

## MINUTES OF MEETING HELD

TUESDAY 21<sup>st</sup> July 2020

ONLINE MEETING

Meeting Opened: 7:33am

Meeting Closed: 8:55am

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

### Confirmation of previous Minutes:

**Motion:** That the Board of the GBDG accept the minutes from the 16<sup>th</sup> June 2020 meeting as a true and accurate record.

**Moved:** G Iremonger

**Seconded:** A Eberhard

**Abstained:**

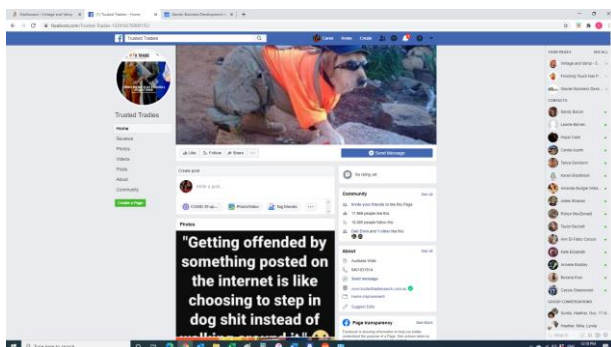
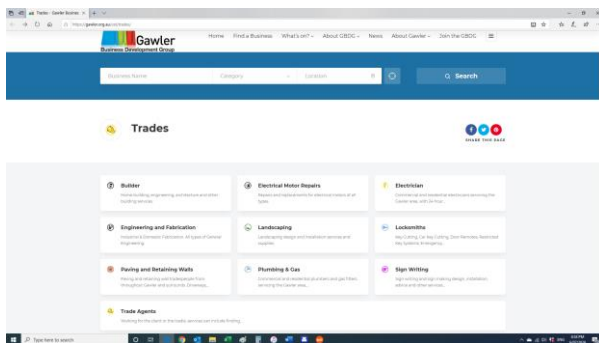
**Result:** Carried

### Business Arising from previous Minutes:

Council Stimulus funding – not available for business rate assistance – it is for infrastructure only.

Trades Person section on directory: there is a section already created within the current directory, do we wish to alter this? Also there is already a Gawler Tradies facebook page.

<https://gawler.org.au/cat/trades/>



**Chairperson's Report:**

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

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

**Treasurers Report:** – Reports attached Treasurer not present at meeting therefore motion to accept financials held over until August meeting.

**Correspondence:** General invoices

**Other Business:**

GBDG 4<sup>th</sup> Qtr Report and ToG Invoice – submitted and acknowledged

ToG Economic Development Strategy Workshop and focus group – brief overview

Rate relief workshop - K Fischer gave brief overview

BIE Creative Activity (Social media platforms, GBDG website) Mailchimp e-news template completed – awaiting proposal from BIE

Light Electorate Community Recovery Committee (CRC) C Brougham gave brief overview

Taylor Group – waiting for proposal

GBDG Workshop facilitators – discussion held, GBDG position is to provide the quality topics with quality presenters but to seek Gawler presenters where possible

The Advertiser – C Brougham gave brief overview of Digital Masthead for our region commencing early August.

Letters of Support – C Brougham advised that we regularly receive requests for letters of support for various reasons and most often than not, they requests are received with very little notice for deadlines.

**Motion:** That C Brougham develop a policy that states the Board of the GBDG will consider requests for Letters of Support where there is sufficient time to consider details of the request, present a draft to the Board and complete a quality document that will have a positive impact on the outcome of the application submission.

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

**Actions**

C Brougham to ask Council if they are seeking funds for business support or if they know of any funds available for business support.

C Brougham to identify if the Trades section of GBDG directory can be brought up a “page” after a search for tradespersons is input.

This could apply to all categories if possible.

C Brougham to advise members that we are seeking workshops and presenters.

C Brougham to develop Support requests policy.

C Brougham and A Stoakes to commence planning for 2021 SA Business Conference. 2020 Conference cancelled.

**Next Meeting: Tuesday 18<sup>th</sup> August 2020, 7:30am**



**Louise Drummond**

**Chairperson**

## Executive Officer- Report

### Meetings Attended and Events

16 <sup>th</sup> Jun – GBDG Board Meeting	30 <sup>th</sup> June – Tammys Table Group 2
16 <sup>th</sup> Jun – Workshop – Facebooks Advertising	7 <sup>th</sup> July – Tammys Table Group 1
17 <sup>th</sup> June – Meeting with Jack Dazarnos, Tim Kelly	8 <sup>th</sup> July – Finance Meeting
17 <sup>th</sup> June – COVID-19 Financial Response Workshop	14 <sup>th</sup> July – Gawler Civic Centre/Bus Inn Hub Meeting
22 <sup>nd</sup> June – Ian Tolley – Funding for Energy Audits	14 <sup>th</sup> July – Workshop – Eliminate your fear of public speaking
25 <sup>th</sup> June – BECA Board Meeting	20 <sup>th</sup> July – ToG GBDGD Meeting
30 <sup>th</sup> June – Workshop – Know Your Numbers (finance)	20 <sup>th</sup> July – Live Workshop – Deconstructing Your Business

### Schedule of Events – July and August

7 <sup>th</sup> July 2020	9:30am – 11:30am	Group Mentoring Workshop	Gawler Civic Centre
14 <sup>th</sup> July 2020	9:30am – 11:30am	Eliminate Your Fear of Public Speaking with Con Koutsikas)	Webinar
20 <sup>th</sup> July 2020	6:30pm – 7:30pm	Deconstructing Your Business (interactive session with Justin Herald)	Webinar
21 <sup>st</sup> July 2020	6:30pm – 7:30pm	The 5 Levels of Customer Experience (interactive session with Justin Herald)	Webinar
22 <sup>nd</sup> July 2020	6:30pm – 7:30pm	Pushing Through Difficult Times (interactive session with Justin Herald)	Webinar
27 <sup>th</sup> July 2020	9:30am – 11:30am	Email Marketing with Mailchimp (your new best friend) with Kelly Hody	Webinar
30 <sup>th</sup> July 2020	10am – 12pm	Know Your Numbers and Start the New Financial Year with a Bang	Webinar
4 <sup>th</sup> Aug 2020	9:30am – 11:30am	Tammy’s Table Group Mentoring Workshop	Gawler Civic Centre
11 <sup>th</sup> Aug 2020	8pm – 9pm	Facebook Hints and Tips – Get the most out of your Facebook Business Page with Shane Hogan (interactive)	Webinar
24 <sup>th</sup> Aug 2020	9:30am – 11:30am	Effective Speaking and Communication with Con Koutsikas	Webinar

### Business Updates

New Businesses to Gawler	Business Changes	New Members
MobConnect Mums Diner	Les Haldane Mechanical has closed Gawler South site and relocated staff to Willaston site.  AlFresco Pizza e-cucina is relocating from Gawler Park to Murray St in the Feast on Murray Site in approx. 6 weeks	HR Safe (HR and safety advice and systems) The Art of Expression (Art Therapy)

## 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
Jun 2020	11830	13,162	4419	3014	3415

### Twitter

Date Range	Tweet Impressions	Engagements	Tweets	Retweets	Profile Visits	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

### Linkedin

Date Range	Followers	Following	Connections	Contacts
May 2020	996	1014	996	3629
Jun 2020	996	1015	996	3629

### Instagram

Date Range	Posts	Followers	Following
May 2020	20	239	481
June 2020	30	286	426

**Gawler Community App**

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

**BIE Creative Activity**

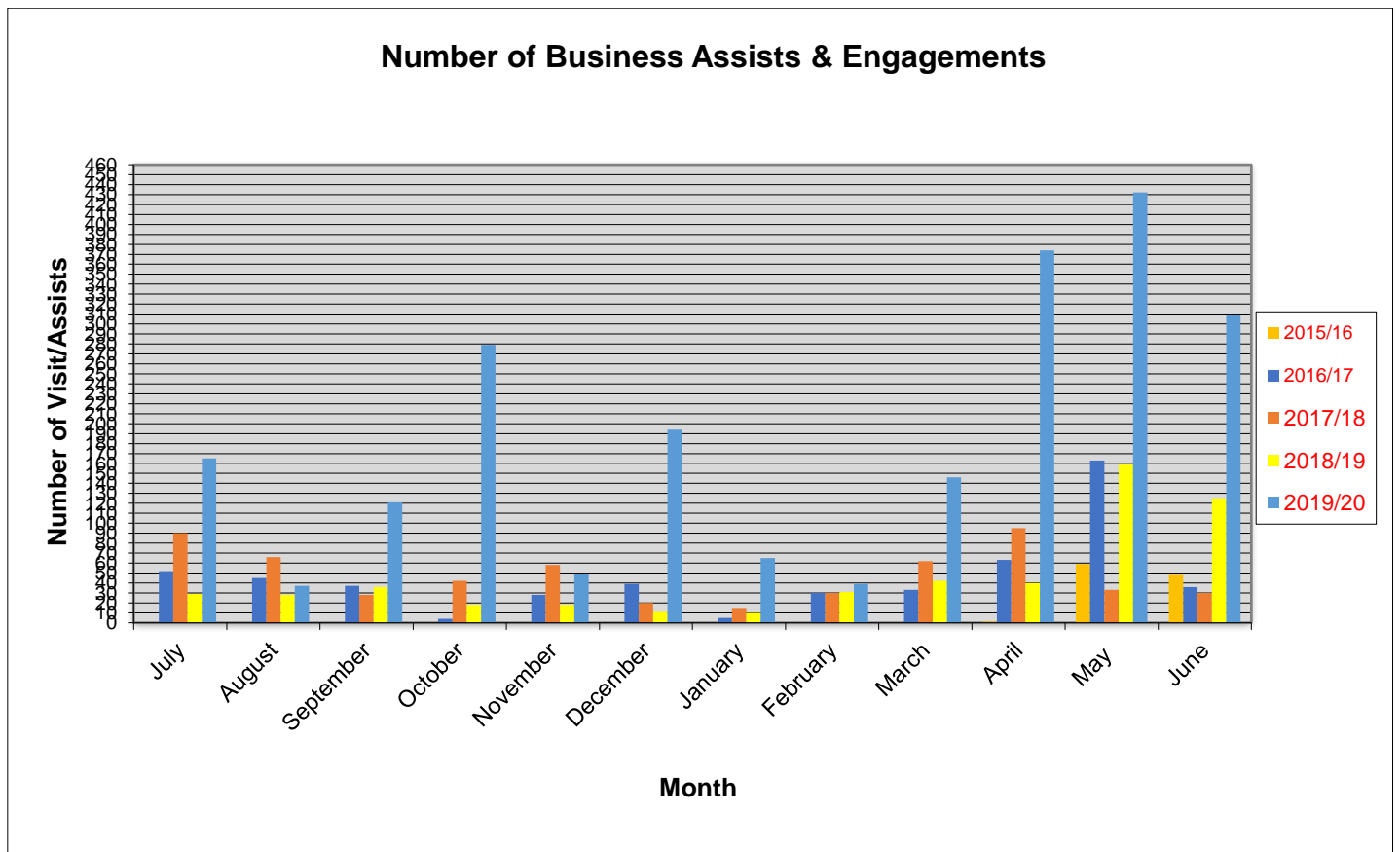
Free Plug Fridays have not been used since the first week due to lack of interest.

Sambo on Saturday is going well as is the Video Grabs with Leanne Stovell.

The new Mailchimp template has been used and being refined after review.

A Stoakes and C Brougham have been updating Twitter, Instagram and LinkedIn and posting to these platforms regularly. BIE has also been posting to Instagram

**Business Engagement Statistics – 390**



Statistics Provided by Town of Gawler for the Gawler Community App

**Gawler Connected  
Community**

	March	April	May	June
Total installs iOS	19	27	17	4
Total installs Android	44	73	56	19
<b>TOTAL INSTALLS</b>	<b>63</b>	<b>100</b>	<b>73</b>	<b>23</b>
App deletions iOS	24	6	6	11
App deletions (Android)	36	45	27	45
<b>TOTAL DELETIONS</b>	<b>60</b>	<b>51</b>	<b>33</b>	<b>56</b>
Active Devices iOS	23	35	28	21
Active Devices Android	118	170	201	205
<b>TOTAL Active Devices</b>	<b>141</b>	<b>205</b>	<b>229</b>	<b>226</b>
Crashes iOS	0	0	0	0
Crashes Android	8	41	16	0
<b>TOTAL CRASHES</b>	<b>8</b>	<b>41</b>	<b>16</b>	<b>0</b>