

Minutes of Meeting held

7th February 2021

Meeting Opened: 7:33am

Meeting Closed: 9:06am

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

Confirmation of previous Minutes:

Motion: That the Board of the GBDG accept the minutes from the 12th January 2021 meeting as a true and accurate record.

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

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

Motion deferred to next meeting.

Business Arising from previous Minutes: Nil

Correspondence: 2 x Letters of Support to Town of Gawler (attached), 1 Letter to Parliament (attached)

Chairperson's Report:

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

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

Treasurers Report: – Nil

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

Motion deferred to next meeting.

Other Business:

Board Nominations

Conference

Market Research

BIE

S Bailey Proposal

Planning Day Discussions

Youth Entrepreneur Program

Other Motions:

Motion: That the Board of the GBDG appoint a sub-group to scope market research deliverables to be discussed at Board level prior to engaging a contractor. Sub group - Cr. P Koch, MP T Piccolo, D McGee

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

Motion: That the Board request R Stomaci and L Budden to develop a concept for a Youth Entrepreneur Program inclusive of a budget and business plan that meets all relevant requirements of the GBDG Funding Agreement. Findings to be delivered to the Board at the March meeting.

Moved: K Fischer **Seconded:** D McGee **Result:** Carried

Motion: That the Board advise BIE that at the engagement with GBDG will be on a month by month basis, with creative content to be determined by the Board until such time as the Board has determined its planned marketing pathway. BIE to develop a series of 30 second "tv styled advertisements" for as many businesses as possible within the \$3000 per month proposal and to cease production of "Sambo on Saturday" and videos of more than 1 minute.

Moved: L Budden **Seconded:** K Fischer **Abstained:** D McGee **Result:** Carried

Motion: That the Board of the GBDG appoint R Stomaci to the Board as Deputy Chair

Moved: L Budden **Seconded:** K Fischer **Result:**

Motion deferred to next meeting.

Motion: That the Board of the GBDG appoint D Veltman to the Board as Deputy Chair

Moved: G Iremonger **Seconded:** L Drummond **Result:**

Motion deferred to next meeting.

Motions via email

"In light of the fact that there are now 5 confirmed and potentially 6 Board Members who are not able to be present at the Planning Meeting this Sunday, Louise has put forward a motion to postpone the session until all of the Board Members can be present and can have their say in the future direction of the Board. To go ahead with only half of the Board present for such an important meeting is not ideal and if we are to engage Skana it would be best if the entire Board had the benefit of her knowledge and advice."

Motion: That as there will be approximately half of the Board present for the 2021 Planning meeting scheduled for Sunday 17th January, this meeting is to be postponed until a date to be confirmed.

Proposed: L Drummond **Seconded:** J McColough

For: 13 **Against:** **Abstained:** **Result:** Carried

***Date confirmed for Planning Meeting 7th February with 9 of 12 members confirming availability.**

Actions to be completed

To be actioned by	Task	Status/update
C Brougham	To advise BIE of changes	Completed 16/2/21
C Brougham	To advise Town of Gawler that GBDG Board considers that Gawler is not ready to submit an application to "Top Tourist Towns" and feel 2022 might be a better option.	Completed 26/2/21
R Stomaci and L Budden	To develop a concept for a Youth Entrepreneur Program inclusive of a budget and business plan that meets all relevant requirements of the GBDG Funding Agreement. Findings to be delivered to the Board at the March meeting.	
MP T Piccolo, Cr. P Koch, D McGee	To scope market research deliverables to be discussed at Board level prior to engaging a contractor	

Next General Meeting: Tuesday 16th March 2021 – 7:30am Gawler Civic Centre Room G3

**Signed: L Drummond
Chair**



Executive Officer- Report

Meetings Attended and Events

18 th Jan – GBDG Team/BIE Meeting	2 nd Feb – Town of Gawler Civic Centre Café Workshop
27 th Jan - GBDG Team/BIE Meeting	7 th Feb – GBDG Planning Day
2 nd Feb – Tammy’s Table Group 1	

Business Updates

New Businesses to Gawler	Business Changes	New Members
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
	Beautify SA relocating to Murray St	
	Alfresco Pizza eCucina relocated to Murray St	

GBDG Facebook Page

Date Range	Video Views	Post Reach	Post Engagement	Total Likes	Page Follows
Jan 2021	5900	14996	3598	3290	3807

LinkedIn

Date Range	Followers	Following	Connections	Contacts
Jan 2021	1001	1023	1001	3636

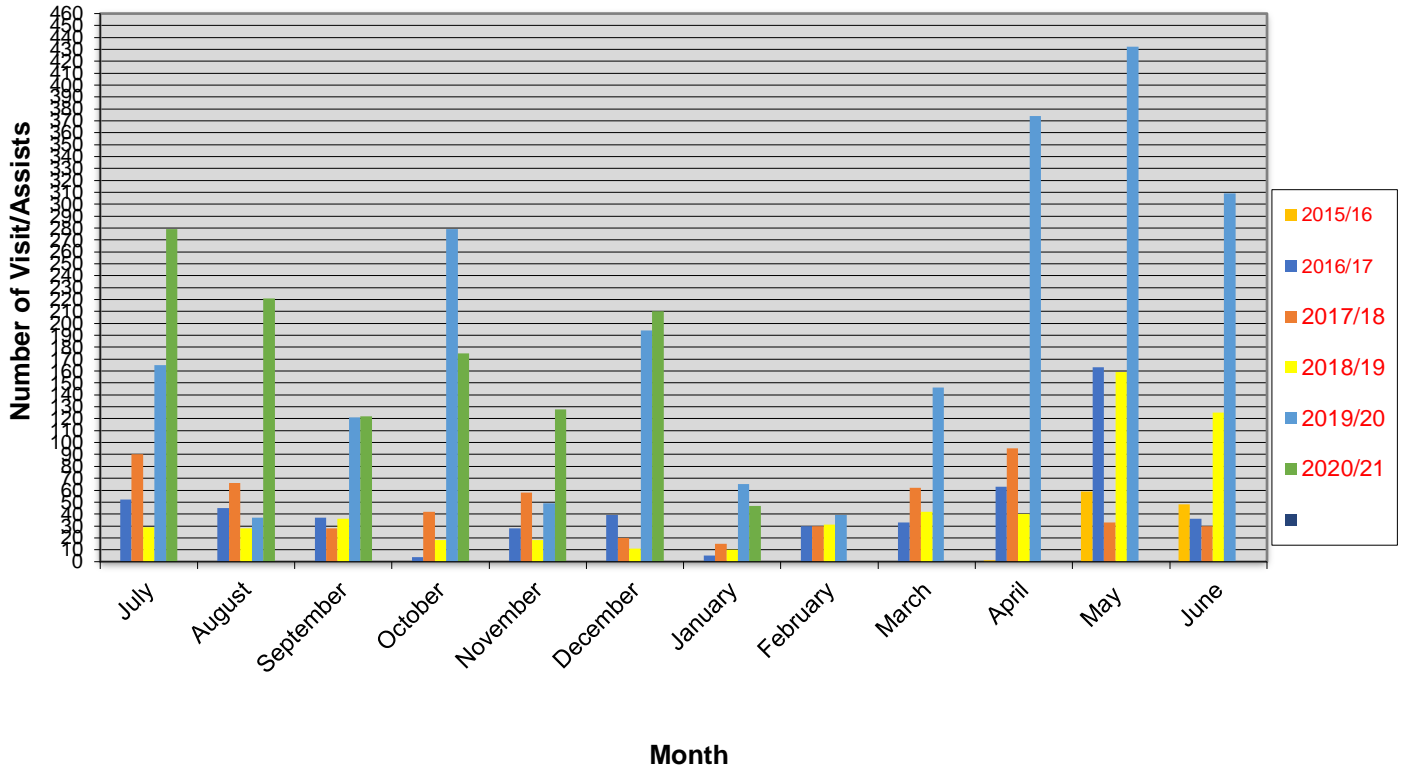
Twitter

Date Range	Tweets	Retweets	Profile Visits	Followers	Followers Changes	Mentions
Jan 2021	1	0	1	61	0	0

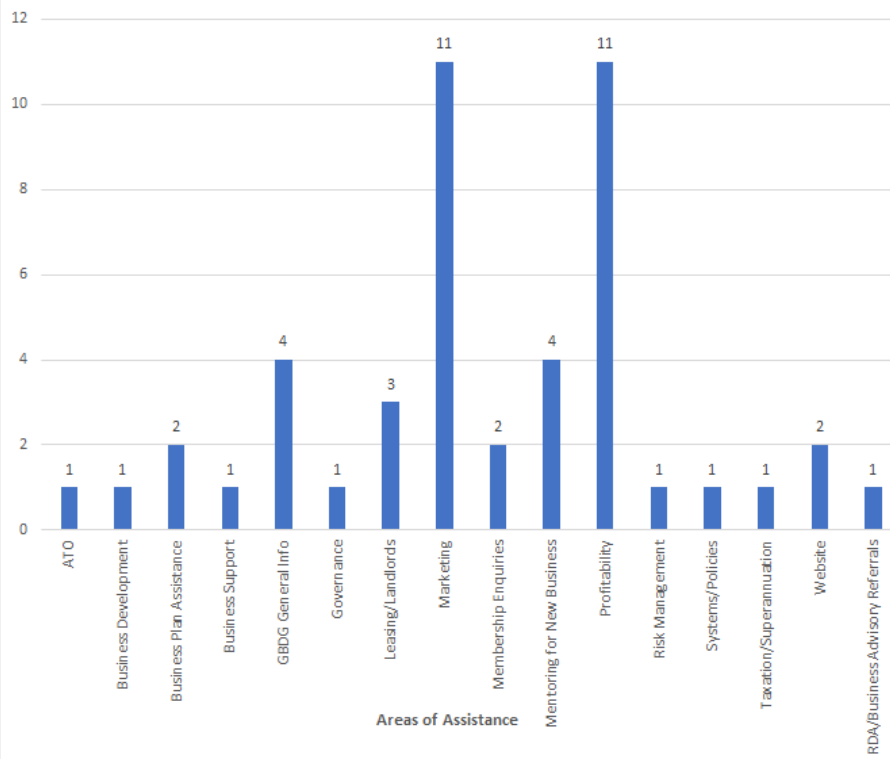
Instagram

Date Range	Posts	Followers	Following
Jan 2021	97	451	437

Number of Business Assists & Engagements



Assistance/Engagements January 2021



Total Numbers of Assistance/Engagements January 2021 = 47

Marketing

You Tube 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 Jan 2021

Balance Sheet

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

Accrual mode
31 Jan 2021
ABN: 60986486821
Generated 10 Feb 2021

			Total
Asset			
Banking			
1-1000	ANZ Bus Extra **11045		10,868.91
1-1200	Petty cash		208.90
1-1400	ANZ Bus Online **11053		166,542.76
Total Banking			177,420.57
Current Assets			
Total Current Assets			0.00
Total Asset			177,420.57
Liability			
Credit Card			
2-1400	Visa C Brougham		336.01
Total Credit Card			336.01
Current Liabilities			
2-2200	GST collected		41.51
2-2400	GST paid		-661.74
2-2500	GST Clearing Ac		0.64
Total Current Liabilities			-619.59
Funding			
2-1560	Council levied funding		49,283.17
Total Funding			49,283.17
Long Term Liabilities			
Total Long Term Liabilities			0.00
Total Liability			48,999.59
Net Assets			128,420.98
Equity			
Current Earnings			
3-1800	Current year earnings		-2,160.93
Total Current Earnings			-2,160.93
Retained Earnings			
3-1600	Members Funds - Accum Surplus-deficit		130,581.91
Total Retained Earnings			130,581.91
Total Equity			128,420.98

Profit and Loss 31 Jan 2021

Profit and loss

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

Cash mode
01 Jul 2020 - 31 Jan 2021
ABN: 60986486821
Generated 10 Feb 2021

		Total
Income		
Activity Income		
4-1150	Workshop-Forum Registrations	395.47
Total Activity Income		395.47
Funding		
4-1100	Council Receipts - Levied Fees	89,605.76
4-1110	BBRF Fund	11,334.00
Total Funding		100,939.76
4-1140	Memberships	950.00
Total Income		102,285.23
Less Cost of Sales		
Total Cost of Sales		0.00
Gross Profit		102,285.23
Less Expense		
Administration		
6-1000	Accounting and Auditing fees	2,545.15
6-1120	BMC Admin Contractor	34,103.25
6-1130	Admin and Marketing Officer	3,027.80
6-1518	Memberships and Licensing Expense	1,580.14
6-2600	Insurance	2,614.23
6-4000	Postage & courier	150.00
6-4200	Stationery & Office supplies	485.41
6-5100	Subscription & Dues	25.45
6-5600	Telephone	583.73
Total Administration		45,115.16
Advertising & Marketing		
6-1121	BMC Marketing and Contractors	8,354.25
6-1200	Advertising & New Business Attraction	1,352.06
6-1201	Marketing Admin Officer	9,810.20
6-1605	Gawler App & Marketing Support for Members	150.00
6-1670	Digital Marketing Strategy/Campaigns	18,630.29
6-3612	IT support and Website Maintenance	785.38
Total Advertising & Marketing		38,882.18
Business Development		
6-1145	Workshop Expense & Activity Consultants	1,260.80
6-1600	Business Support Expense and B2B	4,604.73
6-1905	Business Coaching	355.00
6-1907	Business Development Programs	992.18
Total Business Development		7,212.71
Event Expenses		
6-1520	Networking Events	7,442.81

Total Event Expenses		7,442.81
GBDG Board and Other		
6-1125	Board Expenses	15.80
Total GBDG Board and Other		15.80
New Initiatives & Projects		
6-1205	Event Marketing	487.29
6-1250	BBRF Program	2,066.06
6-1703	Christmas Promotion	3,258.22
Total New Initiatives & Projects		5,811.57
Total Expense		104,480.23
Operating Profit		-2,195.00
Plus Other Income		
8-1200	Interest Income	34.07
Total Other Income		34.07
Less Other Expense		
Total Other Expense		0.00
Net Profit		-2,160.93

Funding extended for local Business Development Group

THE Gawler Business Development Group (GBDG) has had its funding extended for an additional 12 months after it was unanimously approved by Gawler Councillors.

Up for debate at the December 15 ordinary council meeting, the last for 2020, elected members unanimously voted in favour of the extension.

It has been extended through until June 30 2022, with the original term of the agreement set to come to an end on June 30 this year.

The GBDG presented its annual report for the last financial year at the meeting, which showed that more than 2000 business assists and engagements had taken place from July 1, 2019 to June 30 2020.

Following the onset of the COVID-19 pandemic, the bulk of the GBDG's funds were redirected to assisting local busi-



nesses survive during business closures.

Three phases were undertaken which included an initial response to the pandemic (involving assistance, guidance and helping to identify areas of concern and hardship), recovery in stage 2 through promotion and forward planning, and future proofing and growth in phase 3.

Councillor Ian Tooley moved to approve the funding extension, which was moved by Cr Paul Koch.

Cr Tooley praised the work done by the group, stating that things had been getting "better and better" following the GBDG's inception.

21 January 2021

Mr Henry Inat
Chief Executive Officer
TOWN OF GAWLER

Letter of Support for Karbeethan Reserve Redevelopment Stage 1 –Infrastructure Projects Grant 2020-2021 –
Office of Recreation, Sport and Racing

Dear Mr Inat

I am writing on behalf of the Gawler Business Development Group in support of the Town of Gawler's application to the Office of Recreation, Sport and Racings Infrastructure Projects Grant Program, seeking funding for the proposed Karbeethan Reserve Redevelopment Stage 1.

Gawler and the region have a strong sporting community who are renowned for their high-level athleticism. However, as Gawler is one of the fastest growing local government areas in the State, and with it a growing sport-loving population, our community has recognised that its sporting facilities need to be upgraded to meet current and future demand to encourage and support even greater participation in sport.

For this reason in 2017 Council, sporting clubs and the local community embarked upon developing a Master Plan for this sporting precinct. Achieving funding for this project would be the first step in delivering the shared vision of the Karbeethan Reserve Master Plan. It is also an important step for the community to take to assist in the delivery of the objectives of the State Governments Game On strategy.

We also acknowledge that every job counts in the wake of the COVID-19 Pandemic, this project will offer local employment opportunities and directly increase economic activity, create local jobs, increase regional tourism and provide economic support to our local government area during and after the construction phase.

The project will improve community facilities and encourage positive wellbeing and community cohesion through increased participation and utilisation.

For the above stated reasons, we welcome and support this project by the Town of Gawler.

Yours Sincerely,



L Drummond
Chair

*Developing **successful and sustainable businesses** through
marketing, advice and connection to the community*

27 January 2021

Mr Henry Inat
Chief Executive Officer
TOWN OF GAWLER

Dear Mr Inat

Letter of Support for Karbeethan Reserve Redevelopment Stage 1 – Local Government Infrastructure Partnership Grant Application

I am writing in support of the Town of Gawler's application to the Local Government Infrastructure Partnership Grant Program, seeking funding for the proposed Karbeethan Reserve Redevelopment Stage 1.

Gawler and the region have a strong sporting community who are renowned for their high-level athleticism. However, as Gawler is one of the fastest growing local government areas in the State, and with it a growing sport-loving population, our community has recognised that its sporting facilities need to be upgraded to meet current and future demand to encourage and support even greater participation in sport.

For this reason in 2017 Council, sporting clubs and the local community embarked upon developing a Master Plan for this sporting precinct. Achieving funding for this project would be the first step in delivering the shared vision of the Karbeethan Reserve Master Plan. It is also an important step for the community to take to assist in the delivery of the objectives of the State Governments Game On strategy.

We also acknowledge that every job counts in the wake of the COVID-19 Pandemic, this project will offer local employment opportunities and directly increase economic activity, create local jobs, increase regional tourism and provide economic support to our local government area during and after the construction phase.

The project will improve community facilities and encourage positive wellbeing and community cohesion through increased participation and utilisation.

For the above stated reasons, I welcome and support this project by the Town of Gawler.
Yours Sincerely,



L Drummond
Chair

*Developing **successful and sustainable businesses** through
marketing, advice and connection to the community*

8th February 2021

Members of the State Transition Committee

- Hon Steven Marshall MP, Premier of South Australia
- Hon. Stephen Wade MLC, Minister for Health and Wellbeing
- Jim McDowell, Chief Executive, Department of Premier and Cabinet
- Dr. Chris McGowan, Chief Executive, Department of Health and Wellbeing
- Commissioner Grant Stevens, State Emergency Coordinator
- Professor Nicola Spurrier, SA Health's Chief Public Health Officer

Open Letter to all state Members of Parliament

We need YOUR HELP, to HELP our LOCAL BUSINESSES

Re: 2m2 Restriction

The Gawler Business Development Group comprises of more than 500 businesses across a wide range of industry sectors. One of the main purposes of the group is to represent the members on issues which do have, or may, have a negative impact on their business.

It is a concern that more than 20% of our businesses are still struggling due to current COVID restrictions.

We write to you on this occasion seeking consideration of the removal of the 2m2 restrictions for all hospitality and entertainment venues.

The 2m2 restriction continues to severely hamper and affect the livelihood of hospitality and entertainment providers across the Gawler region. Local cafes, hotels and restaurants are still operating at more than 20 - 30% reduced capacity and the cinema often at less than 75% and this cannot be sustained.

Discussions with similar Business Support Groups confirm that this is the case across South Australia and the restriction **MUST BE REVIEWED** as a matter of urgency.

Our businesses are not a 'faceless statistic' in a data report. Mostly, they are family owned and operated, franchises, or part of state and national companies, who are all committed local employers and contributors to supporting the local supply chain, as well as investors in our wider community by supporting local sporting, cultural and service groups, and more, through sponsorships and donations.

