

**MINUTES OF MEETING HELD**

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

**GAWLER AND BAROSSA JOCKEY CLUB, BARNET RD, EVANSTON SA**

**Meeting Opened: 7:34AM**

**Meeting Closed: 9:35AM**

<p><b>Attendees:</b> J McColough, K Fischer, R Stomaci, A Eberhard, B Beattie, G Iremonger, R Milanese, S Bailey</p>	<p><b>Guests:</b>  A Taylor Milanese and Co – Profitsurge  L Atkinson – Connexus – Pay It Forward  M Shanahan – Talked About Marketing – Marketing Strategy  J McDonald – Stellar Digital – Marketing Strategy  D Barrett – Town of Gawler – Gawler App</p>
<p><b>Apologies:</b> T Piccolo, D McGee, P Koch, T Caunce, B Sambell</p>	<p><b>Proxies:</b></p>
<p><b>Absent:</b> D Veltman,</p>	

**Confirmation of previous Minutes:**

**Motion:** That the Board of the GBDG accept the minutes from the 17<sup>th</sup> December 2019 meeting as a true and accurate record.

**Moved:** S Bailey    **Seconded:** K Fischer    **Abstained:** Nil    **Result:** Carried

**Business Arising from previous Minutes:** Nil

**Chairperson’s Report:** Verbal report provided by L Drummonds absence. 1 new development application with Specsavers replacing National Pharmacy, BETA testing underway for Gawler Connected Community App, SA Business Conference: council requested GBDG seriously consider holding the event at the Civic Centre.

**Motion:** That the board of the GBDG accept the Chairpersons Monthly Report.

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

**Treasurers Report:** (attached)

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

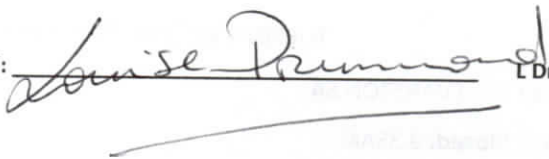
**Moved:** R Milanese    **Seconded:** K Fischer    **Abstained:** Nil    **Result:** Carried

**Correspondence:** General invoices, Our Town SA Proposal

**Other Business:**

- Duplication of services: C Brougham and A Stoakes to keep furthering engagement and collaboration with RDA and Hub
- Television advertising December: SA with Cosi team did a great job on editing the commercial to promote the Carols
- BBRF progress and report: first report submitted, payment should be received Jan/Feb
- Temporary Car Parking: positive feedback from businesses, no one used Goose Island or Murray St South carparking spaces
- Digital Marketing Strategy: 2 presentations today and 1 emailed proposal
- SA Business Conference
- A Taylor Milanese and Co – Profitsurge Adam gave an overview of the training he received to enable him to deliver the program and had a number of questions for us to seek responses to from P Arnfield.
- L Atkinson – Connexus – Pay It Forward Lee gave an overview of where the project is at over the 3 participating States.
- M Shanahan – Talked About Marketing – Marketing Strategy proposal
- J McDonald – Stellar Digital – Marketing Strategy proposal
- D Barrett – Town of Gawler – Gawler App David gave a good presentation and demonstration of the Gawler App

Next Meeting: To be the Planning Meeting Tuesday 18<sup>th</sup> February, 7:30am – Gawler and Barossa Jockey Club

Signed:  Louise Drummond Chairperson Executive Officer- Report

**Meetings Attended and Events Held**

12 <sup>th</sup> Dec – Gawler Innovation Hub Meeting	20 <sup>th</sup> Jan - ToG and GBDG Monthly Meeting
16 <sup>th</sup> Dec – ToG and GBDG Monthly Meeting	

**Marketing Activities – GBDG Facebook Page**

Date Range	Video Views	Post Reach	Post Engagement	Total Likes	Total Page Follows
Dec 2019	1151	7995	3599	2858	3026

New Businesses/Connections/Enquiries	Businesses Updates	New Memberships/renewals
Adore Hair Body Beauty - Willaston	Jumping Jellybeans – moved from Gawler	Adore Hair Body Beauty - Willaston

**Christmas Greetings Trail**

All participating businesses were decorated and given posters for their businesses plus entry boxes for the annual GBDG Christmas draw. Prizes were purchased from the following businesses:

Angle Vale Wholesale Meats Willaston	The Wholesome Living Store	Tabletop and Warfare	Café Nova
Kornacraft	Supercheap Auto	Woolworths	Gawler Cinema
Sportspower	Evoke	Big W	She's Apples
The Reject Shop	Good and Natural (Mega Health)	Dan Murphy	Gawler Flower Gallery
Petite Pear	Gawler Mensland	Forever Lee	Spellbound Magical Gifts
Les Haldane Mechanical	Millers	Lesleys	Target
Gawler Aquatic Centre			

Winners have been drawn and notified but not all prizes have been collected, there were over 450 entries. The Giving Trees were a huge success with 2 full car loads of gifts being dropped off to Gawler Community House.

**SA Business Conference**

Planning is well underway with 2 guest speakers confirmed:

Robert Gerrish – Founder of Flying Solo – Key Note Speaker

Justin Herald – Managing Director Major Motivation - Customer Service

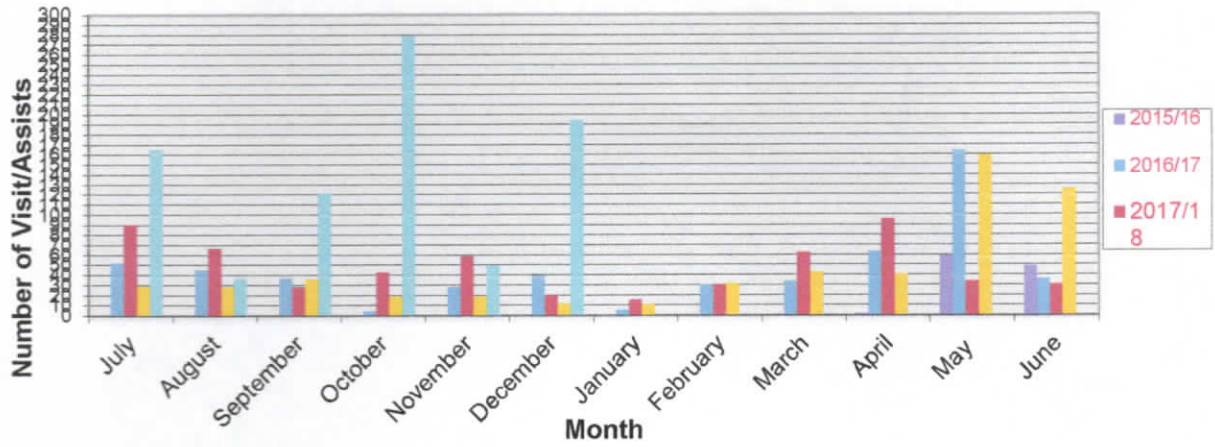
Plans for a further 2 – 3 speakers are developing and the format from last years highly successful event will be followed again this year with a slightly shorter duration.

Council has been approached regarding reserved car parking, total venue costs, catering etc.

Accommodation for speakers has been booked.

**Business Engagement Statistics – December 194**

### Number of Business Assists & Engagements





## TREASURERS REPORT FOR MONTH ENDED DECEMBER 2019

### Balance Sheet

Total funds in the bank accounts to the end of December were approximately \$106,000. This is a decrease from the prior month of \$14,000. Minimal other assets and liabilities on the balance sheet

### Profit and Loss

December generated a small profit of \$861 with income being purely from council of \$14,655 and expenses totalling \$13,805. In regard to YTD income is approximately \$5,500 higher than budgeted due to profit investment and sponsorship. Expenses are significantly down vs what we had budgeted being \$101,000 vs budget of \$134,000. The reasons for this relate to decisions not being able to be made regarding marketing and TV commercials. We need to ensure this is to occur over the next 3 – 6-month period.

I note our budget had planned for expenditure of approx. \$190,000 for the next 6 months so if we also spend what was planned for the first 6 months of the financial year this equals an overall spend for the next 6 months of approx. \$220,000. This is funded from council funds coming in of \$88,000, BBRFund income of \$53,334 as well as the surplus funds currently held in the bank accounts

### Variances

Main variances per budget are discussed above. I have discussed with Caren some increases in expenses compared to the same time as last year and after further investigation determined this was a payment timing issue with 13 payments this year compared to 12 payments for the 6 months of the prior year.

### Other

NA

Robert Milanese

16/01/2020

# Balance Sheet

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

Accrual mode  
 31 Dec 2019  
 ABN: 60986486821  
 Generated 16 Jan 2020

			Total
<b>Banking</b>			
1-1000	ANZ Bus Extra **11045		17,862.54
1-1200	Petty cash		318.90
1-1400	ANZ Bus Online **11053		88,065.53
<b>Total Banking</b>			<b>106,246.97</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>106,246.97</b>
<b>Liability</b>			
<b>Credit Card</b>			
2-1400	Visa C Brougham		-309.78
<b>Total Credit Card</b>			<b>-309.78</b>
<b>Current Liabilities</b>			
2-2100	ATO - Integrated Client Ac		-1,708.00
2-2200	GST collected		9,500.69
2-2400	GST paid		-8,678.91
2-2500	GST Clearing Ac		0.40
<b>Total Current Liabilities</b>			<b>-885.82</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>-1,195.60</b>
<b>Net Assets</b>			<b>107,442.57</b>
<b>Equity</b>			
<b>Current Earnings</b>			
3-1800	Current year earnings		-6,310.02
<b>Total Current Earnings</b>			<b>-6,310.02</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>107,442.57</b>

# Profit and loss

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

Cash mode  
01 Jul 2019 - 31 Dec 2019  
ABN: 60986486821  
Generated 16 Jan 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	125.45	-	125.45 ↑	-
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>5,708.17</b>	<b>0.00</b>	<b>5,708.17 ↑</b>	<b>-</b>
<b>Funding</b>					
4-1100	Council Receipts - Levied Fees	87,935.00	87,934.00	1.00 ↑	0.0%
4-1190	Carry over funds	-	57,477.00	57,477.00 ↓	100.0% ↓
<b>Total Funding</b>		<b>87,935.00</b>	<b>145,411.00</b>	<b>57,476.00 ↓</b>	<b>39.5% ↓</b>
4-1140	Memberships	1,350.00	750.00	600.00 ↑	80.0% ↑
<b>Total Income</b>		<b>95,006.81</b>	<b>146,161.00</b>	<b>51,154.19 ↓</b>	<b>35.0% ↓</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>95,006.81</b>	<b>146,161.00</b>	<b>51,154.19 ↓</b>	<b>35.0% ↓</b>
<b>Less Expense</b>					
<b>Administration</b>					
6-1000	Accounting and Auditing fees	2,163.33	3,000.00	836.67 ↓	27.9% ↓
6-1120	BMC Admin Contractor	22,348.36	31,500.00	9,151.64 ↓	29.1% ↓
6-1130	Admin and Marketing Officer	840.00	1,092.00	252.00 ↓	23.1% ↓
6-1518	Memberships and Licensing Expense	1,957.35	2,225.00	267.65 ↓	12.0% ↓
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	-	100.00	100.00 ↓	100.0% ↓
6-4200	Stationery & Office supplies	429.07	600.00	170.93 ↓	28.5% ↓
6-5600	Telephone	548.13	720.00	171.87 ↓	23.9% ↓
<b>Total Administration</b>		<b>31,205.47</b>	<b>43,737.00</b>	<b>12,531.53 ↓</b>	<b>28.7% ↓</b>
<b>Advertising &amp; Marketing</b>					
6-1121	BMC Marketing and Contractors	22,343.12	18,546.00	3,797.12 ↑	20.5% ↑
6-1200	Advertising	1,659.95	13,500.00	11,840.05 ↓	87.7% ↓
6-1201	Marketing Admin Officer	10,122.00	9,828.00	294.00 ↑	3.0% ↑
6-1205	Event Marketing	1,908.81	3,246.00	1,339.19 ↓	41.3% ↓
6-1699	Website & Media support for members	-	498.00	498.00 ↓	100.0% ↓

6-1701	Television commercial	4,863.75	7,998.00	3,134.25 ↓	39.2% ↓
6-3612	IT support and Website Maintenance	1,413.85	1,746.00	332.15 ↓	19.0% ↓
<b>Total Advertising &amp; Marketing</b>		<b>42,309.48</b>	<b>55,362.00</b>	<b>13,052.52 ↓</b>	<b>23.6% ↓</b>
<b>Business Development</b>					
6-1145	Workshop Expense & Activity Consultants	790.50	2,100.00	1,309.50 ↓	62.4% ↓
6-1600	Business Support Expense and B2B	250.00	660.00	410.00 ↓	62.1% ↓
6-1900	Start Your Own Business Initiatives	-	498.00	498.00 ↓	100.0% ↓
6-1905	Business Coaching	-	1,110.00	1,110.00 ↓	100.0% ↓
6-1907	Business Development Programs	-	1,998.00	1,998.00 ↓	100.0% ↓
<b>Total Business Development</b>		<b>1,040.50</b>	<b>6,366.00</b>	<b>5,325.50 ↓</b>	<b>83.7% ↓</b>
<b>Community Support</b>					
6-1450	Community Support and Sponsorship	1,000.00	3,000.00	2,000.00 ↓	66.7% ↓
<b>Total Community Support</b>		<b>1,000.00</b>	<b>3,000.00</b>	<b>2,000.00 ↓</b>	<b>66.7% ↓</b>
<b>Event Expenses</b>					
6-1509	Gawler Music Month	3,084.46	3,000.00	84.46 ↓	2.8% ↓
6-1514	Conference/Expo Expenses	3,363.64	-	3,363.64 ↑	-
6-1520	Networking Events	251.91	600.00	348.09 ↓	58.0% ↓
<b>Total Event Expenses</b>		<b>6,700.01</b>	<b>3,600.00</b>	<b>3,100.01 ↑</b>	<b>86.1% ↑</b>
<b>GBDG Board and Other</b>					
6-1125	Board Expenses	2,871.20	2,496.00	375.20 ↑	15.0% ↑
<b>Total GBDG Board and Other</b>		<b>2,871.20</b>	<b>2,496.00</b>	<b>375.20 ↑</b>	<b>15.0% ↑</b>
<b>New Initiatives &amp; Projects</b>					
6-1703	Christmas Promotion	3,054.87	5,000.00	1,945.13 ↓	38.9% ↓
<b>Total New Initiatives &amp; Projects</b>		<b>3,054.87</b>	<b>5,000.00</b>	<b>1,945.13 ↓</b>	<b>38.9% ↓</b>
6-1250	BBRF Program	13,221.96	15,000.00	1,778.04 ↓	11.9% ↓
<b>Total Expense</b>		<b>101,403.49</b>	<b>134,561.00</b>	<b>33,157.51 ↓</b>	<b>24.6% ↓</b>
<b>Operating Profit</b>		<b>-6,396.68</b>	<b>11,600.00</b>	<b>17,996.68 ↓</b>	<b>155.1% ↓</b>
<b>Plus Other Income</b>					
8-1200	Interest income	86.66	-	86.66 ↑	-
<b>Total Other Income</b>		<b>86.66</b>	<b>-</b>	<b>86.66 ↑</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>-6,310.02</b>	<b>11,600.00</b>	<b>17,910.02 ↓</b>	<b>154.4% ↓</b>



**From:** A A Taxation & Accounting <aatax638@gmail.com>  
**Sent:** Wednesday, 11 December 2019 3:34 PM  
**To:** Caren Brougham  
**Subject:** Re: Reminder for letter

Hi Caren & Committee Members

As requested our estimated fees for the 2019/2020 financial year for services to be provided for lodgement of BAS returns will be between \$375 -\$500 per quarter. This will include reviewing the MYOB data file with supporting documents supply and making any adjustments as required, reconciling the ATO integrated client account and checking bank reconciliations. This will also include minor queries raised during the quarter via emails or telephone attendance.

As for the preparation of the 2019/2020 financial reports for the purpose auditing accounts by independent auditor, our fees will be approximately \$650 to \$700. This will include preparation of Income & Expenditure Statement and other relevant reports using the data supplied from MYOB, and minor discussions with auditor and treasurer if require.

Any additional work that is not included in the scope above may incur additional fees depending on the nature and time involved. This will be charged at \$135.00 per hour.

Should you have any queries please do not hesitate to call our office.

Best Regards

**Ha Wong**  
**A A Taxation & Accounting**

Email: [aatax638@gmail.com](mailto:aatax638@gmail.com)

Phone: 08 8281 1898

Mobile: 0452 184 693

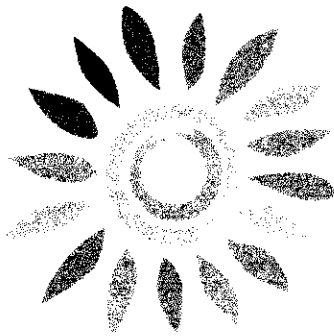
Fax: 08 8281 5856



## **Christmas Closure**

**Our office will be closed for the Christmas/New Year period from 12pm Wednesday 18<sup>th</sup> Dec. 2019 and reopen 9am Monday 6<sup>th</sup> Jan. 2020.**





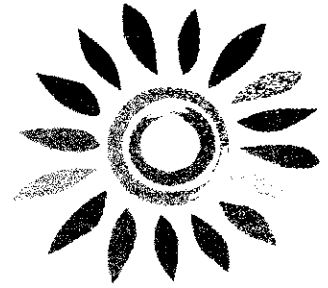
OUR TOWN  
SOUTH AUSTRALIA

PARTNERSHIP PROPOSAL 2020

NINE NETWORK  
SOUTH AUSTRALIA



Presented by VISAGE Productions



## THE STORY SO FAR

*South West* first aired back in 2010 in Western Australia and since then we've covered all corners of Western Australia (many locations more than once) over five series' and 45 episodes, also producing a series in Queensland in 2016.

Along the way we've met some fantastic characters, made many a friend on our journey through some of Australia's amazing countryside.

*South West* is a program where we look at, and feature why people should visit, live, work, play and invest in particular locations and destinations, both regionally and in the metropolitan regions ... a model that has been successful and well-received for almost a decade.

## THE NEXT CHAPTER

The *South West* brand continues to grow and now it's South Australia's turn to tell their story, and I have no doubt that there are some quality positive stories to tell throughout the State.

The series will bring together the best of SA, and will air in a weekend afternoon timeslot in 2020, with filming planned to commence in the first quarter of the year.

Growth and economic development will play a key role in the content for the series, with all stories based on positive community relationships and partnerships ... stories that make each town and region the ideal destination to visit for a holiday, live the perfect lifestyle, work in an enjoyable environment, with plenty of opportunity for play time, and we'll look at investment opportunities that are assisting in the growth of each region and the State.

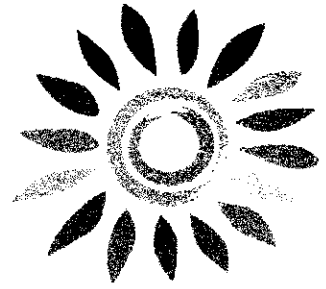
Packaged as an entertaining and informative look at this beautiful State of ours, we'll look at how it all started, we'll have a chat with the locals, the people who have lived in the town for a lifetime, people who have seen the changes, who have experienced the good and bad times - we'll be telling the whole story, and we'll be telling it from a local community point-of-view.

We'd also like to feature the many companies and organisations that are helping the area, in which they operate, move forward, for the betterment of themselves and for the bigger community story.

VISIT

WORK

INVEST



## OUR PRESENTER LISA McASKILL



Popular Adelaide personality Lisa brings a wealth of presenting experience to *OUR TOWN SA*.

From presenting on Channel 9's Postcards series for 14 years, on numerous local morning programs, corporate and training videos, and featuring in more than 70 local, national and international television commercials, Lisa is a proud South Australian local.

Everyone who comes into contact with Lisa can't help but be affected by her warm personality and personable approach, becoming one of Adelaide's most engaging and well-respected people, over three successful decades in the television and media industry.

## OUR BROADCAST PARTNER CHANNEL NINE

*OUR TOWN SA* will be broadcast throughout South Australia via Channel Nine in a weekend late afternoon timeslot.

As the home of Australia's most trusted and loved brands spanning news, sport, lifestyle and entertainment, Channel Nine prides itself on creating the best content, accessed by consumers 'when and how they want'.

*OUR TOWN SA* will also be available on [www.9now.com.au](http://www.9now.com.au)



**From:** Angela Savelli <Angela.Savelli@gawler.sa.gov.au>  
**Sent:** Friday, 20 December 2019 3:20 PM  
**To:** Caren Brougham (caren@gawler.org.au)  
**Subject:** FW: OUR TOWN 'SOUTH AUSTRALIA' Television Series NINE NETWORK  
**Attachments:** OURTOWN\_SA\_2020.pdf

Hi Caren

Karen has asked me to forward the attached correspondence to you for your information/consideration.

Kind regards

Angela

**Angela Savelli** | Executive Assistant – CEO & Mayor

Town of Gawler | PO Box 130 | Gawler SA 5118

Ph 8522 9221

[www.gawler.sa.gov.au](http://www.gawler.sa.gov.au)

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**From:** Lee Loraine [mailto:visage1@iinet.net.au]  
**Sent:** Wednesday, 11 December 2019 12:45 PM  
**To:** Mayor <Mayor@gawler.sa.gov.au>  
**Cc:** Donna Johnston <Donna.Johnston@gawler.sa.gov.au>; Council (E-mail) <council@gawler.sa.gov.au>  
**Subject:** OUR TOWN 'SOUTH AUSTRALIA' Television Series NINE NETWORK

Good afternoon Karen

I'm reaching out in relation to the OUR TOWN television series, which I have produced here in WA and Queensland since 2010. We've just been given the green light to produce a five-episode package for South Australia, with the series working on the model of why people should visit, live, work, play and invest in particular regions and destinations, and I'm currently getting in touch with all regions, inclusive of LGA's, RDA's, and Government departments to look at how we can profile positive South Australian community stories.

I understand that some regions are larger than others, therefore this is also an opportunity to potentially collaborate with other LGA's and organisations to produce a regional episode. Based on previous series' if we've had the initial support of Councils it's much easier to bring other partners on-board, and from an internal perspective Councils have pooled their funds throughout their departments to be involved, as OUR TOWN features positive content around marketing and media exposure and awareness, tourism, economic development, community, and events. If there is interest from the region we can then look at other potential partners, such as local industry, mining, RDA's, RTO's, Government departments (water, fisheries or agricultural as an example), corporate partners such as Developers or others, plus local operators and Chambers' of Commerce – potential partners that would work well together within a designated episode, and have a good positive story to tell. In a nutshell I'm keen to see how we could get the best out of an episode that promotes particular South Australian regions as a desirable place to visit, live, work, play and invest.

Everything you need to know about the series, including attached synopsis:

- The five-episode series will be broadcast throughout South Australia on the Nine Network in a weekend afternoon timeslot in 2020 (potential airtime start-up May 2020 TBC).
- Filming for the series to commence once the episodes are fully subscribed (plan is to commence filming in March/April, with filming in destinations appropriate to seasonal weather conditions and attractions).



- The overall aim of the series model is to promote why people should visit, live, work, play and invest in regional and metropolitan locations.
- The series is to be produced by VISAGE Productions [www.visageproductions.com.au](http://www.visageproductions.com.au) - we are a Perth based production company which has been in operation for nearly 25 years.
- We plan to utilise Adelaide-based crew where possible, inclusive of our Presenter Lisa McAskill.
- The program has been built via a successful business model that has been in production since 2010, over five WA and one Queensland series'.
- Series will be packaged as an informative and entertaining look at SA's regional and metro towns and regions, featuring storylines around community and economic development, tourism, industry growth, stories built around positive relationships and partnerships.
- All content is built around positive storylines.
- Each episode will be allocated to a particular town or region, with possibilities for multiple-town collaborations, if workable with the series model.
- Series will feature the many organisations, companies and people that are helping SA regions 'move forward', for the betterment of themselves and for the community, providing an ideal opportunity for the town and business operators in the region to feature their product to an extensive and diverse audience.
- Series to be filmed in high definition with multiple use of drone technology (within CASA approved areas).
- Each episode, based on previous series' will be filmed over four-five days.
- Option to utilise existing file footage supplied by partners.
- Series will be profiled and promoted extensively via the series' Facebook page <https://www.facebook.com/ourtownoz/> and via Instagram, with regular updates on location, inclusive of linked sites and hashtag branding, and throughout the entire production process.
- VISAGE team will work closely with each partner in developing the story outline, concept and script, with full editorial control given to each partner, inclusive of final approval prior to broadcast.
- Each half-hour episode ends up being 20-21 minutes after commercials, being four, five-minute segments, which can be broken up in various ways.
- Each partner will be liaising with just one person throughout the process, from initial contact right through to final delivery, providing a more personal service and a more streamlined process throughout.

To give you an idea of how the current series will be produced, below are some episodes from the recently aired WA series. These episodes are diverse, per episode, and will give you an insight to the potential partners that could bring each episode together.

Fremantle <https://vimeo.com/353329736> (Council funding to attract new retail operators to the region, with co-funding from Developers, both retail and apartment living)

Busselton <https://vimeo.com/352679432> (location and product promotion with investment from the Council, Developers, Mining operators and tourism operators)

Broome <https://vimeo.com/342175510> (Broome is recognised as a popular tourist destination, however, it's now proving a popular place to set-up home, with investment for this episode from Developers, a mining company and tourism operators)

Goldfields <https://vimeo.com/340176857> (a road trip option that took in four regional Councils who co-funded the episode)

Kwinana <https://vimeo.com/358249147> (Kwinana has a reputation on the negative side, however, strong investment from Council, Developers and local business is changing that, for the better)

Peel <https://vimeo.com/358246560> (strong investment in a new business park is attracting new business and residents to the region)

Pilbara <https://vimeo.com/349429379> (driven by mining the Pilbara episode gave mining operators an opportunity to talk about their role in the community)

There are multiple benefits for the partners we bring on board:

- State-wide broadcast coverage.
- The series will also be available via catch-up on [www.9now.com.au](http://www.9now.com.au)
- All participating partners will have total control of editorial content and will have final approval on each episode prior to broadcast.
- Pre-broadcast exposure via social media platforms and on-location hashtag relevant links.
- On-location social media coverage during filming.
- Opportunities to cross-promote with other marketing mediums in designated regions, being both newspaper and radio. We can supply previous examples of this, if required.
- On-camera promos to be filmed on location that can be utilised pre-broadcast via social media platforms.
- Every episode to be made available via our Facebook page, once aired on the commercial network. This has resulted in thousands of additional shares and plays, inclusive of international reach.
- Unlimited access to the final edited story and full episode, which can be forwarded in various sizes and formats, across multiple mediums.

- Capability to cut-down packages for other marketing purposes.
- Access to the filmed high definition raw video files, inclusive of drone footage, which can be further promoted through other promotional mediums such as television commercials, websites and social media (conditions apply).
- We can also film any additional required footage whilst on-location if time permits.

FYI, I'm in early discussions with various people and organisations in South Australia, who have shown some interest, however, it would be great to get your advice and guidance on the positive storylines and potential partners that could fit into the series from a regional development perspective. If OUR TOWN is of interest to the Council I'd be happy to have a chat about how we bring each episode together, inclusive of ways of how we can raise the funds to do so. I wanted to reach out to everyone pre-Christmas and gauge interest with a view to going full-steam ahead in the new year.

Many thanks, I look forward to discussing further with yourself or a member of your team.

Best regards

Lee Loraine  
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