

**Minutes of General Meeting held 18<sup>th</sup> January 2022**

**Meeting Opened: 7:30am**

**Meeting Closed: 8:53am**

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:

**Declarations of Conflicts of Interest - Nil**

**Item 1: 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: K Fischer    Result: Carried**

**Item 2: 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: L Budden    Seconded: K Fischer    Result: Carried**

**Motion:** That the Board ratify appoint K Cowell to the position of Treasurer after the motion was carried via email vote.

**Moved: L Drummond    Seconded: A White    Result: Carried**

**Item 3: Confirmation of previous Minutes: Presentation and discussion**

**Motion:** That the Board of the GBDG accept the minutes from the 19<sup>th</sup> October 2021 meeting as a true and accurate record.

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

**Item 4: Motions via Email**

**Motion:** That the GBDG defer the scheduled General Meeting on 21<sup>st</sup> December to 18<sup>th</sup> Jan 2022 7:30am Planning Meeting.

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

**Item 5: Market Research Project – Project almost completed, report due by end of January**

**Item 6: Business Arising from previous Minutes: Nil**

**Item 7: Other Business:**

Town of Gawler - Climate Action Plan – Opportunities for Business to be discussed next General Meeting

Auditing of GBDG accounts – L Budden mentioned he was unsure that we were doing our audits correctly as P Murray is not a registered auditor. I advised that we were not required to have fully audited financials, confirmed it with ASIC and also with Council.

Letter from Council attached as page 1 of EO report

**BIE Raw Files** – transfer of data continuing

**Treasurer Resignation** – the decision by R Milanese to resign from the Board was acknowledged at the AGM held 16<sup>th</sup> Nov 2021

**GBDG and Town of Gawler Funding Agreement Negotiations:** It was decided that the team to represent GBDG and develop a funding agreement would be as per the current agreement, C Brougham, K Fischer and L Budden

**SA Business Conference** – Discussion held on the negative impacts of COVID-19 restrictions on Civic Centre capacity, lack of catering space and poor reports of current catering provider. GBDG would ideally like to hold the conference at the Civic Centre however it was deemed to be not suitable in relation to adequate nearby parking, catering options, toilet facilities, lack of adequate space in the venue for the number of expected registrations, along with the fact that hosting the event at a Council owned venue would be taking earnings away from member businesses with event space. The Board expressed its intention to host as many of its events as possible, in the Civic Centre, other than large events such as the conference.

**Motion:** That the GBDG continue to use the Gawler and Barossa Jockey Club for the SA Business Conference and explain the reasons to Council staff

**Moved:** K Cowell    **Seconded:** A White    **Result:** Carried

#### Item 7: Actions

To be actioned by	Task	Status/update
C Brougham	Visit BIE to have raw files added to external drive	
C Brougham	Contact McGregor Tan to ensure each individual business was only able to complete 1 survey	
C Brougham	To email Mayor, Apex re: Xmas in Gawler meeting and cc Cr. B Sambell	Completed 18 Jan 2022 – date not yet set
C Brougham	To request calendar of events for Council and Service Clubs	Completed 20 Jan 2022 – nothing received
C Brougham	B Sambell requested we advise businesses of the Gawler History month event and invite them to offer vouchers/discounts/special offers for visitors to the region during the event.	Completed
C Brougham	To source facilitator for planning day. To be held on a Sunday preferably.	Completed

**Next Planning Meeting: Tuesday 15<sup>th</sup> February 2022 – 7:30am Gawler Civic Centre Room G3**

**Signed:**

**L Drummond**

**Chair**



## Executive Consultant – Report

### Town of Gawler, GBDG, BIIH and RDA Meetings

**18 Oct 2021**

**A Moroney, D Barrett, H Inat, A Stoakes, C Brougham**

**David** - Economic Development Strategy: how can ToG and GBDG work better together to achieve objectives in the strategy

**Caren** - GBDG to formalise a Marketing Strategy

#### General Discussion

- Subgroup of GBDG to focus on Mainstreet activation
- Henry (or staff member) to attend GBDG meetings on a regular basis

**9 Nov 2021**

**A Moroney, D Barrett, H Inat, A Stoakes, C Brougham, Z McCrindle**

#### David

- Report going to Council December on future of hub
- GBDG funding agreement negotiations to commence early 2022
- Main St Forum: Council will be going out to ask business owners who would like to be involved in a sub group of GBDG
- App review under way – goes to Council December
- Lift in Visitor Information Centre December
- Car parking strategy

#### Caren

- GBDG event update
- Governance update
- AGM

**General Discussion** - Potential for a combined Music Festival GBDG, RDA, Council in 2022

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**14 Dec 2021**

**D Barrett, H Inat, A Stoakes, C Brougham, Z McCrindle, Anita**

#### David

- Councils Xmas events update
- Tourism awards application in progress
- V.I.C to open in Feb with an art exhibition

- BIIH 14 paying permanents, 2 non paying permanents, 9 paying casuals

**Caren**

- Update on current events (Xmas in Gawler and Shop Locally competition)
- Constitution update and policies and procedures development
- Planning meeting to be held in Feb
- Board member inductions

**Zac** - RDA website has a page for listing all grants available, good idea for GBDG website

**General Discussion**

- Mayor has requested enquiry into new Xmas decorations for Murray St next year
- If Barossa Campus are keen to have a presence in Gawler there may be potential for a GBDG Barossa Campus Youth Entrepreneur program
- Council has a digital marketing strategy on their website that we can look at as a sample for GBDG strategy

**Meetings Attended and Events**

Details	Details
27 <sup>th</sup> Sept – GBDG/McGregor Tan Meeting	2 <sup>nd</sup> Nov - 5 <sup>th</sup> Oct – Workshop -= The Peoples Doctor H.R Management
28 <sup>th</sup> Sept – GBDG Board Meeting	9 <sup>th</sup> Nov - GBDG/ToG/RDA/ BIIH Meeting
28 <sup>th</sup> Sept – Tammy’s Table	10 <sup>th</sup> Nov – Finance Meeting
5 <sup>th</sup> Oct - Tammy’s Table	15 <sup>th</sup> Nov - GBDG/ToG Monthly Meeting
6 <sup>th</sup> Oct – Stellar Digital – Multimedia room	16 <sup>th</sup> Nov – GBDG AGM
12 <sup>th</sup> Oct – GBDG/ToG/RDA/ BIIH Meeting	23 <sup>rd</sup> Nov - Tammy’s Table
13 <sup>th</sup> Oct – Finance Meeting	3 <sup>rd</sup> Dec – Christmas Networking Dinner
18 <sup>th</sup> Oct – GBDG/ToG Monthly Meeting	7 <sup>th</sup> Dec - Tammy’s Table
19 <sup>th</sup> Oct - GBDG Board Meeting	14 <sup>th</sup> Dec - GBDG/ToG/RDA/ BIIH Meeting
26 <sup>th</sup> Oct - Tammy’s Table	20 <sup>th</sup> Dec - GBDG/ToG Monthly Meeting

**Feedback**

**Xmas Networking Event -**

Hi Adele,  
 Thanks for a fantastic night on Friday J . We both really enjoyed it, especially Lauren after her nice nap ;)  
 Kindest,  
 Lauren Swan  
 Marketing – Gawler Animal Hospital

**Christmas in Gawler – Shop Locally Competition**

Hi Adele,  
 Thanks so much!! We’re looking forward to catching up in the new year! Thanks to you guys for running another awesome competition, especially one that promotes shopping locally, and everything you guys do for the businesses in Gawler. The whole team here really appreciates it. Stay safe and happy holidays.

Regards,

The TTW Team

### Business and Membership Movements

New Commercial Businesses to Gawler	Business Changes	New Voluntary Members
	Techme sold	
	Gawler Green Shopping Centre has sold for <b>\$46 million</b> . Adelaide investor Tony Scaffidi has splashed out \$46m on the Gawler Green Shopping Centre in Adelaide's north. Mr Scaffidi, who owns the Paddy's Market flea market in Pooraka, Picked up the neighbourhood centre at a yield, or rate of return, of 4.7 per cent. 17 Dec 2021	
	Connexus was sold and new owners are Pennytel. Sydney based company with Lee Atkinson as the Chief Revenue Officer, company will be based in NSW.	

### Social Media and Digital Platforms

#### GBDG Facebook Page

Date Range	Video Views	Post Reach	Post Engagement	Total Page Likes	Total Page Follows
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

#### 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

#### 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

**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

**Videos**

1. **Shop Locally in Gawler for Christmas – Competition Winner announcement video link**  
<https://business.facebook.com/GawlerBusinessDevelopmentGroup/videos/1308001742969037/>

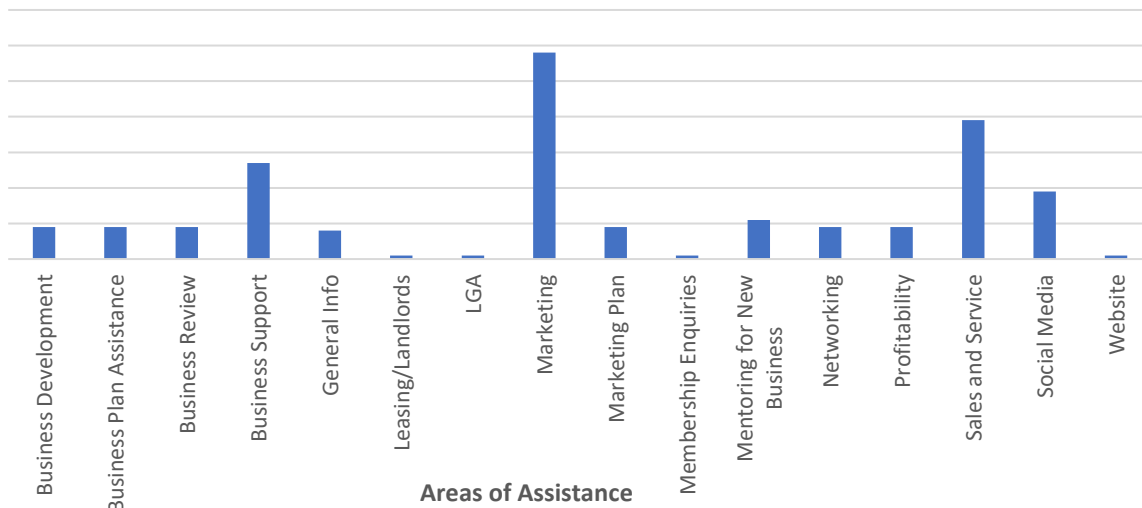
**Business Engagement Statistics - Contacts Reports**

The quarter from 1 October to 31 December 2021 saw a total of 733 business assists and engagements.

**Business Advisory Services**

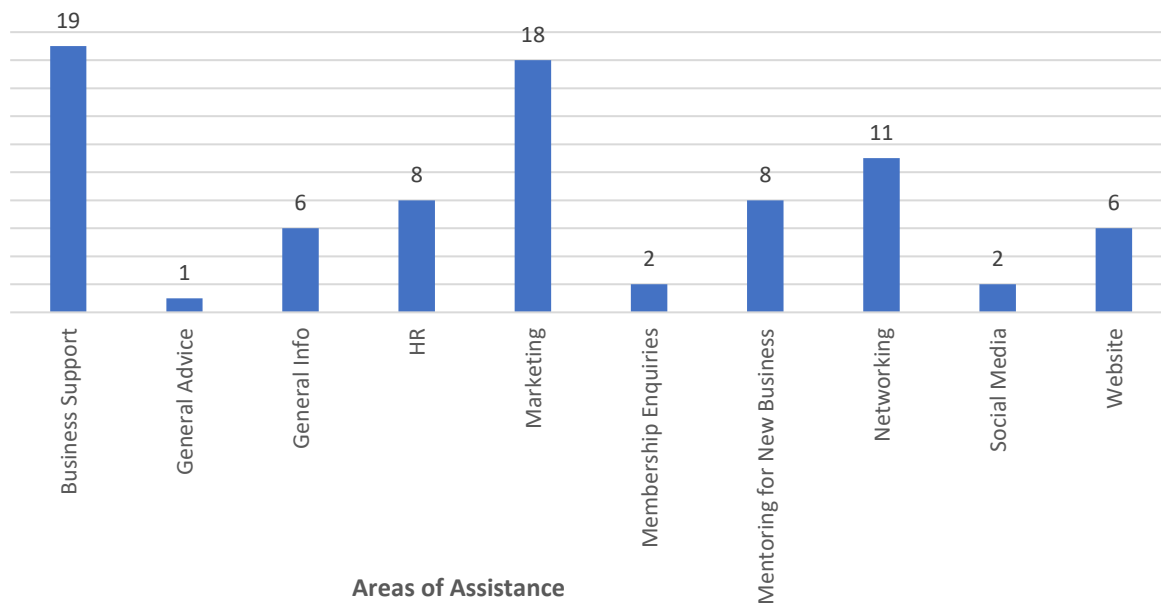
<b>Number of Businesses Referred this quarter to B2B providers, State Govt Depts, and GBDG sourced advisors, note: many require multiple sessions</b>	
October	0
November	0
December	0

### Areas and Numbers of Assistance October 2021

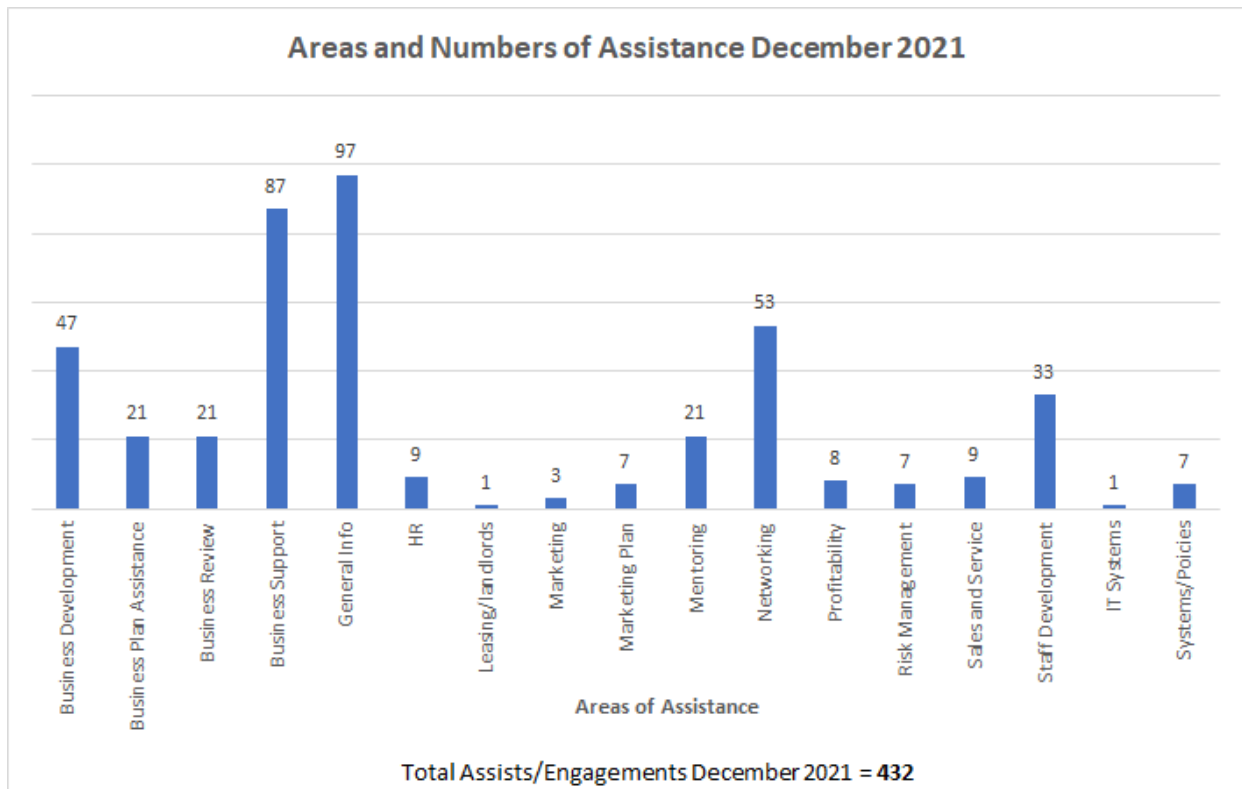


Total Assists/Engagements October 2021 = **220**

### Areas and Numbers of Assistance November 2021



Total Assists/Engagements November 2021 = **81**



### Christmas in Gawler. Shop Locally Event and Competition

This year 20 businesses participated in the Shop Locally in Gawler event and competition. The prize pools for this event were ramped up to the following:

Consumers – to enter the competition consumers had to spend a minimum of \$20 in a participating business, complete an entry form, have it authorised by the business and lodge it in the competition box. The prize pool was valued at \$1188 split into 3 prizes. 1<sup>st</sup> Prize School Ready Laptop valued at \$688, 2<sup>nd</sup> Prize \$300 bundle of vouchers, 3<sup>rd</sup> Prize \$200 bundle of vouchers.

There were 1161 valid entries and the prize winners were:

1<sup>st</sup> Prize Ben Mc\*\*\*\*\*, 2<sup>nd</sup> Prize Rebecca and Glen Dxxxxx, 3<sup>rd</sup> Prize Glen Lxxxxxx

A really nice little story for our first prize winner, Ben and his family were in their car heading to Darwin where he had been relocated to for his work. Their car broke down and they headed back to Gawler for repairs before they could finish their journey. Then we called to say he had won first prize. He headed straight to collect his prize and told us we had made his and his family's day much brighter.





## Marketing

### “Do Business” in Gawler - Business attraction

 **Gawler Business Development Group**  
Published by Gbdg Gawler · 21 October at 10:37 · 🌐

Do "BUSINESS" in Gawler!

Are you looking to open a business in the fine dining restaurant or wine bar industry?

Are you looking for the right place for this business?

Do you want to find a location for your business in a region with

- one of the highest and fastest rates of population growth
- historical charm with modern amenities
- opportunities for connecting with tourism growth
- a need for this type of business?

Then look no further than the Town of Gawler!

The Gawler Business Development Group, would love to speak to you and see how we may be able to assist.

Please contact enquiries@gawler.org.au or call 0488440588.

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**DO BUSINESS IN GAWLER**



*Don't wait for opportunity.  
Create it.*

## Media



I think everybody knows that there's going to be outbreaks and they want to be able to operate to full capacity and get as much money as they possibly can before it hits again.

- CAREN BROUGHAM

**Gawler Cinemas**  
Thursday 25th November - Wednesday 1st December, 2021

We are now fully licensed inside both our theatres.

**VENOM**  
LIT ONLY IN CINEMAS

Wed 24th 7.30pm Thurs 2.00pm, 7.15pm  
Fri: 2.00pm, 7.15pm  
Sat: 1.20pm, 5.50pm, 8.00pm  
Sun: 10.45am - BUDGET, 3.15pm, 5.30pm, 7.45pm  
Tues: 2.00pm, 7.15pm

**A BOY CALLED CHRISTMAS**

Thurs: 11.30am Fri: 10.00am Sat: 11.00am - BUDGET, 3.30pm  
Sun: 10.15am - BUDGET, 1.00pm Tues: 11.30am

**CLIFF RICHARD THE GREAT 80 TOUR**

Sun: 1.00pm

**NO TIME TO DIE**

Thurs: 1.45pm, 6.45pm Fri: 1.45pm, 6.45pm  
Sat: 12.00pm - BUDGET, 3.20pm, 6.45pm  
Sun: 4.00pm, 7.15pm Tues: 1.45pm, 6.45pm

**ONLY IN CINEMAS**

**Christmas with ANDRE**

5 DECEMBER? COMMENCING AT 1.00PM

Ticket price - Adult: \$40. Senior: \$35  
Book online or at the Box Office

**SILVER SCREENING**

**XMAS MYSTERY MOVIE**

Thurs: 11.00am Mon: 11.00am Tues: 11.00am

Arrive at 10.15am for morning tea, coffee and biscuits



Murray Street business owner Erin Roesler said the state's borders should "shut a little bit longer".

PHOTO: Jack Hudson

# Businesses have mixed feelings

**Jack Hudson**  
jack.hudson@bunyipress.com.au  
@jhudson\_10

GAWLER businesses have mixed feelings after South Australia's borders reopened up to Victoria and New South Wales yesterday at 12.01am.

Gawler Business Development Group's Caren Brougham said the organisation had heard very few concerns from its members, but a few were hoping for a later border opening date than November 23.

"We haven't actually heard anything other than the 'we think it's a little bit early, I should have waited until the 80 per cent mark'

by a couple," she said. "But most businesses are happy that we might have more business coming through from visitors."

"People stick to the COVID requirements."

"It seems like businesses just want to get on with it."

"They just want to be able to earn money while they can."

"I think everybody knows that there's going to be outbreaks and they want to be able to operate to full capacity and get as much money as they possibly can before it hits again."

Gawler's Thirteen22 owner Erin Roesler admitted she had mixed feelings about the state's borders reopening yesterday.

"I don't know how I feel about it really," the Murray Street trader said.

"It would be good, but I think it'll also be bad at the same time in a way because how everything can change just like that."

"Everyone's got mixed feelings about it, I know I've got mixed feelings about it."

"Personally, I think we should keep the borders shut a little bit longer."

"Until things you know, quieten down a bit, more than just Christmas is coming up, need to make money, let's just open the borders and I don't really know what's going to happen."

However, Gawler Newsagency's Kayleigh McKenna said she was ecstatic the borders had reopened yesterday.

"I think it's great news that we're opening our borders. I think it's about time," she said.

"It should have been done a long time ago, and we just should get on with our lives."

Editorial, PAGE 6