

**Minutes of Meeting held**

**20<sup>th</sup> April 2021**

**Meeting Opened: 7.35am**

**Meeting Closed: 9.05am**

Attendees: L Drummond, V Luke, A. Eberhard, P Koch, R Stomaci, L Budden, G Iremonger, R Milanese, K Fischer	Guests:
Apologies: D Veltman	Absent: L Williamson, T Piccolo
Proxies:	

**Chairperson's Report:**

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

**Moved:** L Drummond    **Seconded:** A Eberhard    **Result:** carried    (see attachment)

**Confirmation of previous Minutes:**

**Motion:** That the Board of the GBDG accept the minutes from the 16<sup>th</sup> March 2021 meeting as a true and accurate record.

**Moved:** R Stomaci    **Seconded:** P Koch    **Abstained:** 1    **Result:** Carried

**Motion:** That the Board of the GBDG accept the minutes from the Annual Planning Meeting 7<sup>th</sup> Feb 2021 as a true and accurate record.

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

**Treasurers Report: –**

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

**Moved:** R Milanese    **Seconded:** K Fischer    **Result:** Carried    (see attachment)

**2021/22 Budget Draft – submitted to Council**

**Motion:** That the Board of the GBDG accept draft budget and notes Treasurer's report comments regarding carry over funds surplus from previous years are included in budget.

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

**Business Arising from previous Minutes:**

Report due from R Stomaci and L Budden – Youth Entrepreneur Concept (see attachment)

**Motion:** That the Board of the GBDG authorise Youth Entrepreneur Concept Sub Committee to progress the planning of the concept with a view to GBDG authorising the running of the pilot program for 2022.

**Moved:** P Koch    **Seconded:** A Eberhard    **Result:** Carried

Report due from MP T Piccolo and Cr P Koch – Market Research deliverables. **Report to be provided next month.**

**Motion:** That the Board of the GBDG appoint L Budden to join Market Research Sub Committee.

**Moved:** R Stomaci    **Seconded:** K Fischer    **Result:** Carried

## Board Nomination

**Motion:** That the Board of the GBDG appoint K Cowell to the Board as a General member

**Moved:** G Iremonger **Seconded:** D Veltman **Result:** Deferred to AGM

## Motions via email

**Motion:** That GBDG authorise to air Premium Placement runs of the updated television commercial, cost of airings \$4200 + GST, cost of update \$2,500 +GST, on SA with Cosi for 6 weeks, plus 6 weeks of live reads on SAFM and 5AA at \$135 + GST per read each station. Cost \$1630 + GST.

**Moved:** G Iremonger **Seconded:** D Veltman **Carried**

**Motion:** That GBDG authorise the Annual Business Plan and draft budget to be submitted to Council.

**Moved:** G Iremonger **Seconded:** D Veltman **Carried**

## Correspondence:

General invoices, 2 Board resignations

## Other Business:

Conference and Sponsor – discussion

Annual Business Plan – submitted

GBDG Quarterly Report - submitted

BBRF - Variation sought

Governance Training: - 2 options provided – please see attached. - **Deferred**

S Bailey Proposal to be discussed - **Deferred**

Our Town Workshop – G Iremonger - **Deferred**

**Motion:** That the Board of the GBDG authorise A Stoakes to do extra hours to cover C Brougham during the period 26/5/21 – 20/6/21

**Moved:** A Eberhard **Seconded:** G Iremonger **Result:** Carried

## Actions

To be actioned by	Task	Status/update
MPT Piccolo Cr P Koch, L Budden	Market Research deliverables - Sub committee was asked to bring a brief to the next meeting.	
L Budden, R Stomaci	Youth Entrepreneur Concept – report due	Completed. Further progress to continue with another report due in May
K Fischer	K Fischer to gain another quote and course details for Governance Training	

**Next General Meeting: Tuesday 18<sup>th</sup> May 2021 – 7:30am Gawler Civic Centre Room G3**

Signed:

L Drummond  
Chair



## Executive Consultant - Report

### Meetings Attended and Events

8 <sup>th</sup> Feb 2021 – Meeting GBDG, ToG, RDA, BIH – Gawler Ec Dev Strategy, Gawler App	24 <sup>th</sup> Feb 2021 – GBDG/RDA Networking Breakfast
15 <sup>th</sup> Feb 2021 – Meeting L Drummond	25 <sup>th</sup> Feb 2021 – BECA Board Meeting
15 <sup>th</sup> Feb 2021 – GBDG ToG Monthly Meeting	26 <sup>th</sup> Feb 2021 – Hub 148 Launch
16 <sup>th</sup> Feb 2021 - GBDG Board Meeting	1 Mar 2021 – Zoom meeting - Adelady
17 <sup>th</sup> Feb 2021 – ToG Our Town Workshop	1 Mar 2021 – Teleconference A Moroney and T Taylor
18 <sup>th</sup> Feb 2021 – GBDG, BIE Zoom Meeting	2 <sup>nd</sup> Mar 2021 – Tammy's Table
23 <sup>rd</sup> Feb 2021 – Meeting L Drummond	4 <sup>th</sup> Mar 2021 – Meeting D McMannus
23 <sup>rd</sup> Feb 2021 – ToG Council Meeting GBDG ¼ report	9 <sup>th</sup> Mar 2021 - Meeting GBDG, ToG, RDA, BIH – Gawler Ec Dev Strategy, Gawler App
23 <sup>rd</sup> Feb 2021 – Tammy's Table	31 <sup>st</sup> Mar 2021 – Budget meeting R Milanese

### Event Testimonials

#### *International Women's Day Business Lunch*

“Thank you so much for the opportunity to attend lunch. It was very well organised and one of the best events I've been to in a long time - most enjoyable. The ladies at my table were so lovely and welcoming. “

### Business and Membership Movements

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
Gawler Smoothie Juice Bar	Crunchtime Aerial Fitness relocating to the Barossa	Kat Cameron
Jim's Cleaning Gawler – Mario Caruso	Gawler Auto Electrics - closed	Jim's Cleaning Gawler – Mario Caruso
Amazing Beauty and Chinese Massage	Beautify SA relocating to Murray St	Amazing Beauty and Chinese Massage
Louise Drummond Business Communications	Alfresco Pizza eCucina relocated to Murray St	Louise Drummond Business Communications
Head to Heart Health		Head to Heart Health
Rental Property Network		Rental Property Network
Peaceful Kids		Peaceful Kids
Lovers Masterclass		Lovers Masterclass
Boost Juice		Boost Juice
Superior Cleaning SA		Superior Cleaning SA
		The Y E S Effect

## Coming Soon - Springwood Drakes



## Social Media and Digital Platforms

### GBDG Facebook Page

Date Range	Video Views	Post Reach	Post Engagement	Total Likes	Page	Total	Page
						Follows	
Jan 2021	5900	14996	3598	3290		3807	
Feb 2021	6090	30795	6767	3458		3995	
Mar 2021	2908	14981	3373	3492		4035	

### LinkedIn

Date Range	Followers	Following	Connections	Contacts
Jan 2021	1001	1023	1001	3636
Feb 2021	1007	1032	1007	3636
Mar 2021	1008	1033	1008	3642

### Twitter

Date Range	Tweets	Retweets	Profile Visits	Followers	Followers Changes	Mentions
Jan 2021	1	0	1	61	0	0
Feb 2021	0	0	25	61	0	0
Mar 2021	2	3	25	61	0	0

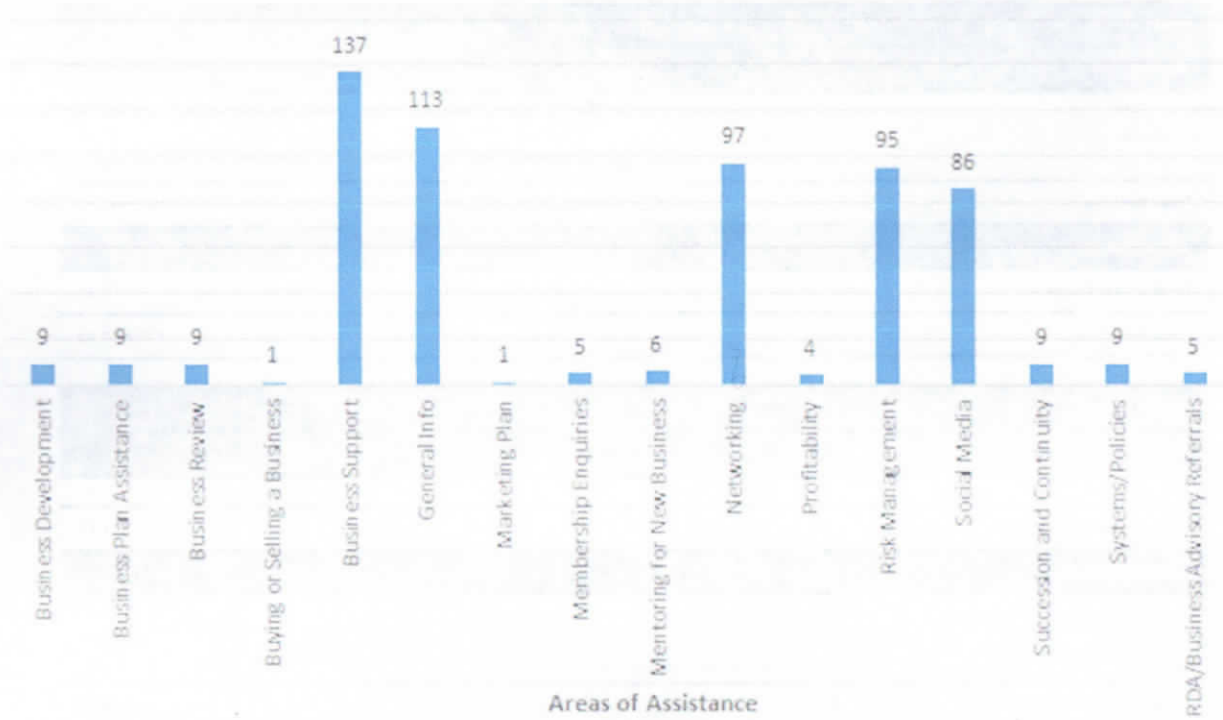
### Instagram

Date Range	Posts	Followers	Following
Jan 2021	97	451	437
Feb 2021	123	477	437
Mar 2021	128	504	437

**Business Engagement Statistics –**

A very busy month with 595 engagements

**Areas and Numbers of Assistance March 2021**



Total Assists/Engagements for March 2021 = 595

# Balance Sheet as at 31 Mar 2021

## Balance Sheet

Gawler Business Development Group Inc 2  
 PO Box 402, Gawler SA 5116, Australia

Accrual mode  
 31 Mar 2021  
 ABN: 60986486821  
 Generated 06 Apr 2021

		Total
<b>Asset</b>		
<b>Banking</b>		
1-1000	ANZ Bus Extra ***11045	18,764.76
1-1200	Petty cash	206.90
1-1400	ANZ Bus Online ***11053	118,689.96
<b>Total Banking</b>		<b>137,663.62</b>
<b>Current Assets</b>		
<b>Total Current Assets</b>		<b>0.00</b>
<b>Total Asset</b>		<b>137,663.62</b>
<b>Liability</b>		
<b>Credit Card</b>		
2-1400	Visa C Brougham	511.60
<b>Total Credit Card</b>		<b>511.60</b>
<b>Current Liabilities</b>		
2-2200	GST collected	4,722.50
2-2400	GST paid	-4,094.07
2-2500	GST Clearing Ac.	0.64
<b>Total Current Liabilities</b>		<b>629.07</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>1,140.67</b>
<b>Net Assets</b>		<b>136,522.95</b>
<b>Equity</b>		
<b>Current Earnings</b>		
3-1000	Current year earnings	5,941.04
<b>Total Current Earnings</b>		<b>5,941.04</b>
<b>Retained Earnings</b>		
3-1600	Members Funds - Accum Surplus-deficit	130,581.91
<b>Total Retained Earnings</b>		<b>130,581.91</b>
<b>Total Equity</b>		<b>136,522.95</b>

# Profit and Loss 31 Mar 2021

## Profit and loss

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

Cash mode  
01 Jul 2020 - 31 Mar 2021  
ABN: 60986486821  
Generated 06 Apr 2021

		Total
<b>Income</b>		
<b>Activity Income</b>		
4-1150	Workshop-Forum Registrations	2,053.72
<b>Total Activity Income</b>		<b>2,053.72</b>
<b>Event Income</b>		
4-1160	Conference/Expo Income	143.64
<b>Total Event Income</b>		<b>143.64</b>
<b>Funding</b>		
4-1100	Council Receipts - Levied Fees	134,408.64
4-1110	BBRF Fund	11,234.00
<b>Total Funding</b>		<b>145,742.64</b>
4-1140	Memberships	1,100.00
<b>Total Income</b>		<b>149,040.00</b>
<b>Less Cost of Sales</b>		
<b>Total Cost of Sales</b>		<b>0.00</b>
<b>Gross Profit</b>		<b>149,040.00</b>
<b>Less Expense</b>		
<b>Administration</b>		
6-1000	Accounting and Auditing fees	2,549.15
6-1120	BMC Admin Contractor	47,801.25
6-1130	Admin and Marketing Officer	5,041.00
6-1518	Memberships and Licensing Expense	1,580.14
6-2600	Insurance	2,614.23
6-4000	Postage & courier	160.00
6-4200	Stationery & Office supplies	485.41
6-5100	Subscription & Dues	290.90
6-5800	Telephone	891.89
<b>Total Administration</b>		<b>61,399.97</b>
<b>Advertising &amp; Marketing</b>		
6-1121	BMC Marketing and Contractors	11,396.25
6-1200	Advertising & New Business Attraction	1,420.66
6-1201	Marketing Admin Officer	11,993.00
6-1805	Gawler App & Marketing Support for Members	150.00
6-1670	Digital Marketing Strategy/Campaigns	24,630.29
6-3612	IT support and Website Maintenance	1,544.98
<b>Total Advertising &amp; Marketing</b>		<b>51,135.18</b>
<b>Business Development</b>		
6-1145	Workshop Expense & Activity Consultants	1,707.44
6-1800	Business Support Expense and B2B	6,144.73
6-1905	Business Coaching	355.00
6-1907	Business Development Programs	992.18

<b>Total Business Development</b>		<b>9,199.35</b>
<b>Event Expenses</b>		
6-1514	Conference/Expo Expenses	2,701.41
6-1520	Networking Events	7,802.81
<b>Total Event Expenses</b>		<b>10,304.22</b>
<b>GBDG Board and Other</b>		
6-1125	Board Expenses	2,518.50
<b>Total GBDG Board and Other</b>		<b>2,518.50</b>
<b>New Initiatives &amp; Projects</b>		
6-1205	Event Marketing	5,262.75
6-1250	BBRF Program	2,096.09
6-1703	Christmas Promotion	5,258.22
<b>Total New Initiatives &amp; Projects</b>		<b>8,587.01</b>
<b>Total Expense</b>		<b>143,144.23</b>
<b>Operating Profit</b>		<b>5,895.77</b>
<b>Plus Other Income</b>		
6-1200	Interest Income	45.27
<b>Total Other Income</b>		<b>45.27</b>
<b>Less Other Expense</b>		
<b>Total Other Expense</b>		<b>0.00</b>
<b>Net Profit</b>		<b>5,941.04</b>



## Governance Training

### Option 1

Leaders Institute of SA Governance Masterclass 7.5hrs \$495 per person, however, they have not yet confirmed a "group" price.



## Is a Governance Masterclass right for you?

This Masterclass is designed for:

- ✓ current board directors
- ✓ aspiring directors
- ✓ anyone who reports to a board

## What will you learn?

The masterclass covers:

- ✓ your legal requirements as a director under the relevant acts
- ✓ how the board agenda and board papers influence the board's attention
- ✓ how the board and management interact to produce the most effective outcomes for organisations
- ✓ how to improve group dynamics.
- ✓ the role of the chair, directors and others on the board – how and why they differ

### How do I register?

To receive details of upcoming dates, please register your interest in the Governance Masterclass.

[Register your interest](#)

## Governance Training

### Option 2

#### Governance Institute NFP Officer, Directors and The Board 3.5hrs \$6000 (plus GST) per person

The cost of the 3-hour session plus a say 30 min break is \$6,000 plus gst with minor tweaking to the course. We can off course make further changes and can advise the cost once we know the extent.

We come to your venue and you provide the AV equipment and provide any catering.

We provide full course reading materials and copies of power points to the attendees digitally prior to the session. Also, we can send an evaluation to attendees to complete if you would like the feedback.

- Sunday 28<sup>th</sup> March
- Sunday 18<sup>th</sup> April
- Sunday 16<sup>th</sup> May

This practical half-day course provides participants with a sound knowledge of officer and director duties as well as the skills required to participate effectively in an Not-for-Profit (NFP) board or management committee.

This informative half-day course provides participants with:

- a sound knowledge of the core duties and legal responsibilities that apply to officers and directors in the NFP sector and the issues that affect them
- detailed knowledge of the roles and activities of a board of directors or management committee
- an understanding of the challenges faced in achieving good governance practice in the NFP sector
- strategies for implementing governance within your organisation.

Supported by a suite of resources, this course is recommended for all professionals looking to consolidate their corporate governance knowledge in the NFP sector. It is particularly designed to strengthen the knowledge and capabilities of those who interact with boards.

#### Who should attend?

NFP professionals including board secretaries and managers that interact with boards, CEOs, CFOs, board and committee members, general managers treasurers and governance professionals.

Media

# Adelady in Gawler to inspire local women

**ELLOUISE CRAWFORD**

It was back to networking on Friday for Gawler business women, with the Gawler Business Development Group hosting its first major event in 12 months.

The group was behind a business women's networking lunch at the Terrace Function Centre, featuring a talk by special guests Hayley Pearson and Lauren De Cesare of Adelady.

Close to 100 women networked over lunch – at the first such gathering of its type since the COVID-19 pandemic introduced restrictions last year.

The Gawler Business Development

Group is now looking forward to several upcoming events, including its 2021 SA Business Conference, in May.

The SA Business Conference 2021, is an opportunity for business owners, managers and intenders to hear presentations by entrepreneurs, business leaders and advisors from throughout Australia.

Speakers sharing their journeys to success, discussing best practice and imparting valuable information for attendees to apply in their workplaces.

The event will also include the presentation of the 2021 Gawler Business Awards, which are currently open for nominations.



Members of the Gawler Business Development Board Ali Eberhard, Adele Stoakes, Louise Drummond, Caren Drougham, and Leanne Williamson, with guest speakers Hayley Pearson and Lauren De Cesare at Friday's networking event. PHOTOS: Elouise Crawford



Narelle Lane of Barossa Body, Lesanne Roberts of Wish Upon a Cleaner and Carly Randall of Wish Upon a Cleaner, at Friday's Business Women's Networking Lunch



Hayley Pearson and Lauren De Cesare, of Adelady, speak to local business women at Friday's Gawler Business Development Group event.



At Friday's Business Women's Networking Lunch are Keri Hurley of Lovner by Jo Irvine, Danielle Sibley-cocks and Emma Newton of Bendigo Bank, and Hayley Lloyd of Goldie Studios.

## Chair's Report

I have had a discussion with the Mayor of Light Regional Council to find out how they have been so successful in revitalising the main street and filling many of the empty spaces with new and interesting shops. Some of the shops would fit just as easily into Unley Road or Burnside Village. He said there had been very good collaboration between the Council, the landlords and prospective traders creating a positive environment for business. He also believed the new supermarket had assisted in bringing to or keeping people in Kapunda.

Caren and I attended the regular monthly meeting with Council. There had been no new development applications but it was noted Boost Juice had opened in the last few weeks and apparently are doing well.

The Fringe had gone well in Gawler and next year they will be looking for more involvement with GBDG in the program and for sponsorship perhaps.

Prospective cafe operators have done a walk-through of the premises and proposals have to be in by the end of April for consideration by council.

The app was discussed and there are now less people with it downloaded than there were last year. Council thinks that will improve with the addition of booking facilities. There is no reason for businesses to be involved at this stage as there is no advantage to them or audience to target.

We asked for storage space for GBDG with boxes and items too large or numerous for Caren's office. We were told there was nothing available to us and if we were given space it would mean many other people or organisations would want that available to them too.

Promotion of the conference is going well. The CEO had seen the TV ad, been impressed by it and the level of promotion of Gawler. He has booked for the conference as well as two staff members, David Barrett and Kirsty Dudley, so far. We suggested it would be good to see other staff members as well.

## TREASURERS REPORT – MARCH 2021

### Balance Sheet

As at 31<sup>st</sup> March 2021, total monies in the bank accounts is above \$137,000 with minimal liabilities associated with this. This is a decrease by approximately \$20,000 compared to the prior month but an increase of approximately \$8,000 compared to the end of last financial year

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

### Profit and Loss

GBDG ran at a small loss of \$3,525 for March 2021. This was consistent with the prior month with not much activity occurring outside of the normal running.

### Other

Nothing new to report

### Draft Budget for 2022 Financial Year

Due to the large expected carried over funds of approximately \$95,000 from prior years, this will allow GBDG to undertake a significant number of special projects including market research, the business conference, finalise BBRF and undertake Governance training for the board. It is assumed in the budget if we proceed with the Youth Entrepreneurs Project that the expense of this will be offset by funding which has yet to be confirmed.

I raised at our board meeting the concern regarding our 'normal ongoing expenses' contributing to most of the levies we receive. As an example, excluding special projects such as the business conference, our ongoing annual costs are approximately \$164,000 of the \$182,000 of levies received. This would mean as there is likely to be a carried over balance of approximately \$25,000 for the 2023 financial year unless we are able to increase revenue generated and/or decrease our overall expense structure it could ultimately result in the 2023 conference being the only special project for that year as well as our last conference as we would be unlikely in a financial position to fund this in future years.

Although this is a significant time away it is an important consideration for the board to have an understanding of our budget and what this would mean to deliver services to the community and our businesses in future financial years.

Robert Milanese

20/04/2021

## Youth Entrepreneur Program

### 1. Aim

To develop a program by which the GBDG can specifically engage with the youth of the Gawler Region to assist the youth with the development and encouragement of business skills and entrepreneurship.

### 2. Method

Whilst there are many different methods by which the youth could be engaged there are two main suggestions by the subcommittee

A) Direct School engagement and curriculum involvement/integration. Initial feedback by GBDG member Paul Koch indicates that the schools currently have quite a full curriculum and as a result we are likely to be met with resistance.

B) GBDG run youth program.

### 3. Initiate 48

Initiate 48 is a program run by a not for profit group called Generation Entrepreneur based in Sydney. Initially run as a school program by interested students it has developed into a large successfully run 'Hackathon' for youth entrepreneurs.

Essentially the students are broken down into teams of 4-5 and challenged to develop a business idea which solves a 'problem' within a 48 hour period. The teams are coached by various business mentors and specialists during this period culminating in a shark tank round.

The program is very successful and has in the past securing various large corporate sponsors such as ASIC and American Express.

Attached is a program for the initiate 48 running sheet.

Links to various Initiate 48 YouTube videos.

- [Initiate 48 Promo](#)
- [Initiate 48 Sep 2016](#)
- [Initiate 48 Jan 2018](#)
- [Initiate 48 Jan 2019](#)

### 4. Gawler Implementation

The proposal is to host a similar event – being an Initiate 48 program held over a weekend. We would aim to have at least 5 teams of 5 people each – up to 10 teams.

Generation Entrepreneur can supply 5 volunteers and run the event for us at \$25 per student. We would have to pay for their travel and accommodation.

Marketing would be by direct engagement with the schools by way of teacher encouragement and a flyer. Possible involvement with the various Gawler Youth Committee's.

For the inaugural year it is proposed to cover all the costs so that the participants do not need to pay for anything.

It is also proposed to offer a prize of some description to encourage the teams (cash?)

Finally – it has been suggested that we should be able to obtain a grant to run this program which means that the bottom line to GBDG is not impacted.

## 5. Proposed Date

It is suggested to host the event for July 2021 – being the mid term break for year 11 and 12 students.

## 6. Budget

i)	50 children @ \$25 per head	\$1,250
ii)	Travel and Accommodation 5 volunteers	\$5,000
iii)	Food for the weekend for participants (\$10 per meal, 3 meals a day – 50 participants)	\$3,000
iv)	Contractors	\$2,000
v)	Prizes	\$2,000
	<b>Total budget</b>	<b>\$13,250</b>