

**Minutes of Meeting held**

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

**Meeting Opened: 7:36am**

**Meeting Closed: 8:50am**

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

**Chairperson’s Report:**

- GBDG Shopfront, Mainstreet SA, Motion to be put forward to Town of Gawler by Cr. Shanks to invite Mainstreet SA representative to speak to Council.

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

**Moved: L Drummond    Seconded: K Fischer    Result: Carried**

**Confirmation of previous Minutes:**

**Motion:** That the Board of the GBDG accept the minutes from the 15<sup>th</sup> June 2021 meeting as a true and accurate record. K Fischer requested that engagement statistics for members be separated.

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

**Treasurers Report:** – Treasurer not present

**Business Arising from previous Minutes:**

Governance Training – booked for 13<sup>th</sup> July.

Shopfront – C Brougham has organised with Furniture Plus Upholstery to provide any items we may need to “fit out” the shopfront for the period and has secured space in Reminisce Photography.

**Correspondence:**

General invoices

**Other Business:**

**New Initiative** – Gawler Food and Beverage industries showcase weekend “Gawler Garnish or Gawler Gourmet”

**Board Resignation** – V Luke has closed her business and resigned from the Board.

**Board Nomination:** - M Stewart from Scammel and Co Lawyers has asked to be nominated on to the Board. (Email received)

**Nomination was not voted on.** Discussion held around new process for filling casual vacancies. The Board would like to invite Monica to attend the next 2 meetings.

**Rules of the Association:** Discussion on amendments to be researched for addition to the rules at this year’s AGM. See Action list for details.

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

**GBDG Funding Agreement Renewal** – A sub committee of C Brougham, L Drummond, L Budden and K Fischer to work together to establish the new funding agreement between Town of Gawler and GBDG.

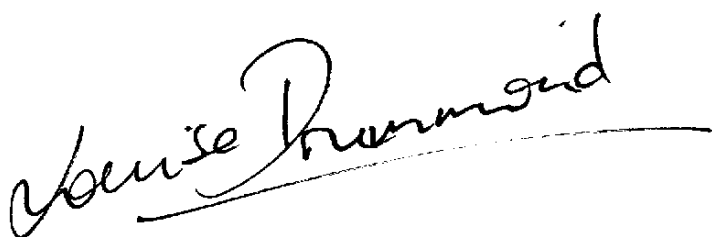
**Quarterly Report** – Submitted to Council 12<sup>th</sup> July

**EOFY** – All MYOB transactions completed and accounts reconciled ready for Accountant A A Taxation to complete BAS and prepare for audit.

#### Actions

To be actioned by	Task	Status/update
C Brougham	Check current background check policy and update	
C Brougham	To open account with Criminal History Checking authority	
C Brougham	Develop new process for appointing a person to a vacant Board position mid term	
C Brougham	Review and rewrite rules to remove a Board member	
C Brougham	Research a new auditor to be appointed in November at the AGM	
L Drummond	To approach L Stovell regarding non-attendance at Board Meetings	

**Next General Meeting: Tuesday 17<sup>th</sup> August 2021 – 7:30am Gawler Civic Centre Room G3**



Chair

## Executive Consultant – Report

### Meetings Attended and Events

17th June - Retail and Commercial Leasing workshop	30th June - B2B Breakfast event - Why Collaborative Law Can Assist You
29 <sup>th</sup> June Tammy's Table	6th July Tammy's Table

### Business and Membership Movements

New Commercial Businesses to Gawler	Business Changes	New Voluntary Members
	Evoke Candles moved to online store only	Vision Beyond Business
	Aesthetic Bliss opened second store in Gawler Arcade (old Evoke Candles premises)	Rox Property
	Country Road Funerals closed their Gawler site	
	Bean There Drank That Coffee – sold business and moved out of the Town	
	Wholesome Living Store	
	Lesley's has been sold to one of the staff members, Carina, and Lesley will leave at the end of July.	
	The southern end of Lesleys store has been relet to a new clothing retailer, a national brand will be in place in approx. 4 – 5 weeks	

**COMING SOON**



## 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	<b>57612 and NO BOOSTS 41,600 on one post alone</b>	7770	3760	4313
May 2021	622	28928	3757	3792	4348
Jun 2021	536	21754	3955	3864	4420

### LinkedIn

Date Range	Followers	Connections	Contacts	Profile Views	Post Views
Apr 2021	??	1007	3642	n/a	n/a
May 2021	132	- n/a	- n/a	n/a	n/a
Jun 2021	140	1017	3644	30	425

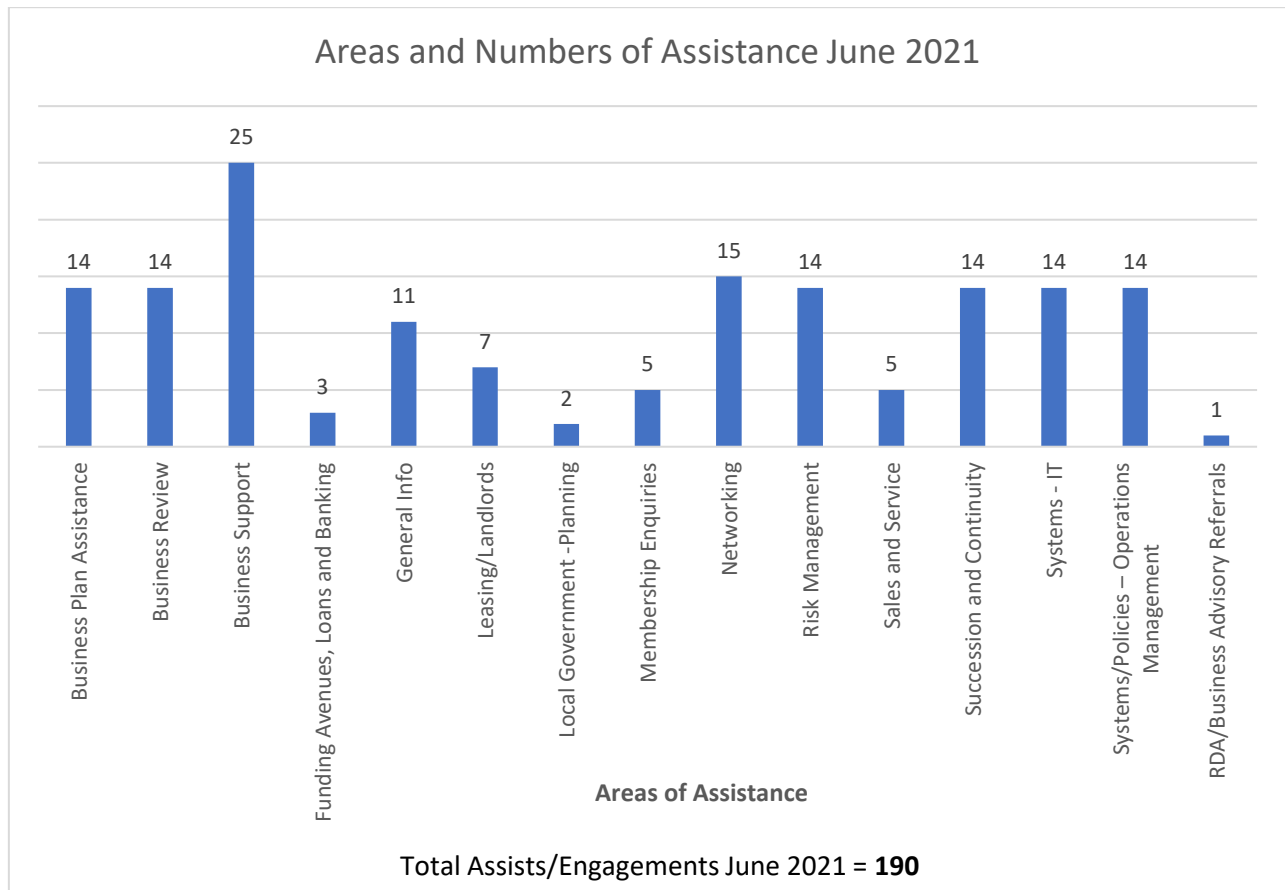
### Twitter

Date Range	Tweets	Retweets	Followers	Followers Changes	Mentions	Profile Views
Apr 2021	3	3	117	61	1	n/a
May 2021	3	0	60	0	2	n/a
Jun 2021	1	0	60	0	3	104

### Instagram

Date Range	Posts	Followers	Following
Apr 2021	131	536	439
May 2021	135	544	439
Jun 2021	142	548	440

**Business Engagement Statistics – 190 engagements**



## Balance Sheet as at 30 June 2021

### Balance Sheet

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

Accrual mode  
30 Jun 2021  
ABN: 60986486821  
Generated 06 Jul 2021

		Total
<b>Asset</b>		
<b>Banking</b>		
1-1000	ANZ Bus Extra **11045	24,149.81
1-1200	Petty cash	6.80
1-1400	ANZ Bus Online **11053	97,667.16
<b>Total Banking</b>		<b>121,823.77</b>
<b>Current Assets</b>		
1-1810	Overpayment	24.00
<b>Total Current Assets</b>		<b>24.00</b>
<b>Total Asset</b>		<b>121,847.77</b>
<b>Liability</b>		
<b>Credit Card</b>		
2-1400	Visa C Brougham	-1,728.24
<b>Total Credit Card</b>		<b>-1,728.24</b>
<b>Current Liabilities</b>		
2-2200	GST collected	4,915.88
2-2400	GST paid	-5,395.26
2-2500	GST Clearing Ac	0.64
<b>Total Current Liabilities</b>		<b>-478.74</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>-2,206.98</b>
<b>Net Assets</b>		<b>124,054.75</b>
<b>Equity</b>		
<b>Current Earnings</b>		
3-1800	Current year earnings	-6,527.16
<b>Total Current Earnings</b>		<b>-6,527.16</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>124,054.75</b>

## Profit and Loss 30 June 2021 - Month

### Profit and loss

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

Cash mode  
01 Jun 2021 - 30 Jun 2021  
ABN: 60986486821  
Generated 07 Jul 2021

		Total			
		Actual	Budget	Var \$	Var %
<b>Income</b>					
<b>Activity Income</b>					
4-1180	General Sales	363.64	-	363.64 ↑	-
<b>Total Activity Income</b>		<b>363.64</b>	<b>-</b>	<b>363.64 ↑</b>	<b>-</b>
<b>Funding</b>					
4-1100	Council Receipts - Levied Fees	14,934.12	14,937.00	2.88 ↓	0.0%
4-1110	BBRF Fund	-	16,667.00	16,667.00 ↓	100.0% ↓
4-1190	Carry over funds	-	10,772.00	10,772.00 ↓	100.0% ↓
<b>Total Funding</b>		<b>14,934.12</b>	<b>42,376.00</b>	<b>27,441.88 ↓</b>	<b>64.8% ↓</b>
4-1140	Memberships	1,200.00	-	1,200.00 ↑	-
<b>Total Income</b>		<b>16,497.76</b>	<b>42,376.00</b>	<b>25,878.24 ↓</b>	<b>61.1% ↓</b>
<b>Less Cost of Sales</b>					
<b>Total Cost of Sales</b>		-	-	-	-
<b>Gross Profit</b>		<b>16,497.76</b>	<b>42,376.00</b>	<b>25,878.24 ↓</b>	<b>61.1% ↓</b>
<b>Less Expense</b>					
<b>Administration</b>					
6-1000	Accounting and Auditing fees	-	500.00	500.00 ↓	100.0% ↓
6-1120	BMC Admin Contractor	3,040.54	5,187.00	2,146.46 ↓	41.4% ↓
6-1130	Admin and Marketing Officer	1,390.00	182.00	1,208.00 ↑	663.7% ↑
6-1518	Memberships and Licensing Expense	-	174.00	174.00 ↓	100.0% ↓
6-4000	Postage & courier	-	68.00	68.00 ↓	100.0% ↓
6-4200	Stationery & Office supplies	-	87.00	87.00 ↓	100.0% ↓
6-5100	Subscription & Dues	91.78	-	91.78 ↑	-
6-5600	Telephone	89.08	125.00	35.92 ↓	28.7% ↓
<b>Total Administration</b>		<b>4,611.40</b>	<b>6,323.00</b>	<b>1,711.60 ↓</b>	<b>27.1% ↓</b>
<b>Advertising &amp; Marketing</b>					
6-1121	BMC Marketing and Contractors	1,303.09	1,897.00	593.91 ↓	31.3% ↓
6-1200	Advertising & New Business Attraction	-	500.00	500.00 ↓	100.0% ↓
6-1201	Marketing Admin Officer	1,110.00	1,638.00	528.00 ↓	32.2% ↓
6-1202	New Business Attraction / Resources	-	833.00	833.00 ↓	100.0% ↓
6-1605	Gawler App & Marketing Support for Members	-	500.00	500.00 ↓	100.0% ↓
6-1670	Digital Marketing Strategy/Campaigns	-	833.00	833.00 ↓	100.0% ↓
6-1699	Website & Media support for members	-	250.00	250.00 ↓	100.0% ↓
6-3612	IT support and Website Maintenance	-	125.00	125.00 ↓	100.0% ↓
<b>Total Advertising &amp; Marketing</b>		<b>2,413.09</b>	<b>6,576.00</b>	<b>4,162.91 ↓</b>	<b>63.3% ↓</b>

<b>Business Development</b>					
6-1145	Workshop Expense & Activity Consultants	756.36	337.00	419.36 ↑	124.4% ↑
6-1600	Business Support Expense and B2B	748.18	1,674.00	925.82 ↓	55.3% ↓
6-1900	Start Your Own Business Initiatives	-	500.00	500.00 ↓	100.0% ↓
6-1903	Digital Marketing Programs	-	837.00	837.00 ↓	100.0% ↓
6-1905	Business Coaching	-	590.00	590.00 ↓	100.0% ↓
6-1907	Business Development Programs	-	837.00	837.00 ↓	100.0% ↓
<b>Total Business Development</b>		<b>1,504.54</b>	<b>4,775.00</b>	<b>3,270.46 ↓</b>	<b>68.5% ↓</b>
<b>Community Support</b>					
6-1450	Community Support and Sponsorship	-	87.00	87.00 ↓	100.0% ↓
<b>Total Community Support</b>		<b>-</b>	<b>87.00</b>	<b>87.00 ↓</b>	<b>100.0% ↓</b>
<b>Event Expenses</b>					
6-1509	Gawler Music Month	-	250.00	250.00 ↓	100.0% ↓
6-1511	Markets - expenses	195.70	-	195.70 ↑	-
6-1514	Conference/Expo Expenses	2,494.99	3,000.00	505.01 ↓	16.8% ↓
6-1520	Networking Events	592.45	87.00	505.45 ↑	581.0% ↑
<b>Total Event Expenses</b>		<b>3,283.14</b>	<b>3,337.00</b>	<b>53.86 ↓</b>	<b>1.6% ↓</b>
<b>Funding Expenses</b>					
6-1530	BBRF Grant Fees	-	6,500.00	6,500.00 ↓	100.0% ↓
<b>Total Funding Expenses</b>		<b>-</b>	<b>6,500.00</b>	<b>6,500.00 ↓</b>	<b>100.0% ↓</b>
<b>GBDG Board and Other</b>					
6-1125	Board Expenses	-	212.00	212.00 ↓	100.0% ↓
<b>Total GBDG Board and Other</b>		<b>-</b>	<b>212.00</b>	<b>212.00 ↓</b>	<b>100.0% ↓</b>
<b>New Initiatives &amp; Projects</b>					
6-1205	Event Marketing	15.36	-	15.36 ↑	-
6-1250	BBRF Program	-	3,263.00	3,263.00 ↓	100.0% ↓
6-1750	Other Projects	-	424.00	424.00 ↓	100.0% ↓
<b>Total New Initiatives &amp; Projects</b>		<b>15.36</b>	<b>3,687.00</b>	<b>3,671.64 ↓</b>	<b>99.6% ↓</b>
<b>Total Expense</b>		<b>11,827.53</b>	<b>31,497.00</b>	<b>19,669.47 ↓</b>	<b>62.4% ↓</b>
<b>Operating Profit</b>		<b>4,670.23</b>	<b>10,879.00</b>	<b>6,208.77 ↓</b>	<b>57.1% ↓</b>
<b>Plus Other Income</b>					
8-1200	Interest Income	4.92	-	4.92 ↑	-
8-1400	Sundry Income	2.00	-	2.00 ↑	-
<b>Total Other Income</b>		<b>6.92</b>	<b>0.00</b>	<b>6.92 ↑</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>4,677.15</b>	<b>10,879.00</b>	<b>6,201.85 ↓</b>	<b>57.0% ↓</b>



## Profit and Loss 30 June 2021 Year to date

### Profit and loss

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

Cash mode  
01 Jul 2020 - 30 Jun 2021  
ABN: 60986486821  
Generated 07 Jul 2021

		Total			
		Actual	Budget	Var \$	Var %
<b>Income</b>					
<b>Activity Income</b>					
4-1150	Workshop-Forum Registrations	2,109.13	-	2,109.13 ↑	-
4-1180	General Sales	363.64	-	363.64 ↑	-
<b>Total Activity Income</b>		<b>2,472.77</b>	<b>0.00</b>	<b>2,472.77 ↑</b>	<b>-</b>
<b>Event Income</b>					
4-1160	Conference/Expo Income	1,608.22	-	1,608.22 ↑	-
<b>Total Event Income</b>		<b>1,608.22</b>	<b>-</b>	<b>1,608.22 ↑</b>	<b>-</b>
<b>Funding</b>					
4-1100	Council Receipts - Levied Fees	179,211.00	179,211.00	0.00	0.0%
4-1110	BBRF Fund	11,334.00	16,667.00	5,333.00 ↓	32.0% ↓
4-1190	Carry over funds	-	129,253.00	129,253.00 ↓	100.0% ↓
<b>Total Funding</b>		<b>190,545.00</b>	<b>325,131.00</b>	<b>134,586.00 ↓</b>	<b>41.4% ↓</b>
4-1140	Memberships	3,428.18	-	3,428.18 ↑	-
<b>Total Income</b>		<b>198,054.17</b>	<b>325,131.00</b>	<b>127,076.83 ↓</b>	<b>39.1% ↓</b>
<b>Less Cost of Sales</b>					
<b>Total Cost of Sales</b>		-	-	-	-
<b>Gross Profit</b>		<b>198,054.17</b>	<b>325,131.00</b>	<b>127,076.83 ↓</b>	<b>39.1% ↓</b>
<b>Less Expense</b>					
<b>Administration</b>					
6-1000	Accounting and Auditing fees	2,895.15	6,000.00	3,104.85 ↓	51.7% ↓
6-1120	BMC Admin Contractor	61,491.24	62,244.00	752.76 ↓	1.2% ↓
6-1130	Admin and Marketing Officer	7,598.80	2,184.00	5,414.80 ↑	247.9% ↑
6-1518	Memberships and Licensing Expense	1,580.14	2,000.00	419.86 ↓	21.0% ↓
6-2600	Insurance	2,614.23	3,000.00	385.77 ↓	12.9% ↓
6-4000	Postage & courier	150.00	750.00	600.00 ↓	80.0% ↓
6-4200	Stationery & Office supplies	1,047.64	1,000.00	47.64 ↑	4.8% ↑
6-5100	Subscription & Dues	1,405.30	-	1,405.30 ↑	-
6-5600	Telephone	1,150.94	1,500.00	349.06 ↓	23.3% ↓
<b>Total Administration</b>		<b>79,933.24</b>	<b>78,678.00</b>	<b>1,255.24 ↑</b>	<b>1.6% ↑</b>
<b>Advertising &amp; Marketing</b>					
6-1121	BMC Marketing and Contractors	17,311.89	22,676.00	5,364.11 ↓	23.7% ↓
6-1200	Advertising & New Business Attraction	6,558.94	6,000.00	558.94 ↑	9.3% ↑
6-1201	Marketing Admin Officer	16,891.40	19,656.00	2,764.60 ↓	14.1% ↓
6-1202	New Business Attraction / Resources	-	10,000.00	10,000.00 ↓	100.0% ↓
6-1605	Gawler App & Marketing Support for Members	150.00	6,000.00	5,850.00 ↓	97.5% ↓

6-1670	Digital Marketing Strategy/Campaigns	24,630.29	10,000.00	14,630.29 ↑	146.3% ↑
6-1699	Website & Media support for members	24.00	3,000.00	2,976.00 ↓	99.2% ↓
6-3612	IT support and Website Maintenance	1,864.26	1,500.00	364.26 ↑	24.3% ↑
<b>Total Advertising &amp; Marketing</b>		<b>67,430.78</b>	<b>78,832.00</b>	<b>11,401.22 ↓</b>	<b>14.5% ↓</b>
<b>Business Development</b>					
6-1145	Workshop Expense & Activity Consultants	2,602.48	4,000.00	1,397.52 ↓	34.9% ↓
6-1600	Business Support Expense and B2B	9,334.74	20,000.00	10,665.26 ↓	53.3% ↓
6-1900	Start Your Own Business Initiatives	40.97	1,000.00	959.03 ↓	95.9% ↓
6-1903	Digital Marketing Programs	-	10,000.00	10,000.00 ↓	100.0% ↓
6-1905	Business Coaching	355.00	7,080.00	6,725.00 ↓	95.0% ↓
6-1907	Business Development Programs	992.18	10,000.00	9,007.82 ↓	90.1% ↓
<b>Total Business Development</b>		<b>13,325.37</b>	<b>52,080.00</b>	<b>38,754.63 ↓</b>	<b>74.4% ↓</b>
<b>Community Support</b>					
6-1450	Community Support and Sponsorship	-	1,000.00	1,000.00 ↓	100.0% ↓
<b>Total Community Support</b>		<b>-</b>	<b>1,000.00</b>	<b>1,000.00 ↓</b>	<b>100.0% ↓</b>
<b>Event Expenses</b>					
6-1509	Gawler Music Month	-	3,000.00	3,000.00 ↓	100.0% ↓
6-1511	Markets - expenses	195.70	-	195.70 ↑	-
6-1514	Conference/Expo Expenses	25,097.94	25,000.00	97.94 ↑	0.4% ↑
6-1520	Networking Events	8,415.44	1,000.00	7,415.44 ↑	741.5% ↑
<b>Total Event Expenses</b>		<b>33,709.08</b>	<b>29,000.00</b>	<b>4,709.08 ↑</b>	<b>16.2% ↑</b>
<b>Funding Expenses</b>					
6-1530	BBRF Grant Fees	-	6,500.00	6,500.00 ↓	100.0% ↓
<b>Total Funding Expenses</b>		<b>-</b>	<b>6,500.00</b>	<b>6,500.00 ↓</b>	<b>100.0% ↓</b>
<b>GBDG Board and Other</b>					
6-1125	Board Expenses	3,603.60	2,500.00	1,103.60 ↑	44.1% ↑
<b>Total GBDG Board and Other</b>		<b>3,603.60</b>	<b>2,500.00</b>	<b>1,103.60 ↑</b>	<b>44.1% ↑</b>
<b>New Initiatives &amp; Projects</b>					
6-1205	Event Marketing	1,068.78	-	1,068.78 ↑	-
6-1250	BBRF Program	2,066.06	39,156.00	37,089.94 ↓	94.7% ↓
6-1703	Christmas Promotion	3,308.22	4,000.00	691.78 ↓	17.3% ↓
6-1705	Additional Business Development Programs	78.45	-	78.45 ↑	-
6-1750	Other Projects	-	5,000.00	5,000.00 ↓	100.0% ↓
<b>Total New Initiatives &amp; Projects</b>		<b>6,521.51</b>	<b>48,156.00</b>	<b>41,634.49 ↓</b>	<b>86.5% ↓</b>
6-5200	Sundry expenses	-0.17	-	0.17 ↓	-
6-9999	Suspense	184.28	-	184.28 ↑	-
<b>Total Expense</b>		<b>204,707.69</b>	<b>296,746.00</b>	<b>92,038.31 ↓</b>	<b>31.0% ↓</b>
<b>Operating Profit</b>		<b>-6,653.52</b>	<b>28,385.00</b>	<b>35,038.52 ↓</b>	<b>123.4% ↓</b>
<b>Plus Other Income</b>					
8-1200	Interest Income	60.70	-	60.70 ↑	-
8-1400	Sundry Income	2.00	-	2.00 ↑	-
<b>Total Other Income</b>		<b>62.70</b>	<b>0.00</b>	<b>62.70 ↑</b>	<b>-</b>

Less Other Expense				
<b>Total Other Expense</b>	<b>0.00</b>	<b>-</b>	<b>0.00</b>	<b>-</b>
<b>Net Profit</b>	<b>-6,590.82</b>	<b>28,385.00</b>	<b>34,975.82 ↓</b>	<b>123.2% ↓</b>

## Businesses seek help as JobKeeper ends

**JACK HUDSON**

BUSINESSES have enlisted help from the Gawler Business Development Group after they were hit with the cancellation of JobKeeper at the end of last month.

Gawler Business Development Group chair Canon Brougham said businesses had been planning hard for the last year for the move.

"Business owners have been working very hard for 12 months now on planning how

to survive the pandemic and what the future will look like for them," she said.

"The first phase was response, second phase was recovery and the third phase is future-proofing. This includes how to remain viable and keep their valuable employees."

"The ending of JobKeeper means that some employees will have to say goodbye to employees if their businesses have not been able to return to a pre-COVID position or adapt to our new normal."

"For other businesses, it will not have a negative impact as they have not only survived, but thrived, depending on the industry or services they work in."

Ms Brougham also said three local businesses had come to the GBDG expressing concerns about the ending of JobKeeper on March 28.

They had been provided with business support, mentoring and advice. Ms Brougham also encouraged any businesses or business owners to come forward if they had concerns.

"Members of the GBDG can access business coaching and mentoring, business advisory services, legal and accounting assistance and business reviews at no cost," she said.

In addition to changes to JobKeeper, JobKeeper was raised by \$30 a fortnight by the Federal Government to \$420.80 a fortnight.

The increase equates to roughly \$4 a day for recipients.

## SA Business Conference back in Evanston in 2021

AFTER a highly successful event in 2019, and then having to cancel the 2020 event, the Gawler Business Development Group will host the SA Business Conference again in 2021 on Friday, May 21 at the Terrace Function Centre, Evanston.

The conference will focus on Inspiration, Connection and Innovation in addition to providing opportunities to help with developing and improving your business.

Keynote speakers from across Australia will share information on a wide range of topics.

Headline from the previous event, coupled with a number of requests, was keynote speaker, and keynote speaker, the highly popular Justin Herald from Major Motivations, return.

He is joined by Robert Curtis, founder of Flying Solo, Derrick McManus, South Australia Best The Entrepreneur, Steve Davis from Table Top Marketing and this year's major sponsor, Philip Ansell from Build a Better Business. Attendees will benefit from hearing about the latest trends in business and how to adapt to them.



Most influencers and learn from their recommendations, gain invaluable knowledge and apply it to your business, ideas to success stories, advice of failure and how to overcome challenges, take advantage

of the opportunity to network with others, connect leads and turn customers into brand ambassadors. The event will also incorporate the presentation to winners for the Gawler Business Awards. Registrations are now open at [gawler.org.au/conference](http://gawler.org.au/conference).

### SA BUSINESS CONFERENCE 2021

PROUDLY SPONSORED BY THE GAWLER BUSINESS DEVELOPMENT GROUP

SA BUSINESS DEVELOPMENT GROUP

#### INSPIRATION CONNECTION INNOVATION

**21st MAY**

**TERRACE FUNCTION CENTRE**

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Gawler



Winners and staff of this year's Gawler Business Awards were announced at the 28th Business Conference at the Terrace Function Centre last Friday. PHOTOS: Brendan Douglas

**BENDIAN SIMPSONS**

AFTER a year off, the SA Business Conference returned to Gawler on Friday, providing small-business operators with a chance to network and hear from a selection of guest speakers.

Last year's conference was due to take place in March but was postponed until later in the year because of the onset of the COVID-19 pandemic. The forum was ultimately cancelled.

About 100 business operators gathered at the Gawler and Torrens Hockey Club's Terrace Function Centre to listen to five special guest speakers, who shared their journeys to success and provided valuable insights.

Most of the speakers had been announced for the 2020 version of the conference and returned for this year's instalment.

The day kicked off with a short presentation from South Australian Small Business Commissioner John Chapman, who provided an overview of the services on offer through his office.

Other speakers included Robert Curtis, founder of online community Flying Solo, visual merchandising specialist Sarah Davina, marketing and communication consultant Steve Davis, and business trainer Justin Herald.

Mr Herald returned to the SA Business Conference after speaking in 2019.

The last speaker of the day was Derrick McManus, a former STAK Group officer who was shot 14 times during the Harman siege in 1994.

The stand-off lasted for 48 hours, with the shooter firing more than 2000 rounds of ammunition in what is South Australia's longest shoot-out.

Mr McManus was left lying on the ground, in the line of fire and bleeding profusely, for three hours before he received medical attention. He returned to active service two years later.

At the conference, Mr McManus presented his Human Durability workshop, which applies the decisions he made during those three hours to the challenges faced by small-business operators and how they can succeed.

The conference also featured the 2021 Gawler Business Awards. Four of the five award categories were self-nominated by business owners, with the Best Business Award voted on by the public.

Gawler shop Table Top Wineries took home the Best Business award, beating Gawler Heritage Cafe and Platinum Body Personal Training.

The Jews that picked up the coveted Hall of

Fame award ahead of Radell & Radell Lawyers and 10Bank.

It was a tie for the Best Customer Service award, with Cafe Six and Back to Beauty joint winners. Pacific Justice Cafe Gallery and Gawler Flower Gallery were also finalists.

Lens for Lenses were winners in the Best Product/Service category, with Thinsmart and Ray & Green Dry Cleaning the other finalists for the award.

10Bank triumphed in the Best Innovation/Adaptation award category, ahead of Dulica Ace Gawler and Pacific Justice.

### Eye Emergencies

An eye emergency occurs any time you have a foreign object or chemical in your eye, or when an injury or burn affects your eye area. You should contact your doctor if it feels like you have something in your eye, or if you experience any of the following symptoms:

- burning or stinging
- people that are not the same size
- one eye is not moving like the other
- one eye is sticking out or bulging
- eye pain
- decreased or double vision
- redness and irritation
- light sensitivity
- tearing around the eye
- bleeding from the eye
- blood in the white part of the eye
- discharge from the eye
- new or worse floaters

Information and swelling that can destroy eye tissues. That destruction can lead to poor vision or blindness. The other form used is IOLs, which is the replacement of your eye, the artificial part of your eye.

Serious complications can also occur from an eye injury. You shouldn't attempt to treat yourself. Although you may be tempted, do not try to:

- rub or apply pressure to your eye
- try to remove foreign objects that are stuck to any part of your eye
- use tweezers or any other tools to your eye (your tweezers can be used, but only on the eyelid)
- get medications or ointments in your eye

If you wear contact lenses, don't take them out if you think you've suffered an eye injury unless you have a chemical injury and your vision doesn't fade out with water, or when you cannot receive immediate medical help.

Media article written by Steve Davis, Talked About Marketing. Steve was one of the speakers at the SA Business Conference 2021

When you go to an event like the SA Business Conference, organised by the [Gawler Business Development Group](#), you usually expect to come away with at least one insight to help your business but I came away with at least three.

I was one of the speakers and I'll share a diagram from my talk later, but first I wanted to share three quick, short insights from some of the other speakers, namely:

- Robert Gerrish, founder of [Flying Solo](#)
- Justin Herald, [Major Motivation](#)
- [Derrick McManus](#), author of Human Durability

There were other insights, of course, but this is just a quick dose for now.

Robert Gerrish – Observe your customers' desire lines

In his presentation, Robert explained the concept of desire lines, using the example of the layout of pathways in a community park.

He noted that this well-researched phenomenon shows how planners might indeed expect us to walk 10m south and then turn 90 degrees to head east but if there's an easy cut through over grass, we'll start walking that way and eventually carve out a "people power" pathway that heads south east across the green.

This is an example of a desire line.

Robert's point was that we often set up certain systems in our businesses but if we listen to our customers, we might well learn better ways to be more efficient and effective, and therefore more valuable, for them.

Justin Herald – Give a fig

Justin is known for "telling it like it is" and cutting through the "bs" for the greater good.

At the SA Business Conference, one of his points was that the key to success is to be better than your competitors, which today amounts to just giving a "fig" about your customers.

His lament was that many staff, especially in retail, have grown up in the past 10-15 years when the culture of customer service has been decimated by employers just grinding their organisations down to having the lowest staff costs possible, and the emerging workforce's only recollection of good service has been the occasional grunt and momentary eye contact from a server.

In other words, the bar is very, very low.

Justin pledges that if you just care for your customers and can instil that in your team, you are on the highway to success.

This was hilariously illustrated by a story of a man running a coffee stall in a shopping centre chastising Justin and his daughter for sitting at a table "reserved" for the coffee stall customers, even though Justin had been in the line to buy coffee from him. When alerted to this, the man was indignant, saying, you still can't sit here until you've purchased. He went out of business quickly, whereas the owner of that stall has flourished because he set the rule for his staff that every customer was to be treated like a guest in his home.

## Derrick McManus – Be a risk manager

Derrick is best known for being the STAR Force Officer who was gunned down with multiple bullet wounds during a siege in South Australia that still counts as the event of its type with the greatest volume of live rounds fired against police officers in Australia.

In his talk, he took us through the dread as he realised he'd been shot and assessed how grim his situation was.

What pulled him through was training and preparation.

Firstly, his training kept him alert to what he needed to do to improve his chances of surviving, and, secondly, the training of his team in which he could trust that they'd be doing whatever they could to rescue him.

The message for businesses is that Risk Taking is irresponsible but Risk Management is prudent and vital.

Derrick urged us to carry out some "what if" thinking and have a plan B and plan C so that our businesses are not brittle but have durability.

## Steve Davis – Put the ladder against the right wall

My presentation was entitled, *To Do Or Not To Do – The Never-Ending Question Facing Small Business*, in which I looked at all the noise that surrounds us and all the glittering promises about what the magic bullet will be (not the same bullets Derrick talked about) that will bring us guaranteed success.

However, in light of hundreds of mentoring sessions held over the past year, I turned to Stephen Covey's quote about how it's one thing to be good at climbing ladders but that's no use unless the ladder is against the right wall.

In particular, I've encountered many frustrated business people who've reached out for help because their "social media is not working". As you can see in the diagram, devised by my business partner, Michael Shanahan, social media should be the last step of one's digital marketing plan, once you've got the fundamentals right.



What this diagram shows is that without a fundamental place on the internet where customers, advocates, and Google can find you and reference you, and without helpful content that makes your entity worthwhile and useful (through a blog), and without a mailing list of interested people and clients enabling them to stay engaged with you, effort put into social media is only ever going to be a sugar hit. Or you're just going to have to be spending money on advertising like a drunken sailor spends money in a port.

**To have your compass set correctly again means that your intention of helping and getting better and communicating that ([see this article about the reasons for blogging](#)), can be amplified through a smart marketing structure so that your messages can be where your audience needs them to be.**

**Our next phase will be to bolster our helpful content online, too, as we join you in the on-going journey of always striving to be relevant and helpful to our clients and potential clients, and the community-at-large. Does that last claim seem outlandish? It isn't. We firmly believe that if we can help our clients succeed, their thriving small business will indeed enrich their lives, the lives of those around them, and all the related people and ventures in the community.**

**Thank you, Gawler Business Development Group, for making days like this possible**