

Minutes of Meeting held

12th January 2021

Meeting Opened: 7:38am

Meeting Closed: 8:42am

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

Confirmation of previous Minutes:

Motion: That the Board of the GBDG accept the minutes from the 15th December 2020 meeting as a true and accurate record.

Moved: L Budden **Seconded:** G Iremonger **Abstained:** **Result:** Carried

Business Arising from previous Minutes: Nil

Chairperson's Report: No report

Treasurers Report: – Reports attached Deferred to February

Other Business:

L Budden – portfolio suggestion, Leon would like to see Board Members taking on a “portfolio” to be responsible for BIE and Marketing

Motion: That the Board of the GBDG engage BIE until the end of February 2021 to ensure no loss of marketing momentum during the planning period..

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

Actions

To be actioned by	Task	Status/update
C Brougham	To advise BIE they are able to phone in to the planning meeting	Completed 12/01/21

Next General Meeting: 16th February 2021, 7:30am Venue to be confirmed

Signed: 

L Drummond
Chair

Executive Officer- Report

Meetings Attended and Events

1 Dec – Tammy’s Table	
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Business Updates

New Businesses to Gawler	Business Changes	New Members
Imprint Flowers	Sunrise Bakery closed	Imprint Flowers
1322	That’s Furniture to close end of January 2021	1322

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	12637	13941	7473	2964	3220
Jun 2020	11830	13162	4419	3014	3415
Jul 2020	7332	13599	3990	3067	3016
Aug 2020	5703	15465	3020	3105	3016
Sept 2020	5666	14419	2359	3128	3092
Oct 2020	1641	7549	2451	3198	3348
Nov 2020	2991	10164	2599	3223	3719
Dec 2020	1878	9492	2353	3259	3759

Linkedin

Date Range	Followers	Following	Connections	Contacts
May 2020	996	1014	996	3629
Jun 2020	996	1015	996	3629
Jul 2020	1002	1022	1002	3636
Aug 2020	1002	1023	997	3636
Sept 2020	1003	1024	998	3636
Oct 2020	1005	1029	1001	3636
Nov 2020	1009	1031	1003	3636
Dec 2020	1004	1026	1004	3636

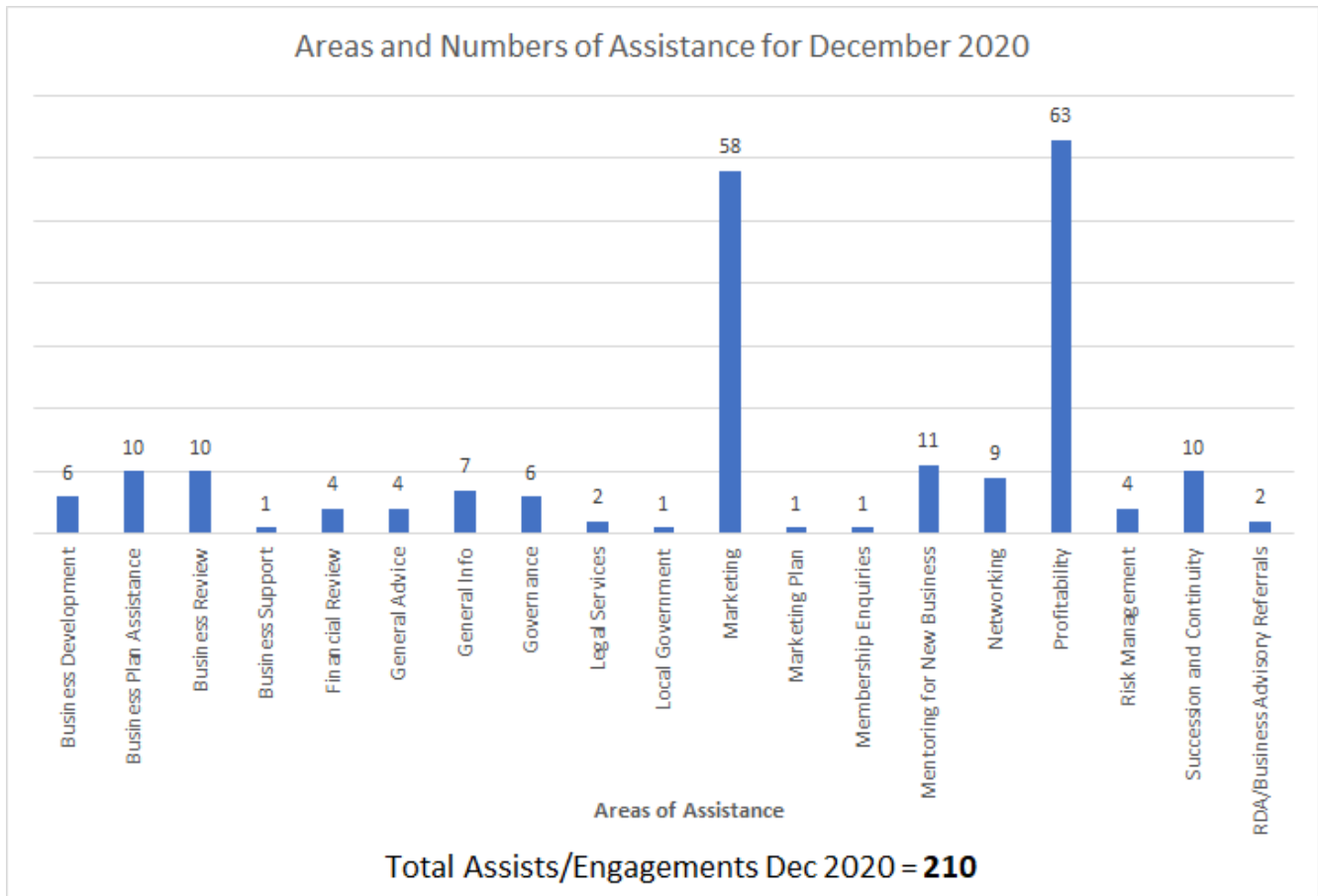
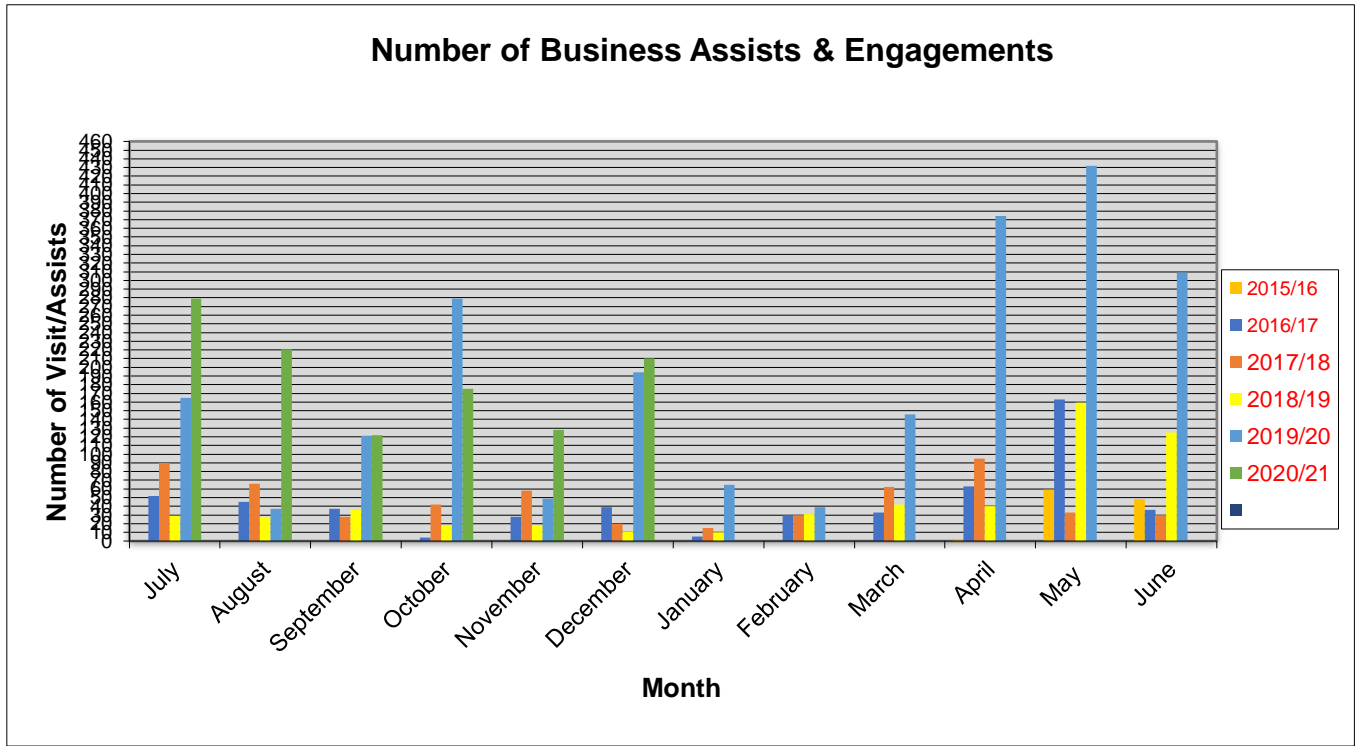
Twitter

Date Range	Tweet Impressions	Engagements	Tweets	Retweets	Profile Visits	Followers	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
Jul 2020	99	0	0	0	0	51	0	0
Aug 2020	269	0	2	0	0	51	0	0
Sept 2020	212	0	2	0	0	52	+1	0
Oct 2020	215	0	2	2	0	54	+2	0
Nov 2020	360	0	0	0	0	57	+5	0
Dec 2020	340	0	0	0	0	60	+3	0

Instagram

Date Range	Posts	Followers	Following
May 2020	20	239	481
Jun 2020	30	286	426
Jul 2020	39	319	436
Aug 2020	43	344	436
Sept 2020	47	359	438
Oct 2020	51	401	438
Nov 2020	64	412	440
Dec 2020	79	434	438

Business Engagement Statistics – December 210



Marketing

You Tube actual hits breakdown

Video	Impressions	Impressions click-through rate	Views	Average view duration	Watch time (hours) ↓
<input type="checkbox"/> Total	4,582	2.7%	303	4:09	21.0
<input type="checkbox"/> South Aussie with Cosi feature on the Town of Gawler	2,316	3.0%	142 46.9%	6:50	16.2 77.2%
<input type="checkbox"/> Sambo On Saturday with Graham Tucker at Gawler National Trust ...	67	10.5%	14 4.6%	2:25	0.6 2.7%
<input type="checkbox"/> Gawler, South Australia	403	4.7%	34 11.2%	0:57	0.5 2.6%
<input type="checkbox"/> Sambo On Saturday with Julie from The Travel Planner	67	3.0%	5 1.7%	5:54	0.5 2.4%
<input type="checkbox"/> Gawler Business Development Group: Sambo On Saturday - Shane ...	82	2.4%	4 1.3%	6:51	0.5 2.2%
<input type="checkbox"/> Sambo On Saturday with Karl from Gawler Fishing & Outdoors	46	4.4%	4 1.3%	6:47	0.5 2.2%
<input type="checkbox"/> Town of Gawler TV Commercial	22	4.6%	50 16.5%	0:30	0.4 2.0%
<input type="checkbox"/> Sambo On Saturday - Real Estate during COVID times	46	0%	1 0.3%	17:25	0.3 1.4%
<input type="checkbox"/> SAMBO ON SATURDAY - Brian Sambell interviews a butcher & baker!	42	0%	2 0.7%	6:50	0.2 1.1%
<input type="checkbox"/> Sambo on Sat Wholesome Living	49	2.0%	1 0.3%	11:57	0.2 1.0%
<input type="checkbox"/> Meet the local businesses - Table Top Warfare	24	16.7%	5 1.7%	2:21	0.2 0.9%
<input type="checkbox"/> Poetic Justice Cafe	61	1.6%	3 1.0%	3:17	0.2 0.8%
<input type="checkbox"/> Meet the local businesses - Delicia Acai & Protein Bar...	64	9.4%	6 2.0%	1:14	0.1 0.6%
<input type="checkbox"/> Sambo On Saturday with Kirsty, Iona & Pat	38	2.6%	1 0.3%	6:38	0.1 0.5%
<input type="checkbox"/> Benefits of GBDG membership	28	0%	4 1.3%	1:35	0.1 0.5%
<input type="checkbox"/> Meet the local businesses - Furniture Plus Upholstery	26	0%	2 0.7%	2:05	0.1 0.3%
<input type="checkbox"/> Sambo On Saturday - Joe from Cibo	22	4.6%	2 0.7%	1:52	0.1 0.3%
<input type="checkbox"/> Gawler Business Development Group: Meet the local businesses - ...	29	3.5%	2 0.7%	1:44	0.1 0.3%
<input type="checkbox"/> Sambo On Saturday with Tony Harnett from the Kingsford	38	0%	2 0.7%	1:39	0.1 0.3%
<input type="checkbox"/> Sambo On Saturday with Sara Gilligan from The Buryip	184	0%	2 0.7%	1:22	0.0 0.2%
<input type="checkbox"/> 2019 Gawler Television Commercial - 1080p	12	16.7%	4 1.3%	0:33	0.0 0.2%
<input type="checkbox"/> Meet the local businesses - K Brereton Showcase Jewellers	164	1.8%	3 1.0%	0:43	0.0 0.2%
<input type="checkbox"/> 2019 Gawler Business Development Awards Finalists and Winners	4	25.0%	1 0.3%	1:38	0.0 0.1%
<input type="checkbox"/> A GM-free future for Gawler?	22	0%	3 1.0%	0:21	0.0 0.1%
<input type="checkbox"/> SAMBO ON SATURDAY - Brian Sambell interviews Shane & Brian	58	0%	1 0.3%	0:26	0.0 0.0%
<input type="checkbox"/> 2019 SA Business Conference	7	0%	1 0.3%	0:25	0.0 0.0%

Balance Sheet as at 31 Dec 2020



Balance Sheet

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

Accrual mode
31 Dec 2020
ABN: 60986486821
Generated 11 Jan 2021

		Total
Asset		
Banking		
1-1000	ANZ Bus Extra **11045	22,644.99
1-1200	Petty cash	208.90
1-1400	ANZ Bus Online **11053	116,842.54
Total Banking		139,696.43
Current Assets		
Total Current Assets		0.00
Total Asset		139,696.43
Liability		
Credit Card		
2-1400	Visa C Brougham	1,159.97
Total Credit Card		1,159.97
Current Liabilities		
2-2100	ATO - Integrated Client Ac	-951.00
2-2200	GST collected	10,187.16
2-2400	GST paid	-7,985.43
2-2500	GST Clearing Ac	0.64
Total Current Liabilities		1,251.37
Funding		
Total Funding		0.00
Long Term Liabilities		
Total Long Term Liabilities		0.00
Total Liability		2,411.34
Net Assets		137,285.09
Equity		
Current Earnings		
3-1800	Current year earnings	6,703.18
Total Current Earnings		6,703.18
Retained Earnings		
3-1600	Members Funds - Accum Surplus-deficit	130,581.91
Total Retained Earnings		130,581.91
Total Equity		137,285.09

Profit and Loss December 2020



Profit and loss

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

Cash mode
01 Oct 2020 - 31 Dec 2020
ABN: 60986486821
Generated 11 Jan 2021

		Total
Income		
Funding		
4-1100	Council Receipts - Levied Fees	44,802.88
4-1110	BBRF Fund	11,334.00
Total Funding		56,136.88
4-1140	Memberships	304.55
Total Income		56,441.43
Less Cost of Sales		
Total Cost of Sales		0.00
Gross Profit		56,441.43
Less Expense		
Administration		
6-1000	Accounting and Auditing fees	1,854.24
6-1120	BMC Admin Contractor	15,936.75
6-1130	Admin and Marketing Officer	842.80
6-1518	Memberships and Licensing Expense	248.71
6-4000	Postage & courier	150.00
6-4200	Stationery & Office supplies	111.68
6-5600	Telephone	294.52
Total Administration		19,438.70
Advertising & Marketing		
6-1121	BMC Marketing and Contractors	3,255.75
6-1200	Advertising & New Business Attraction	61.84
6-1201	Marketing Admin Officer	4,225.20
6-1605	Gawler App & Marketing Support for Members	150.00
6-1670	Digital Marketing Strategy/Campaigns	9,567.04
6-3612	IT support and Website Maintenance	451.78
Total Advertising & Marketing		17,711.61
Business Development		
6-1145	Workshop Expense & Activity Consultants	131.82
6-1600	Business Support Expense and B2B	1,401.38
6-1905	Business Coaching	322.73
6-1907	Business Development Programs	282.18
Total Business Development		2,138.11
Event Expenses		
6-1520	Networking Events	7,442.81
Total Event Expenses		7,442.81
GBDG Board and Other		
6-1125	Board Expenses	7.75
Total GBDG Board and Other		7.75

New Initiatives & Projects		
6-1205	Event Marketing	288.59
6-1250	BBRF Program	617.04
6-1703	Christmas Promotion	3,230.95
Total New Initiatives & Projects		4,136.58
Total Expense		50,875.56
Operating Profit		5,565.87
Plus Other Income		
8-1200	Interest Income	15.14
Total Other Income		15.14
Less Other Expense		
Total Other Expense		0.00
Net Profit		5,581.01

Profit and Loss December to Budget

Profit and loss

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

Cash mode
01 Oct 2020 - 31 Dec 2020
ABN: 60986486821
Generated 11 Jan 2021

		Total			
		Actual	Budget	Var \$	Var %
Income					
Funding					
4-1100	Council Receipts - Levied Fees	44,802.88	44,802.00	0.88 ↑	0.0%
4-1110	BBRF Fund	11,334.00	-	11,334.00 ↑	-
4-1190	Carry over funds	-	32,313.00	32,313.00 ↓	100.0% ↓
Total Funding		56,136.88	77,115.00	20,978.12 ↓	27.2% ↓
4-1140	Memberships	304.55	-	304.55 ↑	-
Total Income		56,441.43	77,115.00	20,673.57 ↓	26.8% ↓
Less Cost of Sales					
Total Cost of Sales		-	-	-	-
Gross Profit		56,441.43	77,115.00	20,673.57 ↓	26.8% ↓
Less Expense					
Administration					
6-1000	Accounting and Auditing fees	1,854.24	1,500.00	354.24 ↑	23.6% ↑
6-1120	BMC Admin Contractor	15,936.75	15,561.00	375.75 ↑	2.4% ↑
6-1130	Admin and Marketing Officer	842.80	546.00	296.80 ↑	54.4% ↑
6-1518	Memberships and Licensing Expense	248.71	498.00	249.29 ↓	50.1% ↓
6-4000	Postage & courier	150.00	186.00	36.00 ↓	19.4% ↓
6-4200	Stationery & Office supplies	111.68	249.00	137.32 ↓	55.1% ↓
6-5600	Telephone	294.52	375.00	80.48 ↓	21.5% ↓
Total Administration		19,438.70	18,915.00	523.70 ↑	2.8% ↑
Advertising & Marketing					
6-1121	BMC Marketing and Contractors	3,255.75	5,667.00	2,411.25 ↓	42.5% ↓
6-1200	Advertising & New Business Attraction	61.84	1,500.00	1,438.16 ↓	95.9% ↓
6-1201	Marketing Admin Officer	4,225.20	4,914.00	688.80 ↓	14.0% ↓
6-1202	New Business Attraction / Resources	-	2,499.00	2,499.00 ↓	100.0% ↓
6-1605	Gawler App & Marketing Support for Members	150.00	1,500.00	1,350.00 ↓	90.0% ↓
6-1670	Digital Marketing Strategy/Campaigns	9,567.04	2,499.00	7,068.04 ↑	282.8% ↑
6-1699	Website & Media support for members	-	750.00	750.00 ↓	100.0% ↓
6-3612	IT support and Website Maintenance	451.78	375.00	76.78 ↑	20.5% ↑
Total Advertising & Marketing		17,711.61	19,704.00	1,992.39 ↓	10.1% ↓
Business Development					
6-1145	Workshop Expense & Activity Consultants	131.82	999.00	867.18 ↓	86.8% ↓
6-1600	Business Support Expense and B2B	1,401.38	4,996.00	3,596.62 ↓	72.0% ↓

6-1903	Digital Marketing Programs	-	2,499.00	2,499.00 ↓	100.0% ↓
6-1905	Business Coaching	322.73	1,770.00	1,447.27 ↓	81.8% ↓
6-1907	Business Development Programs	282.18	2,499.00	2,216.82 ↓	88.7% ↓
Total Business Development		2,138.11	12,765.00	10,626.89 ↓	83.3% ↓
Community Support					
6-1450	Community Support and Sponsorship	-	249.00	249.00 ↓	100.0% ↓
Total Community Support		-	249.00	249.00 ↓	100.0% ↓
Event Expenses					
6-1509	Gawler Music Month	-	750.00	750.00 ↓	100.0% ↓
6-1520	Networking Events	7,442.81	249.00	7,193.81 ↑	2,889.1% ↑
Total Event Expenses		7,442.81	999.00	6,443.81 ↑	645.0% ↑
GBDG Board and Other					
6-1125	Board Expenses	7.75	624.00	616.25 ↓	98.8% ↓
Total GBDG Board and Other		7.75	624.00	616.25 ↓	98.8% ↓
New Initiatives & Projects					
6-1205	Event Marketing	288.59	-	288.59 ↑	-
6-1250	BBRF Program	617.04	9,789.00	9,171.96 ↓	93.7% ↓
6-1703	Christmas Promotion	3,230.95	4,000.00	769.05 ↓	19.2% ↓
6-1750	Other Projects	-	1,248.00	1,248.00 ↓	100.0% ↓
Total New Initiatives & Projects		4,136.58	15,037.00	10,900.42 ↓	72.5% ↓
Total Expense		50,875.56	68,293.00	17,417.44 ↓	25.5% ↓
Operating Profit		5,565.87	8,822.00	3,256.13 ↓	36.9% ↓
Plus Other Income					
8-1200	Interest Income	15.14	-	15.14 ↑	-
Total Other Income		15.14	-	15.14 ↑	-
Less Other Expense					
Total Other Expense		0.00	-	0.00	-
Net Profit		5,581.01	8,822.00	3,240.99 ↓	36.7% ↓