



Minutes of General Meeting held 17th May 2022

Meeting Opened: 7:38am

Meeting Closed: 8:55am

Attendees: L Drummond, G Iremonger, A Baric, C Field, K Cowell	Guests: Paul Koch, Robert
Apologies: T Piccolo, (proxy attending) K Fischer, R Stomaci	Absent: L Budden, B Sambell, , H Everitt
	Leave of Absence: A White – until Nov 2022 M Stewart – Maternity Leave

Item 1: Declarations of Conflicts of Interest - Nil

Item 2: Chairperson's Report: Presentation and discussion

Chair's Report May 2022

With Easter and Anzac Day interrupting April we did not have our regular monthly meeting with council staff. On April 19 Caren and I did meet with Henry Inat and David Barratt to discuss the management of the Business Innovation Hub. Zac McCrindle of the RDA was also present.

Their first suggestion was to manage it themselves for 6-12 months and use the rent to supply workshops and support to the businesses but they wanted a presence in the hub from us and the RDA on a fulltime basis without remuneration. We explained we could offer 2 days a week and Zac said he would give one day every 3 weeks. We also pointed out our funds support the businesses which pay the levy and membership and could not be used for the hub.

We then put forward the idea that we run the hub and they asked for a submission regarding that. That submission has been sent to all board members and all councillors so that everyone has a comprehensive understanding of what we could do. I have contacted all the councillors and spoken directly with a number of them to answer any queries they might have. This was submitted by the requested date of May 6 and will go before council at the May 24 meeting. I acknowledge Caren's hard work to pull together this comprehensive submission in the limited time frame.

On April 26 Caren, Kevin Fischer and I attended a Zoom meeting regarding the funding agreement. It was eventually resolved to remove the word *all* in regards to submitting our marketing material to them for approval. Thank you to Kevin for his contribution to those discussions.

Our business plan and quarterly report were submitted and will be presented to council on May 24. Caren and I will be in attendance to present these and answer questions from councillors.

I have met Vanessa Rose the new editor of The Bunyip. She was very interested in the work of the GBDG and suggested there would be multiple opportunities to run stories about our work. I invited her to the conference on June 24.

I have made contact with Barossa Gourmet Mushrooms, a new home based business in Gawler, and he was very interested to learn of us and the support we offer. He said he has reached the stage he needs to take his business to a new level and welcomed the idea of membership.

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

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

Item 3: Finance Report: – Presentation and discussion

Income: \$51,050.50 **Expenses:** \$11,023.52

Bank Balance: Cheque Account \$16,007.80 Online Saver \$112,722.59

BAS submitted and GST paid \$907

Qtr 4 Council Levied fees have been paid to GBDG, Balance Sheet and Profit & Loss reports attached.

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

Moved: K Cowell **Seconded:** G Iremonger **Result:** Carried

Item 4: Confirmation of previous Minutes: Presentation and discussion

Motion: That the Board of the GBDG accept the minutes from the 12th April 2022 meeting as a true and accurate record.

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

Item 5: Motions via Email – Nil

Item 6: Funding Agreement update and discussion

Item 8: Business Arising from previous Minutes - Nil

Item 9: Other Business:

- Paul Koch will be presenting to the Board – Artisans Market support requested.

Mr Koch has been requested to return to the Board with a request for funding assistance in July ensuring the following have already been put in place. GBDG Membership, NFP Registration, Constitution, ABN and a Business Plan. Mr Koch is seeking support to assist with insurance costs. Mr Koch is hoping to open the first market in Spring 2022.

Board discussion – This concept would provide another event on a monthly basis for residents to attend and would be based in and around Walker Placer thereby potentially enabling near by businesses to open on the weekend bringing an economic benefit to Gawler. A community event for GBDG to support which meets ATO taxation exemption requirements. An opportunity for GBDG to add on other events eg a film night on Goose Island during the summer months twilight markets.

- M Stewart leave of absence/maternity leave to November then to be reviewed to extend until Jan 2023. A proxy has been appointed from Scammel and Co
- Business Innovation Hub GBDG Memberships Special Fee Offer – 3 have taken up this offer, 2 others already members
- Business Innovation Hub Management Report discussion
- Summary of Market Research report emails from D Barrett and K Dudley discussed
- Letter from L Holland-Clarke discussed and it was decided that trademarking of the GBDG logo and made would be deferred until after the Strategic and Marketing Plan has been implemented and after discussion to determine if GBDG will retain same brand and name. Discussion to be added to GBDG agendas for June, July and August if required.

Motion: That the Board delay providing a copy of the Market research Project report to its Members and Council until the Strategic and Marketing Plan have been developed and mapped to the Business Plan and Market research Project findings.


Moved: K Cowell **Seconded:** G Iremonger **Result:** Carried

- ACT upgrade for reporting requirements
Motion: That the Board approve the upgrades to CRM ACT to meet reporting requirements
Moved: G Iremonger Seconded: C Field Result: Carried
- Contractor engagement renewals
Motion: That the Board re-engage A Stoakes and C Brougham for the period of the new funding agreement, 2 years plus 1.
Moved: K Cowell Seconded: A Baric Result: Carried
- Board nomination – nomination received from Slava Grigoriev – Star ICT Solutions
Motion: That the Board appoint Slava Grigoriev to the vacant position of General Member
Moved: G Iremonger Seconded: C Field Result: Carried

Item 10: Actions

To be actioned by	Task	Status/update
C Brougham	To advise L Holland-Clarke of decision	
C Brougham	Identify: Discuss Peterborough Project with R Viney Who managed the Mt Barker renewal project. What is Gawler Councils vision for Gawler now and in the future.	Email Mt Barker Council again Emailed D Barrett, K Dudley, H Inat and K Redman – no response as yet. Request again.
C Brougham	Comparison of Mail Chimp free versus paid subscriptions	Attached

Next Meeting: Tuesday 21st June 2022 – 7:30am Gawler Civic Centre Room G3

Signed: 
L Drummond
Chair

Executive Consultant – Report

Meetings Attended and Events

Details	Details
12 th Apr – Tammy’s Table	28 th Apr – BECA Board Meeting
12 th Apr – GBDG, ToG, RDA Economic Development Meeting	3 rd May – Tammy’s Table
12 th Apr – GBDG Board meeting	10 th May – Tammy’s Table
19 th Apr - GBDG, ToG, RDA Bus Innovation Hub Management Discussion	10 th May - GBDG, ToG, RDA Bus Innovation Hub Management Discussion
26 th Apr – ToG and GBDG Funding Agreement Negotiation Meeting	

Business and Membership Movements

New Commercial Businesses to Gawler	Business Changes	New Voluntary Members
Roll Up Dumplings (in old Flight Centre space Commercial Lane)	Mabel Bear changed from commercial space to home based	
	Beyond Bank has moved into the Coles complex	
	Gawler Caravan Park has been sold and new owners have taken over.	
	New editor for The Bunyip Vanessa Rose	
	Adelaide Tools now Tool Kit Depot	

Social Media and Digital Platforms

GBDG Facebook Page

Date Range	Video Views	Post Reach	Post Engagement	Total Page Likes	Total 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
Feb 2022	266	11691	982	4256	4939

Mar 2022	880	29277	2699	4345	5053
Apr 2022	246	10349	2277	4369	5056

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
Feb 2022	1015	1053	3644	1018	262
Mar 2022	1015	1053	3644	1017	145
Apr 2022	1017	1058	3644	1019	282

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
Feb 2022	1	0	64	119	0
Mar 2022	1	0	64	119	0
Apr 2022	2	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
Feb 2022	176	620	445

Mar 2022	178	619	448
Apr 2022	185	625	457

Mailchimp

Date	Type	Audience	Received by	Open Rate	Total Opens	Total Clicks
16/3/22	Newsletter	1519	1327	28.5%	719	52
27/4/22	Newsletter	1342	1330	23.3%	310	303

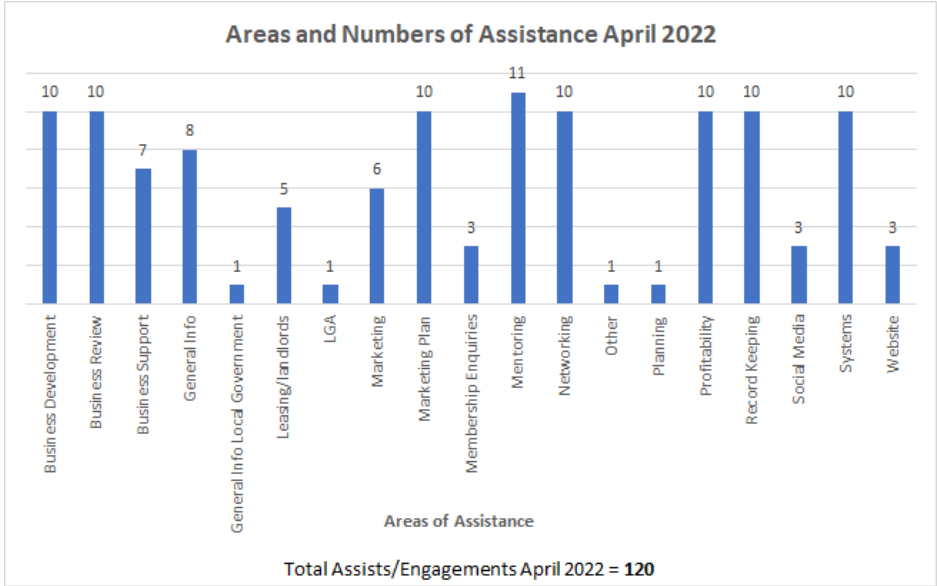
Business Engagement Statistics

Business Advisory Services

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

Contacts Reports - The month of April saw:

- 120 business assists and engagements
- Time spent on direct contact 21 hours 17 minutes



Gawler Business Innovation Hub
Management Report
by
Gawler Business Development Group



Business Innovation Hub Management

Model 1 as suggested by H Inat CEO Town of Gawler

Under this model the management of the hub would remain with the staff of the Town of Gawler Council under a 6 – 12 month trial period.

As discussed at the meeting held 20 April 2022;

1. Council staff would be responsible for managing the memberships, invoicing and collecting all membership fees and reinvesting those fees into programs for the members
2. Council would be responsible for all costs
3. Gawler Business Development Group (GBDG) and Regional Development Australia - Barossa, Gawler, Light and Adelaide Plains (RDA) would be asked to have a presence in the hub. RDA advised it could commit to probably 1 day every 3 weeks under this model with no commitment to a specific day as the needs of the relevant staff to conduct other functions necessitates flexibility to the arrangement
4. GBDG advised it could commit to 2 days per week under this model with no commitment to specific days and times as the needs of the relevant staff to conduct other functions necessitates flexibility to the arrangement.
It should also be noted that the funds collected from Commercial businesses are to be allocated to benefitting those businesses, and unless the hub members become and remain members of GBDG these funds cannot be allocated to activities or administration of the Hub and its members. In addition, if GBDG is successful in its bid to gain funding to build a Smart Room for Gawler, it would require a space to house it. Town of Gawler staff have already advised that there is no space available for lease to house this project and therefore if successful in its bid, GBDG would need to locate the Smart Room in another facility thereby limiting its capacity to assist with Model 1.
5. Council staff advised that under this model, there would be no monetary compensation to either group. GBDG advised that funding from the commercial and voluntary members of GBDG could not be spent on hub members unless each of them were also members of GBDG.

Model 2 as suggested by GBDG

Quote from local business owner *“Whilst unsuccessful in its August 2018 tender bid, the GBDG is well placed to manage the BIH and develop the space to its full potential. In the nearly 4 years since that proposal was submitted many things have changed, and the GBDG has proven itself nimble and adaptive to change and deeply connected to the business fabric of the region. The expertise of the current Executive Officer and Admin/Marketing Officer, with support of the Board, has shone through in the handling of the COVID-19 Crisis. (as is evident in several reports to Council)”*

So, in 2022, what would the GBDG do were it given the opportunity to manage the BIH?

Firstly, GBDG would require financial support in addition to the BIH membership fees and the levied fees collected by Council for use of GBDG to assist businesses in Commercial space, these funds could not be used for BIH members and BIH activities. GBDG would seek a monetary contribution by Council of \$50,000 per year to assist with associated costs (additional staffing, website development and maintenance, etc.)

What is business innovation?

Business innovation is about creating and successfully applying new ideas within your organisation. This could be in the form of a major breakthrough such as creating and bringing a new product or service to market, or a series of smaller innovations such as finding better or more efficient ways of working and becoming more profitable.

Innovation is more than simply having a good idea. Innovation is about turning new ideas and concepts into something that will create value. Value can be commercial, social or organisational.

Under this proposed model, GBDG would take over responsibility for management of the hub and ensure a presence was maintained 5 days per week.

GBDG would continue its current operations for its membership using the hub as its base, and, in addition GBDG would facilitate the following:

- Offer of membership to BIH members
- Manage invoicing, collection of fees and reinvest those fees into programs and assistance for BIH members
- Promote the BIH with a view to attracting startup businesses, entrepreneurs and potential mentors.
- Provide onsite business reviews, coaching and mentoring services for BIH members
- Provide relevant development programs, workshops and seminars to inform and stimulate local business owners as well as BIH members. Suggestions for topics would be gleaned from both BIH and Commercial space business members. These events would be, where relevant, developed into podcasts or saved as webinars for future reference
- Encourage an incubator mindset for startup businesses and entrepreneurs and promote a mentor system (a "thinker in residence" system).
- The GBDG will use its existing network of industry contacts and businesses for marketing on a B2B level.
- Hub Social media presences will be developed, and participation by BIH members and local professionals in the field of web design and social media management will be encouraged to ensure a dynamic online presence
- Promoting "shared" desk spaces with like facilities (Barossa Campus, Stretton Centre)
- Press releases will be distributed widely and regularly to ensure a front of mind presence in both potential users of the facility and State and Federal Government staff and MPs
- Provide virtual BIH membership for those wishing to take advantage of communications, programs and events offered but not access the space and facilities otherwise.
- The GBDG expects the internet services provider costs would be borne by Council
- The expense of free colour printing and, potentially, other services as technology advances, would require negotiation. Free colour printing and laminating, and similar services, have been significant costs for similar centres, where members have joined largely to use such services in large volumes. Similarly, for hardware costs, the GBDG would expect some form of negotiation. This may include, where necessary, developing member "Fair Use Agreements" that deal with consumables, and negotiate with Council concerning hardware costs when new hardware or technologies become available that could be of benefit to both parties
- Insurance costs for the hub to be borne by Council

Commented [SB1]: Council pays for it, they avoided building one for 3 years. They also won't have ownership of the site if they don't pay for it, and if things change they'll have to do it again.

Commented [SB2]: Perfect

What type of business will be encouraged and what will be excluded?

Ideally the hub should seek to attract technology based businesses to form the nucleus of the incubator.

Podcasting and video production equipment and training

One of the core elements of the GBDG proposal of 2018 included the incorporation of podcasting and video production equipment and training for use by the GBDG, its business members, community groups, schools and sporting groups. This would have fulfilled both economic and civic outcomes with almost no limit to the variety of uses such media production offers.

Recently GBDG submitted an application for funding to build a Smart Room in Gawler. If GBDG is engaged to manage the BIH and if successful in its funding application, this Smart Room would need to be housed within the Civic Centre. This is a point that staff and elected members need to discuss before deciding on the model it will use to manage the hub.

Website and marketing

A dedicated website, (to be paid for using some of the funds from the \$50,000 per year sought from Council, this would ensure that it remains the property of Council).

The online presence of a facility that suggests of itself “innovation” MUST have a presence online one would expect of an “innovation” space. The current offering for the Hub does not meet this critical element. This should market not only current members of the hub, but look to entice future members, thereby ensuring value adds for members as well as looking forward to future income streams, whether the facility is at capacity or not.

The online presence would be addressed on day ONE of GBDGs hub management. It needs to be professional, up to date, and something that can be used for marketing purposes.

Exploiting the current round of innovation grant funding

The GBDG is well placed as an incorporated association not linked by its business structure to the Town of Gawler and as such is not restricted in its capacity to explore the significant Commonwealth grants program targeting innovation that exclude LGA’s. As a matter of urgency, the GBDG would explore opportunities therein to further enhance facilities and what it can offer from the Hub.

SaaS – Further value adds

As detailed in the GBDG tender response of 2018, the exploration and implementation of software suites that enhance the value of a hub membership, as well as encouraging “virtual’ membership of the hub, will be an early focus. SaaS = Software as a Service. This means hub members may be able to have a licence for a piece of software via their hub membership that could save them on their software costs.

Enticing diversity of membership base

The success of the Hub and its members is directly linked to the diversity of the businesses occupying the space. There is little to no cross pollination between members with no shared interest, relationships, and little idea what the other does. A community of businesses that is seeded very organically, that grows to discover each other’s strengths and weaknesses, and makes use of each other’s services while supporting others in their weaknesses, ensures a collective positive outcome for all involved. The hub member base needs to be diverse and dynamic, and everyone, inside AND outside the Hub should know who those members are. Advisors in residence can support this process.