

Minutes of Meeting held

17th August 2021

Meeting Opened: 7:35am

Meeting Closed: 8:55am

Attendees: L Drummond, K Cowell, R Stomaci, P Koch, R Milanese, K Fischer, G Iremonger, T Piccolo	Guests:
Apologies: A Eberhard	Absent: L Stovell, D Veltman
Proxies: A Arifi	Leave of Absence Apologies: L Budden Left Meeting early: K Fischer

Declarations of Conflicts of Interest - Nil

Item 1: Chairperson’s Report: Presentation and discussion

Motion: That the Board of the GBDG accept the Chairpersons report as a true and accurate record.

Moved: L Drummond **Seconded:** P Koch **Result:** Carried

Item 2: Treasurers Report: – Presentation and discussion

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

Moved: R Milanese **Seconded:** K Cowell **Result:** Carried

Item 2.1 C Brougham advised that the June Qtr BAS has been lodged, no payment required, and a return of \$272 will go into the bank account.

Item 3: Confirmation of previous Minutes: Presentation and discussion

Motion: That the Board of the GBDG accept the minutes from the 20th July 2021 meeting as a true and accurate record.

Moved: R Stomaci **Seconded:** T Piccolo **Result:** Carried

Item 4: Business Arising from previous Minutes: Presentation and discussion

Shopfront – Shopfront was held between 12th – 23rd July, however was cut short due to the COVID-19 lockdown. Only 2 people came into the space to speak with us. However, when there were 2 people present one would stay in the shopfront and the other would go door to door. A very low response rate to the surveys issued.

Results of survey questions:

Are you a member of the GBDG?

40% now they are members, 60% did not know member status

How did you hear about GBDG?

Web Directory	Digital Marketing of your business	Shop local promos	Networking events	Workshops forums bus dev events	Business Advice	Acting as your liaison with Council	Gawler Bus Awards	Tailored Training	Provision of info and regulations that may impact your business
13%	10%	10%	13%	10%	10%	10%	0.80%	0.70%	10%

What events have you attended in the past year?

Business Conference	Business Breakfasts	Christmas in Gawler
50%		50%

How do you prefer to receive news/announcements from GBDG?

E-newsletter	Email
33%	67%

Do you follow GBDG on Social Media?

No	Facebook	Instagram
25%	38%	38%

Additional Comments?

Would love the opportunity to introduce our business to Gawler businesses the breakfasts or networking events. Cartridge World

Please advise how we can promote ourselves as we are new to Gawler - Gawler Smoothie Juice Bar

C Brougham sent a letter of thanks to Furniture Plus Upholstery, Vadoulis Garden Centre and Reminisce Photography

Item 5: Other Business: Presentation and discussion

Item 5.1 - Market Research – L Drummond and C Brougham have met with 2 leading market research companies and quotes will be issued to GBDG asap.

Item 5.2 – Insurance – C Brougham confirmed with LCIS that we do indeed hold Directors and Associates Insurance. Insurance renewal completed and Certificates of Insurance received and forwarded to Council.

Item 5.3 – Leave of absence - L Budden has requested a leave of absence for several months for personal reasons.

6.4 Disqualification, Resignation or Leave of absence of Board members

If a Board Member requires leave from their position:

- 6.4.1 A leave of absence (such leave of absence must be requested in writing to a member of the Board, within 28 days of said leave date, and for a period of no more than six months, if they require over six months leave, then 6.4.6 is to be implemented.)

Motion: That the Board approve a leave of absence for L Budden for a period of 3 months commencing 11th August 2021

Moved: T Piccolo **Seconded:** R Milanese **Result:** Carried

Item 5.4 – VIMEO - discussion

Motion: That the Board approve a trial period of 3 months for VIMEO to determine the effectiveness and quality of the posts.

Moved: P Koch **Seconded:** G Iremonger **For:** 6 **Against:** 1 **Result:** Carried

Item 6: Actions

To be actioned by	Task	Status/update
C Brougham	Check current background check policy and update	In progress
C Brougham	Develop new process for appointing a person to a vacant Board position mid term	In progress
C Brougham	Review and rewrite rules to remove a Board member	In progress
C Brougham	Research a new auditor to be appointed in November at the AGM	In progress
L Drummond	To approach L Stovell regarding non-attendance at Board Meetings	
C Brougham	Request all raw files from BIE	Request emailed 17 th Aug 2021 had no reply so emailed again 24 th August and called Shane but had to leave a message.
C Brougham	Request Square Holes and McGregor Tan to present to the Board on 23 rd or 30 th August	Request emailed 17 th Aug 2021
C Brougham	Invite H Inat to attend Sept Board Meeting	Emailed 17 th Aug 2021

Next General Meeting: Tuesday 21st September 2021 – 7:30am Gawler Civic Centre Room G3



Signed:

L Drummond

Chair

Executive Consultant – Report

Meetings Attended and Events

13 th July – Governance Training	3 rd Aug – Tammy’s Table
19 th July – GBDG/ToG Monthly Meeting	10 th Aug – ToG/GBDG/RDA Economic Dev Strategy Meeting
20 th July – GBDG Board meeting	10 th Aug – ToG/GBDG CRS Committee meeting
27 th July – Tammy’s Table	16 th Aug - GBDG/ToG Monthly Meeting
2 nd Aug – Meeting with resident S Cassidy	

Business and Membership Movements

New Commercial Businesses to Gawler	Business Changes	New Voluntary Members
Rebelle Hair and Beauty	Hair on Jacob sold and new owners have named it Rebelle Hair and Beauty	Nil
Releve Physiotherapy	Lesley’s have a new owner as of 6 th Aug	

Social Media and Digital Platforms

GBDG Facebook Page

Date Range	Video Views	Post Reach	Post Engagement	Total Page Likes	Total Page Follows
Apr 2021	1434	57612 and NO BOOSTS 41,600 on one post alone	7770	3760	4313
May 2021	622	28928	3757	3792	4348
Jun 2021	536	21754	3955	3864	4420
Jul 2021	881	30,319	5881	3893	4586

Linkedin

Date Range	Follower Connections	Following	Contacts	Post Views
Apr 2021	- n/a	- n/a	3642	n/a
May 2021	- n/a	- n/a	- n/a	n/a
Jun 2021	- n/a	- n/a	3644	425
Jul 2021	1016	1048	3644	230

Twitter

Date Range	Tweets	Retweets	Followers	Mentions	Profile Views
Apr 2021	3	3	117	1	n/a
May 2021	3	0	60	2	n/a
Jun 2021	1	0	60	3	104
Jul 2021	2	0	60	2	131

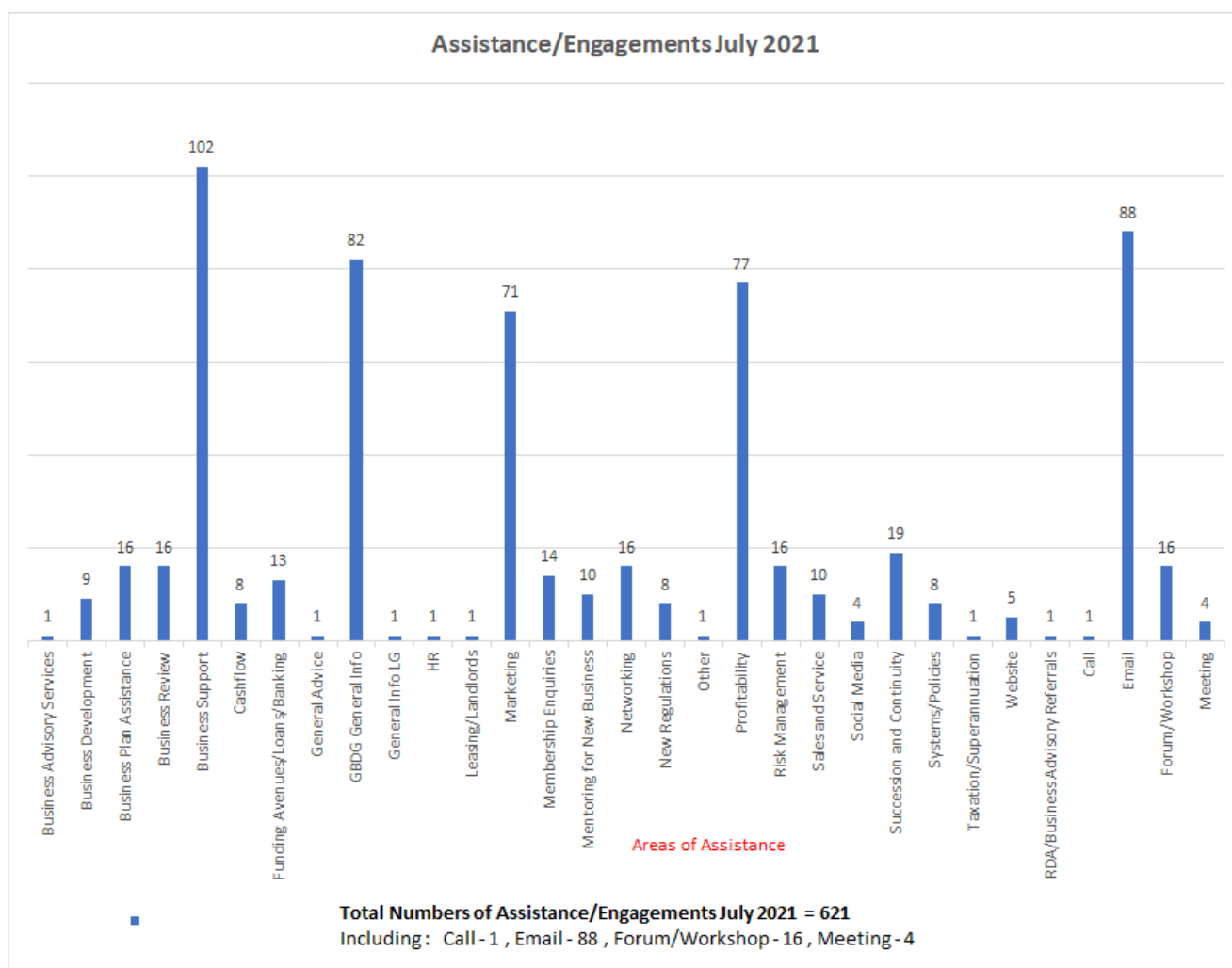
Instagram

Date Range	New Posts	Total Posts	Followers	Following
Apr 2021	n/a	131	536	439
May 2021	n/a	135	544	439
Jun 2021	n/a	142	548	440
Jul 2021	1	150	556	440

You Tube

Date Range	Subscribers	Views	New videos	Highest Ranking Video
July 2021	16	73	2	SA with Cosi Advert 35 views

Business Engagement Statistics – 621 engagements



Balance Sheet as at 31 July 2021



Balance Sheet

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

Accrual mode
31 Jul 2021
ABN: 60986486821
Generated 11 Aug 2021

		Total
Asset		
Banking		
1-1000	ANZ Bus Extra **11045	11,378.04
1-1200	Petty cash	6.80
1-1400	ANZ Bus Online **11053	100,000.23
Total Banking		111,385.07
Current Assets		
1-1800	Accounts receivable	50,219.40
1-1810	Overpayment	24.00
Total Current Assets		50,243.40
Total Asset		161,628.47
Liability		
Credit Card		
2-1400	Visa C Brougham	528.06
Total Credit Card		528.06
Current Liabilities		
2-2100	ATO - Integrated Client Ac	-272.00
2-2200	GST collected	4,780.40
2-2400	GST paid	-1,234.22
2-2500	GST Clearing Ac	0.23
Total Current Liabilities		3,274.41
Funding		
2-1560	Council levied funding	30,436.00
Total Funding		30,436.00
Long Term Liabilities		
Total Long Term Liabilities		0.00
Total Liability		34,238.47
Net Assets		127,390.00
Equity		
Current Earnings		
3-1800	Current year earnings	3,542.22
Total Current Earnings		3,542.22
Retained Earnings		
3-1600	Members Funds - Accum Surplus-deficit	123,847.78
Total Retained Earnings		123,847.78
Total Equity		127,390.00

Profit and Loss 31 July 2021 Year to date

Profit and loss

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

Cash mode
01 Jul 2021 - 31 Jul 2021
ABN: 60986486821
Generated 10 Aug 2021

		Total			
		Actual	Budget	Var \$	Var %
Income					
Event Income					
4-1150	Workshop-Forum/Networking Registrations	-	8.00	8.00 ↓	100.0% ↓
Total Event Income		-	8.00	8.00 ↓	100.0% ↓
Funding					
4-1100	Council Receipts - Levied Fees	15,218.00	15,218.00	0.00	0.0%
4-1140	Memberships	2,150.00	83.00	2,067.00 ↑	2,490.4% ↑
4-1190	Carry over funds	-	10,320.00	10,320.00 ↓	100.0% ↓
Total Funding		17,368.00	25,621.00	8,253.00 ↓	32.2% ↓
Total Income		17,368.00	25,629.00	8,261.00 ↓	32.2% ↓
Less Cost of Sales					
Total Cost of Sales		-	-	-	-
Gross Profit		17,368.00	25,629.00	8,261.00 ↓	32.2% ↓
Less Expense					
Administration					
6-1115	Council relations/projects A Stoakes	15.68	18.00	2.32 ↓	12.9% ↓
6-1120	Admin Contractor C Brougham	1,188.00	1,482.00	294.00 ↓	19.8% ↓
6-1130	Admin Contractor A Stoakes	203.84	273.00	69.16 ↓	25.3% ↓
6-1135	Council relations/projects C Brougham	297.00	741.00	444.00 ↓	59.9% ↓
6-1518	Licensing & Associations Expense	1,794.55	208.00	1,586.55 ↑	762.6% ↑
6-2600	Insurance	2,591.62	2,900.00	308.38 ↓	10.6% ↓
6-3610	GBDG Equipments	-	25.00	25.00 ↓	100.0% ↓
6-4000	Postage & courier	-	41.00	41.00 ↓	100.0% ↓
6-4200	Stationery Printing & Office supplies	-	75.00	75.00 ↓	100.0% ↓
6-5600	Telephone	-	125.00	125.00 ↓	100.0% ↓
Total Administration		6,090.69	5,888.00	202.69 ↑	3.4% ↑
Advertising & Marketing					
6-1121	Advertising & Marketing C Brougham	475.20	592.00	116.80 ↓	19.7% ↓
6-1122	Advertising & Marketing A Stoakes	470.40	546.00	75.60 ↓	13.8% ↓
6-1200	Advertising & New Business Attraction	750.60	416.00	334.60 ↑	80.4% ↑
6-1202	New Business Attraction C Brougham	297.00	370.00	73.00 ↓	19.7% ↓
6-1203	New Business Attraction A Stoakes	31.36	36.00	4.64 ↓	12.9% ↓
6-1205	General Event Marketing C Brougham	454.68	463.00	8.32 ↓	1.8% ↓

6-1206	General Event Marketing A Stoakes	29.40	136.00	106.60 ↓	78.4% ↓
6-1207	Advertising & Marketing Subs	25.45	25.00	0.45 ↑	1.8% ↑
6-1670	Advertising & Marketing General Promos/Campaigns	-	833.00	833.00 ↓	100.0% ↓
6-3612	Website/Other Platforms/Licensing/Maint S Bailey	293.00	333.00	40.00 ↓	12.0% ↓
6-3613	Website/Other Platforms/Licensing/Maint C Brougham	59.40	148.00	88.60 ↓	59.9% ↓
6-3614	Website/Other Platforms/Licensing/Maint A Stoakes	31.36	36.00	4.64 ↓	12.9% ↓
Total Advertising & Marketing		2,917.85	3,934.00	1,016.15 ↓	25.8% ↓
Business Development Services					
6-1145	Workshop Expense	-	166.00	166.00 ↓	100.0% ↓
6-1146	Business Services Contractor C Brougham	891.00	1,111.00	220.00 ↓	19.8% ↓
6-1147	Business Services Contractor A Stoakes	15.68	18.00	2.32 ↓	12.9% ↓
6-1520	Networking Events	305.45	-	305.45 ↑	-
6-1600	Business Services- B2B, Coaching, Advisors	355.00	810.00	455.00 ↓	56.2% ↓
Total Business Development Services		1,567.13	2,105.00	537.87 ↓	25.6% ↓
Community Support					
6-1450	Community Support and Sponsorship	-	125.00	125.00 ↓	100.0% ↓
Total Community Support		-	125.00	125.00 ↓	100.0% ↓
Event Management					
6-1540	Event Management C Brougham	891.00	1,389.00	498.00 ↓	35.9% ↓
6-1541	Event Management A Stoakes	352.80	409.00	56.20 ↓	13.7% ↓
Total Event Management		1,243.80	1,798.00	554.20 ↓	30.8% ↓
Finance					
6-1000	Accounting Auditing & MYOB fees	32.73	450.00	417.27 ↓	92.7% ↓
6-1005	Finance Contractor C Brougham	237.60	296.00	58.40 ↓	19.7% ↓
6-1010	Finance Contractor A Stoakes	15.68	18.00	2.32 ↓	12.9% ↓
Total Finance		286.01	764.00	477.99 ↓	62.6% ↓
GBDG Board and Other					
6-1125	Board Expense General	23.71	166.00	142.29 ↓	85.7% ↓
6-1126	Board Activity Contractor C Brougham	118.80	148.00	29.20 ↓	19.7% ↓
6-1127	Governance Training & Criminal History Checks	131.82	333.00	201.18 ↓	60.4% ↓
Total GBDG Board and Other		274.33	647.00	372.67 ↓	57.6% ↓
Membership/Member Liaison					
6-1131	Membership Member Liaison C Brougham	891.00	592.00	299.00 ↑	50.5% ↑
6-1132	Membership Member Liaison A Stoakes	286.44	327.00	40.56 ↓	12.4% ↓
Total Membership/Member Liaison		1,177.44	919.00	258.44 ↑	28.1% ↑
Projects					
6-1710	Projects Contractor C Brougham	237.60	296.00	58.40 ↓	19.7% ↓
6-1720	Projects Contractor A Stoakes	35.00	27.00	8.00 ↑	29.6% ↑

Total Projects	272.60	323.00	50.40 ↓	15.6% ↓
Total Expense	13,829.85	16,503.00	2,673.15 ↓	16.2% ↓
Operating Profit	3,538.15	9,126.00	5,587.85 ↓	61.2% ↓
Plus Other Income				
8-1200 Interest Income	4.07	-	4.07 ↑	-
Total Other Income	4.07	-	4.07 ↑	-
Less Other Expense				
Total Other Expense	0.00	-	0.00	-
Net Profit	3,542.22	9,126.00	5,583.78 ↓	61.2% ↓

Media

Businesses have their say

JACK HUDSON

THE Gawler Business Development Group (GBDG) is hosting a shopfront in Reminisce Photography this week to help engage with the community.

The pop-up hub has been active since July 12 and will continue until Friday.

GBDG chair Caren Brougham said it had been busy, with businesses engaging with changes they would like to see.

"We're just trying to figure out different ways to connect and engage with the business community and the residents," she said.

"This shopfront is all about trying to find out if the businesses are happy with what we're providing for them as an organisation, or what they would like us to provide that we're currently not.

"Also to ask what they would like to see us trying to bring together like different types of businesses or different events.

"With the residents, are they happy with what's in the



street? Are they aware that the vacancy rate is the lowest it's been for many years, we've got people who want to come into Gawler but can't find a space.

"We're just trying to look at different ways to engage and try and get answers, get information from other people, because the businesses are so busy doing what they need to do on a daily basis, it's hard for them to take another half an hour and do a survey and things like that.

"We're going up and down the street, going into the businesses with some survey forms and asking questions about what they want us to do."

Ms Brougham said there had

been a lot of positive feedback.

"It's been really interesting," she said. "A lot of people have commented on the conference, they love the conference that we had a few months ago and they want to see more of that sort of thing.

"We've got a group going at the moment called Tammy's Table, which has been going for over a year now, which is a peer to peer networking and business advisory group led by Tammy Edwards and they're loving it, absolutely loving it.

"They're getting a lot of value for their business. They want to see more business development."



TREASURERS REPORT – AUGUST 2021

Balance Sheet

As at 31st August 2021, total monies in the bank accounts is above \$148,000 with minimal liabilities associated with this. This is an increase vs the prior month of approximately \$37,000 (due to payment received by council) and slightly above the \$146,000 balances for the same time last year.

All other assets and liabilities are minimal and considered immaterial for comment

Profit and Loss

GBDG ran at a profit of \$3,204 for August 2021. Income was consistent with budget with expenses being lower than budget (\$12,017 actual vs \$13,603 budget). Expenses were also lower than the corresponding period last year of \$14,299.

Other

I note Kevin raised at our board meeting for the MYOB reports to be PDFed and emailed to the board in future rather than included in the word document the figures are difficult to read. I propose that Caren email's the August 2021 and in future months these PDFs will be provided.

Robert Milanese

28/09/2021