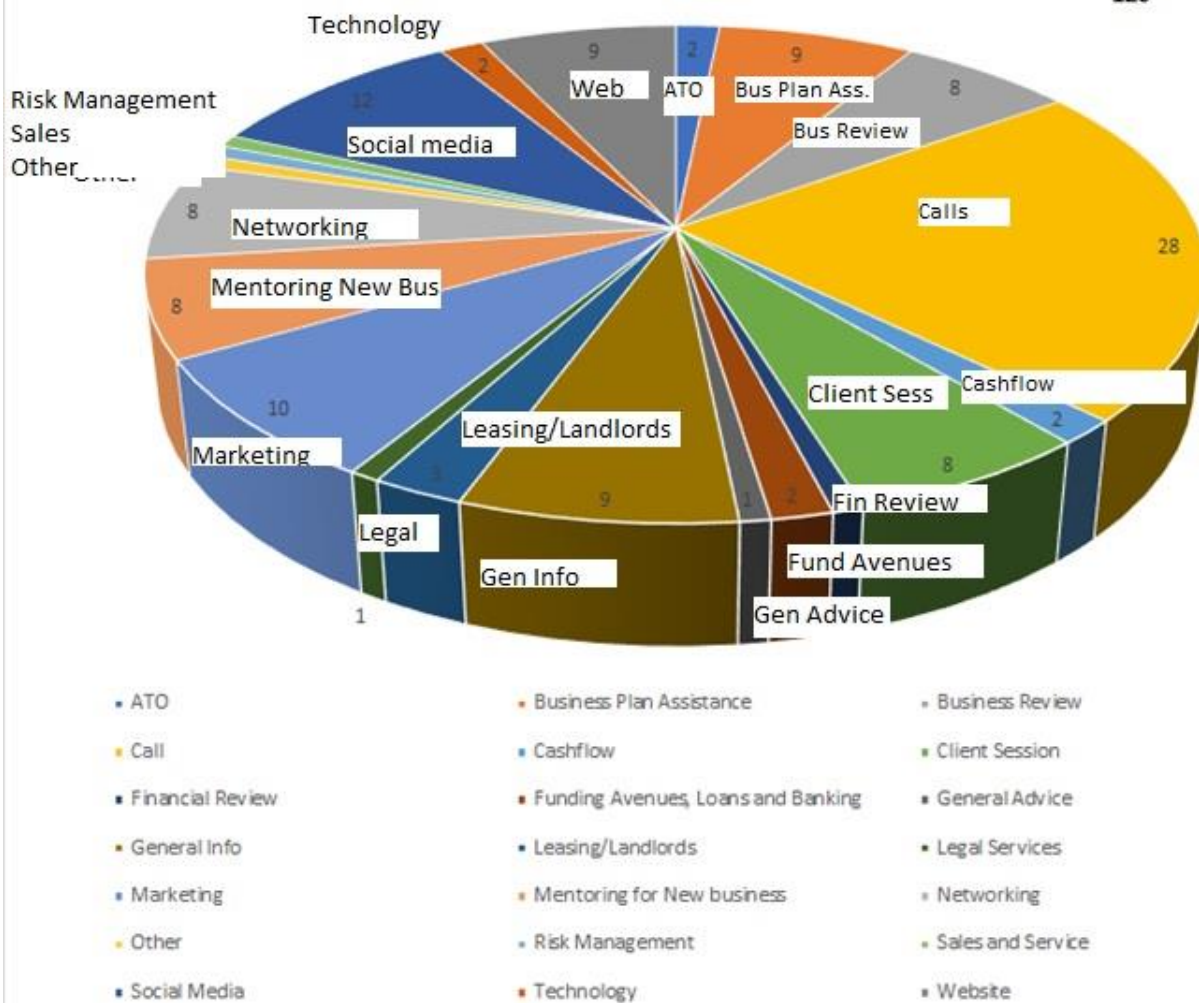
Due to the negative impact the Covid-19 pandemic will have on the successful completion of this program by the 30<sup>th</sup> June 2020, I have requested an extension until 31<sup>st</sup> Dec 2020. Awaiting on approval from Federal Government. However, that being said, P Arnfield is continuing with delivery of the program via Zoom rather than face to face and he is hopeful of a successful outcome by the end of June.

**Business Engagement Statistics – March 126 plus 20 phone referrals**



## Areas and Numbers of Assistance for March 2020

Total GBDG Assists/Engagements  
126



# Business support during pandemic

SARA GILLIGAN

THE Gawler Business Development Group (GBDG) yesterday circulated a 10-page information package to assist local businesses during the COVID-19 crisis.

GBDG executive officer Caren Brougham said the pandemic had already caused a strong negative impact across the globe, however, hoped the package of information and resources may see local businesses remain viable.

"This virus is new and there has been nothing similar to it to enable us to make clear predictions of what may evolve," she said.

"No one has any idea of the full extent of the damage this virus will have on the economy, employment and health of all citizens and therefore the information we provide to you may change on a regular basis.



- Employer ongoing responsibilities, including financial commitments.
- Encouragement of healthy behaviours in business teams.
- Communication with customers.
- Diversification, including continuing business in contactless ways.
- Monetary assistance.
- Links to resources and assistance.
- Cash flow assistance for businesses.

"We can provide coaching, referrals to specialist advice, marketing and diversification information, and updates on financial assistance," Ms Brougham said.

"We are all in a time of uncertainty in all aspects of life and it is important not to make decisions in a hurry or without firstly seeking advice.

"Businesses can contact GBDG

"However, GBDG urges you to keep in contact via our e-newsletters, our website and via email or phone, so that we can assist you wherever possible during this time."

The Business Economic Crisis Information package includes:

- Having a risk management and business continuity plan.
- Getting ready for operational disruption.
- Looking into continuity of supply.

for information and advice on 0488 440 588 or by emailing enquiries@gawler.org.au."

Meanwhile, Ms Brougham encouraged locals to continue supporting the region's businesses.

"Support from the local community is vital if Gawler businesses are to survive this crisis," she said.

"We ask that people please continue to shop locally and support our region."

## Profit and loss

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

Cash mode  
01 Jul 2019 - 31 Mar 2020  
ABN: 60986486821  
Generated 03 Apr 2020

|                                    |   | Total             |                   |                    |                |
|------------------------------------|---|-------------------|-------------------|--------------------|----------------|
|                                    |   | Actual            | Budget            | Var \$             | Var %          |
| <b>Income</b>                      |   |                   |                   |                    |                |
| <b>Activity Income</b>             |   |                   |                   |                    |                |
| 4-1150                             | Workshop-Forum Registrations              | 13.64             | -                 | 13.64 ↑            | -              |
| <b>Total Activity Income</b>       |   | <b>13.64</b>      | <b>-</b>          | <b>13.64 ↑</b>     | <b>-</b>       |
| <b>Event Income</b>                |   |                   |                   |                    |                |
| 4-1160                             | Conference/Expo Income                    | 586.36            | -                 | 586.36 ↑           | -              |
| 4-1161                             | Project Investment/Sponsorship            | 5,454.54          | -                 | 5,454.54 ↑         | -              |
| 4-1168                             | Gawler Music Month                        | 128.18            | -                 | 128.18 ↑           | -              |
| <b>Total Event Income</b>          |   | <b>6,169.08</b>   | <b>0.00</b>       | <b>6,169.08 ↑</b>  | <b>-</b>       |
| <b>Funding</b>                     |   |                   |                   |                    |                |
| 4-1100                             | Council Receipts - Levied Fees            | 131,902.50        | 131,901.00        | 1.50 ↑             | 0.0%           |
| 4-1110                             | BBRF Fund                                 | 36,667.00         | -                 | 36,667.00 ↑        | -              |
| 4-1190                             | Carry over funds                          | -                 | 86,214.00         | 86,214.00 ↓        | 100.0% ↓       |
| <b>Total Funding</b>               |   | <b>168,569.50</b> | <b>218,115.00</b> | <b>49,545.50 ↓</b> | <b>22.7% ↓</b> |
| 4-1140                             | Memberships                               | 1,737.18          | 750.00            | 987.18 ↑           | 131.6% ↑       |
| <b>Total Income</b>                |   | <b>176,489.40</b> | <b>218,865.00</b> | <b>42,375.60 ↓</b> | <b>19.4% ↓</b> |
| <b>Less Cost of Sales</b>          |   |                   |                   |                    |                |
| <b>Total Cost of Sales</b>         |   | <b>-</b>          | <b>-</b>          | <b>-</b>           | <b>-</b>       |
| <b>Gross Profit</b>                |   | <b>176,489.40</b> | <b>218,865.00</b> | <b>42,375.60 ↓</b> | <b>19.4% ↓</b> |
| <b>Less Expense</b>                |   |                   |                   |                    |                |
| <b>Administration</b>              |   |                   |                   |                    |                |
| 6-1000                             | Accounting and Auditing fees              | 2,589.69          | 4,000.00          | 1,410.31 ↓         | 35.3% ↓        |
| 6-1120                             | BMC Admin Contractor                      | 36,775.36         | 47,250.00         | 10,474.64 ↓        | 22.2% ↓        |
| 6-1130                             | Admin and Marketing Officer               | 1,344.00          | 1,638.00          | 294.00 ↓           | 17.9% ↓        |
| 6-1518                             | Memberships and Licensing Expense         | 2,375.16          | 1,494.00          | 881.16 ↑           | 59.0% ↑        |
| 6-2600                             | Insurance                                 | 2,614.23          | 3,000.00          | 385.77 ↓           | 12.9% ↓        |
| 6-3610                             | Computer expenses - Hardware and Software | 305.00            | 1,625.00          | 1,320.00 ↓         | 81.2% ↓        |
| 6-4000                             | Postage & courier                         | 121.82            | 559.00            | 437.18 ↓           | 78.2% ↓        |
| 6-4200                             | Stationery & Office supplies              | 429.07            | 900.00            | 470.93 ↓           | 52.3% ↓        |
| 6-5600                             | Telephone                                 | 945.83            | 1,080.00          | 134.17 ↓           | 12.4% ↓        |
| <b>Total Administration</b>        |   | <b>47,500.16</b>  | <b>61,546.00</b>  | <b>14,045.84 ↓</b> | <b>22.8% ↓</b> |
| <b>Advertising &amp; Marketing</b> |   |                   |                   |                    |                |
| 6-1121                             | BMC Marketing and Contractors             | 28,526.12         | 20,007.00         | 8,519.12 ↑         | 42.6% ↑        |
| 6-1200                             | Advertising & New Business Attraction     | 4,975.99          | 4,500.00          | 475.99 ↑           | 10.6% ↑        |
| 6-1201                             | Marketing Admin Officer                   | 14,658.00         | 14,742.00         | 84.00 ↓            | 0.6% ↓         |

|   |  |                   |                   |                    |                |
|---|--|-------------------|-------------------|--------------------|----------------|
| 6-3612                                      | IT support and Website Maintenance       | 1,759.73          | 2,250.00          | 490.27 ↓           | 21.8% ↓        |
| <b>Total Advertising &amp; Marketing</b>    |  | <b>49,919.84</b>  | <b>41,499.00</b>  | <b>8,420.84 ↑</b>  | <b>20.3% ↑</b> |
| <b>Business Development</b>                 |  |                   |                   |                    |                |
| 6-1145                                      | Workshop Expense & Activity Consultants  | 1,826.52          | 1,502.00          | 324.52 ↑           | 21.6% ↑        |
| 6-1600                                      | Business Support Expense and B2B         | 330.00            | 751.00            | 421.00 ↓           | 56.1% ↓        |
| 6-1900                                      | Start Your Own Business Initiatives      | 100.00            | 377.00            | 277.00 ↓           | 73.5% ↓        |
| 6-1905                                      | Business Coaching                        | -                 | 751.00            | 751.00 ↓           | 100.0% ↓       |
| 6-1907                                      | Business Development Programs            | 619.09            | 2,250.00          | 1,630.91 ↓         | 72.5% ↓        |
| <b>Total Business Development</b>           |  | <b>2,875.61</b>   | <b>5,631.00</b>   | <b>2,755.39 ↓</b>  | <b>48.9% ↓</b> |
| <b>Community Support</b>                    |  |                   |                   |                    |                |
| 6-1450                                      | Community Support and Sponsorship        | 1,000.00          | 1,125.00          | 125.00 ↓           | 11.1% ↓        |
| <b>Total Community Support</b>              |  | <b>1,000.00</b>   | <b>1,125.00</b>   | <b>125.00 ↓</b>    | <b>11.1% ↓</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                 | 6,751.46          | 4,000.00          | 2,751.46 ↑         | 68.8% ↑        |
| 6-1520                                      | Networking Events                        | 456.46            | 700.00            | 243.54 ↓           | 34.8% ↓        |
| <b>Total Event Expenses</b>                 |  | <b>10,292.38</b>  | <b>9,700.00</b>   | <b>592.38 ↑</b>    | <b>6.1% ↑</b>  |
| <b>GBDG Board and Other</b>                 |  |                   |                   |                    |                |
| 6-1125                                      | Board Expenses                           | 2,988.29          | 1,502.00          | 1,486.29 ↑         | 99.0% ↑        |
| <b>Total GBDG Board and Other</b>           |  | <b>2,988.29</b>   | <b>1,502.00</b>   | <b>1,486.29 ↑</b>  | <b>99.0% ↑</b> |
| <b>New Initiatives &amp; Projects</b>       |  |                   |                   |                    |                |
| 6-1205                                      | Event Marketing                          | 3,108.88          | 4,869.00          | 1,760.12 ↓         | 36.1% ↓        |
| 6-1250                                      | BBRF Program                             | 13,221.96         | 15,000.00         | 1,778.04 ↓         | 11.9% ↓        |
| 6-1701                                      | Television commercial                    | 4,863.75          | 7,501.00          | 2,637.25 ↓         | 35.2% ↓        |
| 6-1702                                      | Digital Marketing Strategy               | 3,000.00          | 3,000.00          | 0.00               | 0.0%           |
| 6-1703                                      | Christmas Promotion                      | 3,229.44          | 4,000.00          | 770.56 ↓           | 19.3% ↓        |
| 6-1705                                      | Additional Business Development Programs | -                 | 1,125.00          | 1,125.00 ↓         | 100.0% ↓       |
| 6-1901                                      | Profit Improvement Program               | -                 | 11,666.00         | 11,666.00 ↓        | 100.0% ↓       |
| <b>Total New Initiatives &amp; Projects</b> |  | <b>27,424.03</b>  | <b>47,161.00</b>  | <b>19,736.97 ↓</b> | <b>41.9% ↓</b> |
| <b>Total Expense</b>                        |  | <b>142,000.31</b> | <b>168,164.00</b> | <b>26,163.69 ↓</b> | <b>15.6% ↓</b> |
| <b>Operating Profit</b>                     |  | <b>34,489.09</b>  | <b>50,701.00</b>  | <b>16,211.91 ↓</b> | <b>32.0% ↓</b> |
| <b>Plus Other Income</b>                    |  |                   |                   |                    |                |
| 8-1200                                      | Interest Income                          | 130.88            | -                 | 130.88 ↑           | -              |
| <b>Total Other Income</b>                   |  | <b>130.88</b>     | <b>-</b>          | <b>130.88 ↑</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>34,619.97</b>  | <b>50,701.00</b>  | <b>16,081.03 ↓</b> | <b>31.7% ↓</b> |

## Balance Sheet

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

Accrual mode  
31 Mar 2020  
ABN: 60986486821  
Generated 03 Apr 2020

|                                    |                                       | Total             |
|------------------------------------|---------------------------------------|-------------------|
| <b>Asset</b>                       |                                       |                   |
| <b>Banking</b>                     |                                       |                   |
| 1-1000                             | ANZ Bus Extra **11045                 | 29,779.29         |
| 1-1200                             | Petty cash                            | 318.90            |
| 1-1400                             | ANZ Bus Online **11053                | 123,347.50        |
| <b>Total Banking</b>               |                                       | <b>153,445.69</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>153,445.69</b> |
| <b>Liability</b>                   |                                       |                   |
| <b>Credit Card</b>                 |                                       |                   |
| 2-1400                             | Visa C Brougham                       | 404.98            |
| <b>Total Credit Card</b>           |                                       | <b>404.98</b>     |
| <b>Current Liabilities</b>         |                                       |                   |
| 2-2200                             | GST collected                         | 8,148.95          |
| 2-2400                             | GST paid                              | -3,481.20         |
| 2-2500                             | GST Clearing Ac                       | 0.40              |
| <b>Total Current Liabilities</b>   |                                       | <b>4,668.15</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>5,073.13</b>   |
| <b>Net Assets</b>                  |                                       | <b>148,372.56</b> |
| <b>Equity</b>                      |                                       |                   |
| <b>Current Earnings</b>            |                                       |                   |
| 3-1800                             | Current year earnings                 | 34,619.97         |
| <b>Total Current Earnings</b>      |                                       | <b>34,619.97</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>148,372.56</b> |