

Minutes of General Meeting held 15th February 2022

Meeting Opened: 7:40am

Meeting Closed: 8:40am

Attendees: L Drummond, K Fischer, G Iremonger, K Cowell, M Stewart, A White, L Budden, A Baric, B Sambell	Guests:
Apologies: R Stomaci, T Piccolo	Absent: H Everitt
Proxies: A Arifi	Leave of Absence:

Item 1: Declarations of Conflicts of Interest - Nil

Item 2: 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:** L Budden **Result:** Carried

Item 3: Minutes

Motion: That the Board accept the minutes from the meeting held 18th January 2022

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

Item 4: Business Arising from previous Minutes: Nil

Item 5: Finance Report: – Presentation and discussion

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

Moved: K Cowell **Seconded:** K Fischer **Result:** Carried

Item 6: Motions via Email –

Motion: That due to the lateness of the McGregor Tan report the Annual Planning Meeting be postponed to March.

Moved: K Cowell **Seconded:** L Drummond **For:** 8 **Carried**

Item 7: Market Research Project – Project should have been completed however, 2 forums still need to be held and after discussions with McGregor Tan stating our concerns over the delays, these forums will be prioritised to occur in the next 2 weeks.

Item 8: Other Business:

Town of Gawler - H Inat, Ceo, Town of Gawler attended and gave an overview of Council's 2022 plans including the Business Innovation Hub Meeting to be held on 28th February via Zoom.

Climate Emergency Action Plan – J Darzanos, Town of Gawler, gave a presentation on Councils plan and will send a copy to GBDG when it is ready to go to the Community for feedback. Council are looking at many options to assist with climate issues – electric cars for Council use, solar power for Council owned buildings, a large number of tree plantings and how they can encourage community and commercial building owners to contribute to Gawler going G=green.

BIE Raw Files – Transfer of data to be completed within 2 weeks.

Item 9: Actions –

To be actioned by	Task	Status/update
C Brougham	Visit BIE to have raw files added to external drive	Within 2 weeks
C Brougham	Contact McGregor Tan to ensure each business was only able to complete 1 survey	Done

Next Planning Meeting: Tuesday 15th March 2022 – 6pm James Martin Room

Signed: 

L Drummond

Chair

Executive Consultant – Report

Meetings Attended and Events

Details	Details
11 th Jan 22 - Gawler Economic Development Strategy Working Group	8 th Feb - Gawler Economic Development Strategy Working Group
8 th Feb 22 – Tammy’s Table	

Business and Membership Movements

New Commercial Businesses to Gawler	Business Changes	New Voluntary Members
Ruediger Construction has returned to the region 4-6 Paxton Street, Willaston	The Travel Planner is no longer a commercial member. Now operating from home as a ‘mobile’ business and closed the shopfront.	
	Gawler Green Shopping Centre has sold for \$46 million to Adelaide investor Tony Scaffidi	
	Connexus was sold and new owners are Pennytel. Sydney based company with Lee Atkinson as the Chief Revenue Officer.	
	Gawler Car World moved premises from 19 to 17 Gale Rd.	

Social Media and Digital Platforms

GBDG Facebook Page

Date Range	Video Views	Post Reach	Post Engagement	Total Page Likes	Total Page Followers
Jul 2021	881	30,319	5881	3893	4586
Aug 2021	334	6332	961	4001	4616
Sept 2021	251	4754	638	4016	4642
Oct 2021	398	13697	1280	4019	4659
Nov 2021	598	13836	1621	4025	4661
Dec 2021	461	4588	407	4046	4690
Jan 2022	154	43154	5391	4133	4903

LinkedIn

Date Range	Followers	Following	Contacts	Connections	Post Views
Jul 2021	1016	1048	3644	- n/a	230
Aug 2021	1017	768	3644	1008	241
Sept 2021	1015	1047	3644	1015	248
Oct 2021	1015	1048	3644	1015	251
Nov 2021	1014	1047	3644	1014	255
Dec 2021	1014	1047	3644	1014	255
Jan 2022	1010	1046	3644	1013	241

Twitter

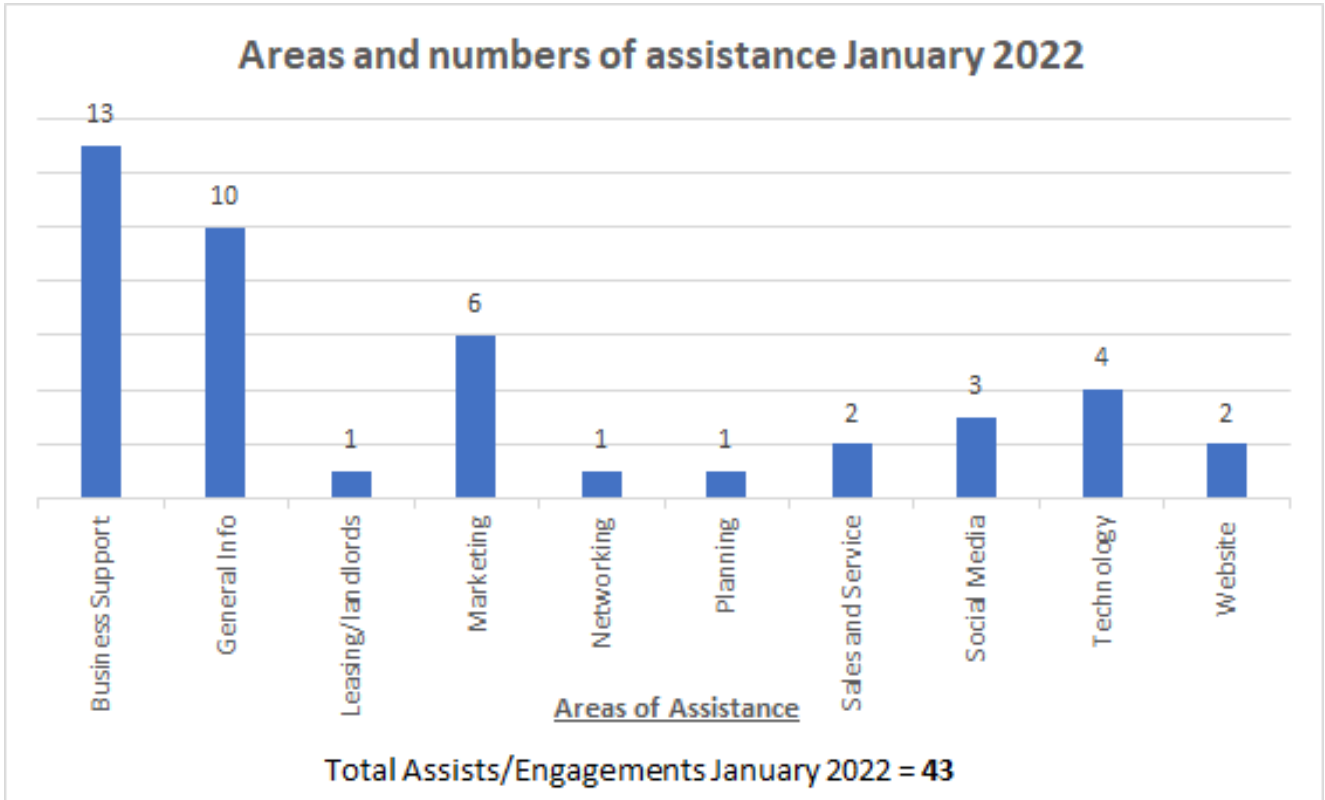
Date Range	Tweets	Retweets	Followers	Following	Mentions
Jul 2021	2	0	60	105	2
Aug 2021	2	0	61	113	2
Sept 2021	1	1	63	117	1
Oct 2021	1	0	64	118	1
Nov 2021	4	0	63	119	0
Dec 2021	2	0	63	119	0
Jan 2022	1	0	64	119	0

Instagram

Date Range	Total Posts	Followers	Following
Jul 2021	150	556	440
Aug 2021	154	577	446
Sept 2021	156	596	446
Oct 2021	164	603	446
Nov 2021	168	610	445
Dec 2021	168	610	445

Jan 2022	172	615	444
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**Business Engagement Statistics –
Contacts Reports**



Business Advisory Services

Number of Businesses Referred this quarter to B2B providers, State Govt Depts, and GBDG sourced advisors.	
January	0

Marketing

The popularity of the Live, Work, Play and Do Business in Gawler Social media Posts continues to be very high. The screen shot below shows 4 days statistics which is incredibly high. When analysing results the shares are very interesting as we now have Employment Agencies waiting for our posts to then share on their own platforms. RDA CEO Anne Moroney has asked her staff to follow our page and share these posts on their networks.

(they are currently tagged in them from our page)

Work in Gawler

The screenshot shows a Facebook post from the Gawler Business Development Group. The post is titled "Work in Gawler" and was published on 1 February at 13:25. The content of the post includes a list of employment opportunities in Gawler, with two specific examples: a Customer Service Advisor position at BankSA and an OUTBOUND SALES person position at Chilli Recruitment. Both examples include links to job listings on seek.com.au. The post features a large red graphic with the text "WORK IN GAWLER ! CURRENT EMPLOYMENT OPPORTUNITIES" and an image of a megaphone. The graphic also includes the Gawler Business Development Group logo and the DSC logo. The post has 36,379 people reached, 4,948 engagements, and a distribution score of 0. It has 45 likes, 54 comments, and 140 shares. A "Boost post" button is visible at the bottom right of the post.

Work in Gawler

Send Email Promote

Gawler Business Development Group
Published by Gbdg Gawler · 1 February at 13:25 ·

Here's a list of some of the latest employment opportunities in Gawler. Something for everyone!

BankSA Gawler branch are seeking a Customer Service Advisor. More details here <https://www.seek.com.au/job/55693790?type=standout>

Chilli Recruitment are seeking an OUTBOUND SALES person. More details here <https://www.seek.com.au/job/55729737?type=standout>

... See more

WORK IN GAWLER !

CURRENT EMPLOYMENT OPPORTUNITIES

Gawler Business Development Group

36,379 People reached 4,948 Engagements - Distribution score Boost post

45 54 comments 140 shares

Balance sheet report

31 Jan 2022

	Total
Asset	
1-0001 Banking	
1-1000 ANZ Bus Extra **11045	24,904.72
1-1200 Petty cash	6.80
1-1400 ANZ Bus Online **11053	94,804.27
Total Banking	119,715.79
1-0002 Current Assets	
1-1800 Accounts receivable	50,219.40
Total Current Assets	50,219.40
Total Asset	169,935.19
Liability	
2-0001 Credit Card	
2-1400 Visa C Brougham	44.91
Total Credit Card	44.91
2-0002 Current Liabilities	
2-2100 ATO - Integrated Client Ac	(3,134.00)
2-2200 GST collected	9,130.96
2-2400 GST paid	(926.15)
2-2500 GST Clearing Ac	0.23
Total Current Liabilities	5,071.04
2-0003 Funding	
2-1560 Council levied funding	30,436.00
Total Funding	30,436.00
Total Liability	35,551.95
Net Assets	134,383.24
Equity	
3-0001 Current Earnings	
3-1800 Current year earnings	10,535.46
Total Current Earnings	10,535.46
3-0002 Retained Earnings	
3-1600 Members Funds - Accum Surplus-deficit	123,847.78
Total Retained Earnings	123,847.78
Total Equity	134,383.24

Profit and loss report

Accrual mode
01 Jul 2021 - 31 Jan 2022

	Actual	Total Last Year	Variance \$	Variance %
4-0000 Income				
4-0002 Event Income				
4-1150 Workshop-Forum/Networking Registrations	60.04	395.47	(335.43)	-85
Total Event Income	60.04	395.47	(335.43)	-84.80%
4-0003 Funding				
4-1100 Council Receipts - Levied Fees	152,180.00	104,540.05	47,639.95	46
4-1110 BBRF Fund	0.00	11,334.00	(11,334.00)	-100
4-1140 Memberships	2,950.00	950.00	2,000.00	210
Total Funding	155,130.00	116,824.05	38,305.95	32.80%
Total Income	155,190.04	117,219.52	37,970.52	32.40%
Gross Profit	155,190.04	117,219.52	37,970.52	32
6-0000 Expense				
6-0002 Administration				
6-1115 Council relations/projects A Stoakes	129.78	0.00	129.78	-
6-1120 Admin Contractor C Brougham	9,576.00	34,103.25	(24,527.25)	-72
6-1130 Admin Contractor A Stoakes	1,687.14	3,027.80	(1,340.66)	-44
6-1135 Council relations/projects C Brougham	2,394.00	0.00	2,394.00	-
6-1518 Licensing & Associations Expense	1,794.55	1,580.14	214.41	14
6-2600 Insurance	2,614.23	2,614.23	0.00	0
6-3610 GBDG Equipments	455.33	0.00	455.33	-
6-4000 Postage & courier	0.00	150.00	(150.00)	-100
6-4200 Stationery Printing & Office supplies	424.15	485.41	(61.26)	-13
6-5100 Subscription & Dues	187.26	25.45	161.81	636
6-5600 Telephone	668.56	583.73	84.83	14
Total Administration	19,931.00	42,570.01	(22,639.01)	-53.20%
6-0003 Advertising & Marketing				
6-1121 Advertising & Marketing C Brougham	3,830.40	8,354.25	(4,523.85)	-54
6-1122 Advertising & Marketing A Stoakes	3,893.40	9,610.20	(5,716.80)	-60
6-1200 Advertising & New Business Attraction	717.00	1,352.06	(635.06)	-47
6-1202 New Business Attraction C Brougham	2,394.00	0.00	2,394.00	-
6-1203 New Business Attraction A Stoakes	259.56	0.00	259.56	-
6-1205 General Event Marketing C Brougham	3,090.99	492.38	2,598.61	528
6-1206 General Event Marketing A Stoakes	828.10	0.00	828.10	-
6-1207 Advertising & Marketing Subs	549.55	0.00	549.55	-
6-1670 Advertising & Marketing General Promos/Campaigns	7.23	18,630.29	(18,623.06)	-100

6-3612 Website/Other Platforms/Licensing/Maint S Bailey	855.00	785.38	69.62	9
6-3613 Website/Other Platforms/Licensing/Maint C Brougham	478.80	150.00	328.80	219
6-3614 Website/Other Platforms/Licensing/Maint A Stoakes	259.56	0.00	259.56	-
Total Advertising & Marketing	17,163.59	39,374.56	(22,210.97)	-56.40%
6-0004 Business Development Services				
6-1145 Workshop Expense	1,217.27	1,260.80	(43.53)	-4
6-1146 Business Services Contractor C Brougham	7,182.00	0.00	7,182.00	-
6-1147 Business Services Contractor A Stoakes	129.78	0.00	129.78	-
6-1250 BBRF Program	39,873.00	2,066.06	37,806.94	1830
6-1514 Business Conference	818.18	2,250.00	(1,431.82)	-64
6-1520 Networking Events	6,853.84	5,192.81	1,661.03	32
6-1600 Business Services- B2B, Coaching, Advisors	4,885.10	4,604.73	280.37	6
6-1905 Business Coaching	0.00	355.00	(355.00)	-100
6-1907 Business Development Programs	0.00	992.18	(992.18)	-100
Total Business Development Services	60,959.17	16,721.58	44,237.59	264.60%
6-0006 Event Management				
6-1540 Event Management C Brougham	7,182.00	0.00	7,182.00	-
6-1541 Event Management A Stoakes	2,920.05	0.00	2,920.05	-
Total Event Management	10,102.05	0.00	10,102.05	-
6-0007 Finance				
6-1000 Accounting & Auditing	2,685.60	2,545.15	140.45	6
6-1005 Finance Contractor C Brougham	1,915.20	0.00	1,915.20	-
6-1010 Finance Contractor A Stoakes	129.78	0.00	129.78	-
Total Finance	4,730.58	2,545.15	2,185.43	85.90%
6-0009 GBDG Board and Other				
6-1125 Board Expense General	401.65	47.04	354.61	754
6-1126 Board Activity Contractor C Brougham	957.60	0.00	957.60	-
6-1127 Governance Training & Criminal History Checks	1,935.91	0.00	1,935.91	-
Total GBDG Board and Other	3,295.16	47.04	3,248.12	6905.00%
6-0010 Membership/Member Liaison				
6-1131 Membership Member Liaison C Brougham	7,182.00	0.00	7,182.00	-
6-1132 Membership Member Liaison A Stoakes	2,340.24	0.00	2,340.24	-
Total Membership/Member Liaison	9,522.24	0.00	9,522.24	-
6-0011 Projects				
6-1702 Market Research Project	15,000.00	0.00	15,000.00	-
6-1703 Christmas Promotion	4,868.66	3,258.22	1,610.44	49
6-1710 Projects Contractor C Brougham	1,934.29	0.00	1,934.29	-
6-1720 Projects Contractor A Stoakes	299.25	0.00	299.25	-
Total Projects	22,102.20	3,258.22	18,843.98	578.40%
Total Expense	147,805.99	104,516.56	43,289.43	41.40%
Operating Profit	7,384.05	12,702.96	(5,318.91)	-42
8-0000 Other Income				
8-1200 Interest income	17.41	34.07	(16.66)	-49
8-1210 Interest - ATO Remission GIC	3,134.00	0.00	3,134.00	-
Total Other Income	3,151.41	34.07	3,117.34	9149.80%

Net Profit	10,535.46	12,737.03	(2,201.57)	-17
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