

Agenda - Special General Meeting

29th April 2020

Meeting Opened: 6.06pm

Meeting Closed: 6.50pm

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

Chairperson’s opening statement:

L Drummond advised that a business owner had approached her to ask if GBDG is making a submission to Council for a rate waiver. C Brougham also advised that she has had the same request from approximately 10 other businesses.

Business at hand:

- Discussion: Engagement endorsement for BIE Creative – brief discussion regarding elements of the proposal received from BIE Creative.
- Discussion: Submission on COVID-19 to Town of Gawler – lengthy discussion around GBDG making a submission to Council regarding its decision to defer commercial rates. GBDG feels deferral provides only temporary financial relief and a waiver is the preferred option.

Motion: That GBDG engage BIE Creative for a period of 3 months to commence implementation of a Digital Marketing Strategy.

Moved: K Fischer **Seconded:** G Iremonger **Abstained :** D McGee (Conflict of interest due to personal relationship with BIE Creative owner) **Carried**

Motion: That GBDG make a submission to Council requesting a waiver or Commercial rates for a period and that GBDG be included in the discussion process

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

Actions:

C Brougham to discuss with S Hogan access to facebook and the GBDG website plus how best to “select” businesses for the video content of his proposal. GBDG wants to ensure that the process is equitable.

Signed 
L Drummond – Chair



INTRODUCTION

Firstly, thanks for this opportunity to present a marketing package solution for Gawler Business Development Group. Over the past 6 months since we've been meeting with you, we've got to know your unique organisation and feel that we're able to provide a bespoke solution tailored to your needs.

This presentation proposes that we essentially "take over" your social media channels over the next 3 months, working with Caren in a completely transparent arrangement - and provide timely, unique, original and interesting content to assist your members (and the greater Gawler area). This will result in increased engagement and vitality - word-of-mouth advertising.

This solution is an 'all in' and provides 360 degree access to our agency including management of strategy and creative, creative writers, our full video department and graphic design. We would essentially roll all of your marketing, subject to an approval process of course.



WHY BIE CREATIVE?

- Through previous work with you we have developed some understanding of your organisation
- We have worked throughout Gawler for many years
- We have a staffed office of creative people and resources and are ready to start asap
- We'll work hard to help you to grow through entertaining and timely content
- We have continued to work throughout this COVID period and have a base understanding of the issues facing small businesses
- We stay up to date with tools & techniques in this ever-changing area
- We don't believe in 'set & forget' solutions
- We get to know our clients and their audiences to provide increased value
- We work with a variety of different industries & bring this experience to the table
- We'll help you develop marketing programs that will help you stand out in authentic ways
- Over 20 years of experience
- We don't outsource any of our services - they are all done in-house



THE JOURNEY - HOW IT WOULD WORK

1	2	3	4	5	6	7
SET OBJECTIVES	DEFINE AUDIENCES	BRAND PERSONALITY	MESSAGES TO DELIVER	TACTICS & CHANNELS	CONTENT & CAMPAIGNS	MEASURE FOR OPTIMISATION
Specifically what we're here for	Who's attention are we after	What's ok and what's off limits	Ranking communications by importance	Which media are we best to used and how	An organised approach and rollout	Learning and adapting



OUR PROFESSIONAL SERVICES

Onboarding - Initial discovery meeting to set objectives and form a base understanding and gather key information (steps 1 - 4)

Strategic planning - based on the objectives set, we will gain a deep understanding of your organisation and its members in order to achieve the best possible results. We'll then develop tactics & channels, content & campaigns (steps 5 & 6)

Marketing plan - we'll develop a comprehensive strategic marketing plan

Creative - we'll deep dive into creative ideas

Marketing rollout - We will activate and roll out the complete marketing plan, using best practices, with assistance from Caren & Adele wherever possible. Their involvement in 'community management' during this will be very important including responding to online comments and messages and nurturing the community.

Continuity - standardising your design, taglines (rolling out the new one), about us info etc as much as possible between all platforms including social media, websites, emails, PDFs, signage etc without reinventing the wheel plus a new email template



OUR PROFESSIONAL SERVICES

Auditing then recommending changes to the social media platforms - Facebook, Instagram, Linked In, Twitter, YouTube

Website - suggesting changes front page design and structure + a few other sub pages (we're unsure of your website 'back end' and whether we can make changes easily or not)

Learning to optimise - continual review of results metrics to learn and adapt (step 7)

Feedback - allowing feedback during rollout by key stakeholders

Reporting - a monthly report for key stakeholders with a summary of achievements and roadmap ahead

Meetings - availability for key meetings when required - plus phone and email contact available

Resources - we'll use our internal resources as follows:

- Client manager - for strategy and creative
- Creative writers - for social and video content
- Video department - personnel, cameras, lighting and audio equipment plus post-shooting editing
- Graphic design - building social media posts and standardising the design including templates



OUR FEES

Retainer

\$3,000+gst per month for 3 months

Billed monthly in arrears with 7 day terms.

We estimate that based on this budget we can generate up to 5 unique 'pillar' videos each month which can then be broken down into other formats for distributing amongst the various social channels.

Additionally you'll require some "paid ad" budget for social media - we would estimate a monthly budget of \$500+gst to be used at our discretion.

Sometimes during our work we propose larger scale ideas which can be developed and rolled out - if this happens during our work with you then we'd discuss increased budget for this.

The raw footage, video files, audio files and edited video files including all copyright remain our property until full payment is made for the services.



Shane Hogan - Managing Director
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