Gawler Business Development Group

Minutes of General Meeting held 18 October 2022

Meeting Opened: 7:37am **Meeting Closed:9am**

Attendees: L Drummond, G Iremonger, K Fischer, R Stomaci, A Baric, K Cowell Quorum achieved – 6/9 (67%)	Guests: H Inat – CEO Town of Gawler N Berrett – Word Solutions N Little – RDA Barossa
Apologies: T Piccolo. H Inat, B Sambell	Absent:
	Leave of Absence: M Stewart

Item 1: Declarations of Conflicts of Interest

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: K Cowell** **Result: Carried**

Item 3: Finance Report: – Presentation and discussion

Income: $15,674 **Expenses: $8,389.05**

Bank Balance: Cheque Account $10,048.10 **Online Saver $96,941.78**

2021/22 Annual Financials completed and audit report returned from P R Murray Accountants

Quarter 1 BAS information completed and submitted to Accountant for auditing and lodgement

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

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

Item 4: Confirmation of previous Minutes: Presentation and discussion

Motion: That the Board of the GBDG accept the minutes from 20 September 2022 meeting as a true and accurate record.

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

Item 5: Motions via Email

Motion: That the Board of the GBDG approve the final draft of the GBDG GMM Funding Agreement and for it to be issued to GMM for signing and funds to be deposited into the account of GMM.

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

Item 6: Business Arising from previous Minutes

Item 7: Other Business

Gawler Maker's Market - Funding Agreement signed and funds of $5000 deposited into the bank account of GMM.

Board Resignation: Due to current workloads Leon Budden has resigned his position from the Board. Both the Chair and EO sent notes of thanks to Leon for his time and commitment to the group.

Quarterly Report – Report completed and submitted to Council 11th October (due date 15th October)

Bin Trim – T Piccolo forwarded communication to and from Hon Susan Close MP in relation to Bin Trim. Correspondence attached.

GBDG Digital Membership Logos: Logo now being shared to members.

Item 8: Actions

To be actioned by	Task	Status/update

Next Meeting: Tuesday 15th November 2022 – 6pm James Martin Room, 1st Floor, Gawler Civic Centre Room G3

Signed:

L Drummond

Chair

Executive Consultant – Report

Business and Membership Movements

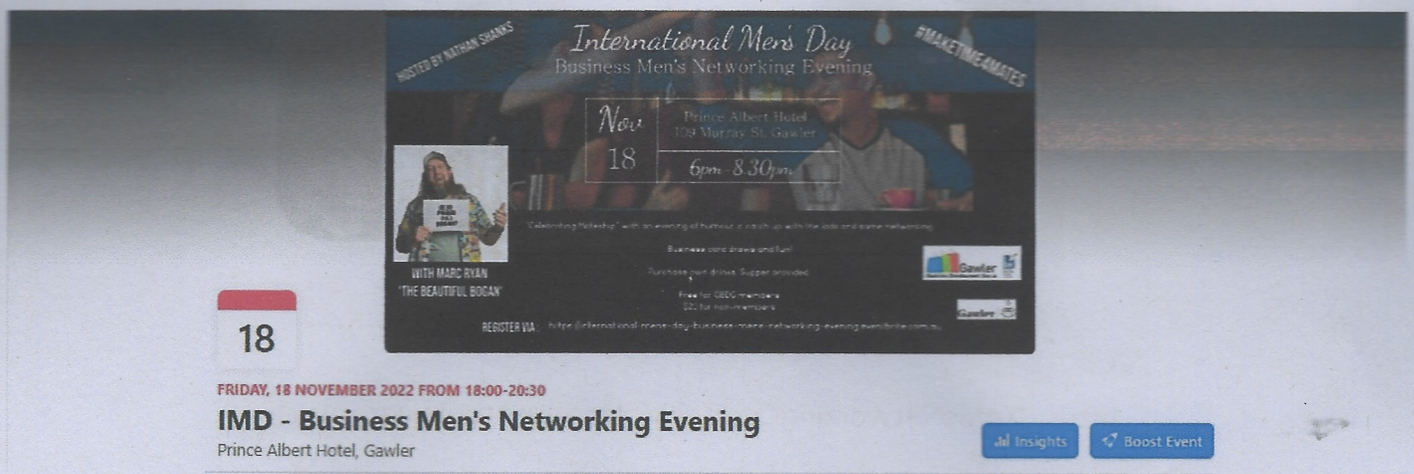
New Commercial Businesses to Gawler	Business Changes	New Voluntary Members
Sushi by Joe now open in Gawler Arms Krave Fast Nutrition – Pheonix Plaza The Bearded Barber 136 Murray St in November	The Works Display Centre closed	

Gawler Business Innovation Hub

Meetings Attended and Events

Details	Details
20 Sept – GBDG Board Meeting	11 Oct – GBDG, TDA, ToG, BIH Monthly Meeting
27 Sept – ToG Meeting – GBDG Qtr Report	17 Oct – GBDG ToG Monthly Meeting
4 Oct – Tammy's Table	17 Oct – Digital Marketing Workshop
4 Oct – Meeting with GMM	18 Oct – GBDG Board Meeting
11 Oct – Tammy's Table	18 Oct – Canva Workshop

Upcoming Events



18

FRIDAY, 18 NOVEMBER 2022 FROM 18:00-20:30

IMD - Business Men's Networking Evening

Prince Albert Hotel, Gawler

Insights | Boost Event

18

TUESDAY, 18 OCTOBER 2022 FROM 10:00-12:00

Design your way around Canva workshop

Gawler Civic Centre

Insights | Boost Event

In July discussions commenced with GBDG, ToG, BIH and RDA to:

- progress the operations and engagement by startups in the Business Innovation Hub
- consider programs/business development opportunities to be provided by GBDG and RDA.
- to determine ToG KPI's in relation to BIIH and how GBDG and RDA can assist with recording KPI's.
- to determine percentage of Hub seats to be allocated for co-working and business incubation.
- to determine, as per GBDG and RDA request, a clarification of what they consider "success" to be for the BIIH. This was requested as it has an impact on the types of "programs" the 2 parties would consider offering to Hub members.

A number of workshops and events have been planned and the first few have now occurred with mixed results.

Discussions continue with the Hub partners still working through:

From: David Barrett <David.Barrett@gawler.sa.gov.au>
Sent: Thursday, 01 September 2022 2:49 PM
To: zac@barossa.org.au; anita@barossa.org.au; Kirsty Dudley <Kirsty.Dudley@gawler.sa.gov.au>; caren@gawler.org.au
Cc: Henry Inat <Henry.Inat@gawler.sa.gov.au>; anne@barossa.org.au
Subject: Business Innovation Hub - Draft Success Measures and Definitions Context

Hi all,

Just wanted to reflect on our recent discussions with respect to the Business Innovation Hub and share with you all some initial thoughts regarding success measures for your feedback.

At our last meeting we discussed what the Hub was intending to deliver. The attached provides the context from previous agreement between Council and Andrew Morris – that I shared on screen during the meeting. The Services (Schedule 2) are what Council Staff are now providing. The Incubator Program (Schedule 3) is what we are collaboratively delivering (GBDG, RDA, ToG), and the KPIs (Schedule 4) are the performance measures that had previously been tracked.

Our discussions reiterated the delivery under each of these Schedules but also outlined the need to develop some new success measures and definitions.

Success Measures

I have been working on success measures and incorporating some of the thinking from existing Hub Members regarding their business needs, growth targets, etc.. from the 1:1 meetings I am having with all Members. Also taking into account the various discussions we've had over the months. The below Success Measures are what has fallen out of these discussions and my thinking in this space:

- Consideration of a co-working target in terms of number of desks being used solely for co-working (no innovative activity, participation in growth, etc…) as minimum 50% (10 desks) and maximum 80% (16 desk). This provides revenue to cover Hub bills and invest in programming whilst also providing for incubator seats in the environment (minimum 4). Currently we have no demand for incubator seats, but our co-working is sitting at 90% (18 seats). 2 of these seats are the home of a new business that launched on 1 July 2022 – Alex Brown Strategic Financial Planners – so there is an argument that we currently satisfy the proposed minimum/maximum. Another viewpoint on this is to make it a guideline rather than a black and white rule. This provides flexibility in periods of low incubator demand. Sounds good – reasonable approach on all points raised. The only other possible considerations I can think of are: 1) if there is the option for full paying member to join and both incubator & co-worker type businesses are applying, that an incubator business will always have preference (pending viability) & 2) more general comment than specific feedback on a point above – whilst its good for us to agree, but if others come into this space in the future and their activity is driven by KPI's – consider the behaviour the KPIs drive. It makes perfect sense to have a fluid ratio to ensure maximum capacity at all times, however, if incubator demand remains low for a few months a targeted marketing campaign should be considered.

- Maximum 4 seats per business and no more than 3 businesses from the same industry sector to provide business diversity within the space. This is in relation to "Permanent Hub Members" – more than happy to accept additional "Casual Hub

Members" from the same industry sector as other Hub Members. Only comment here is that, IF ToG continues the GigCity arrangement in place, I would suspect it could be good to be known as a software/IT based startup hub – theming can improve interest and feed the 'mass builds mass' concept. I would suggest limiting this type of business can be counter to what you would like to build. I think in a co-working sense – sure, but if a genuine start-up, maybe this needs a re-think. Restricting the number of seats per business is essential in ensuring that as businesses grow they should be planning to move out into a larger commercial space, however, I feel 4 seats per business is too high for an incubator with consideration of a reduction to maximum 3 seats per business (maybe there could be an arrangement whereby the growing business could expand to 4 seats until such time as a new request for hub space is received, this allows for maximum rental income)

- Hub turnover – consider 3-5 years as acceptable for turnover within the space. This is based on the discussions I have had with existing Members and how they view their businesses. All of these discussions have reflected the same thing that a business is a start-up for more than 12 months, more likely up to 5 years to be "established" – see further details below in the definitions part. Perhaps the measure is that Permanent Members of the Hub turnover every 3-5 years. Need to consider whether this is viable – for example, what if demand for Permanent Seats is low and we are moving businesses on because they have been there for 5 years – then we don't meet required capacities to continue funding the operations/programming. As above, I think this could be dealt with by making these Guidelines. Agree with one addition – if we are talking about incubator businesses going through a program designed by the hub – then suggest 6 months to a year max – then consider moving them into the Permanent full fee members. Totally agree with Zac but rather than allowing them to "consider" permanent full membership it should be a requirement.
- Attract at least 2 new incubator/start-ups per year to the Hub – This point now aligns to the above comment re: 6-12 month tenure and that of the suggested incubator/ accelerator program hybrid numbers in point 1. If this minimum is set as a KPI then what are the ramifications of not attracting "at least 2"?
- Provide at least one new job per year from the Hub – agree suggest could be 'or increase in revenue by $xx- or at least one business has gained investment to scale/exit'. Suggest that a minimum increase in revenue leads to increased profit which hopefully means greater flow on effects due to more money spent locally and similar outcome from a business achieving investment to exit or scale. Employment is one measure of growth – suggest others could be another barometer of success by tenants.
- Conduct at least one "Civic Hack-a-thon" per year – this to be funded by Council from the Hub revenue and used to investigate/solve key civic issues/problems. Suggest start with hosting a Techstars or something similar for ToG to see how they are run and to then put considered thought into hosting a local one for local impact where the winner might gain a 6 week incubation program and tenancy for example. I would be keen to be involved at grass roots with Council to identify key civic issues to be solved. Agreed
- Have at least 50% of Hub Members attend Hub supported programs in a given year. Agree – this would be good. Suggest remainder could even be involved in mentoring a younger start-up if not attending programming. Agree, however, this means it is critical that "we" listen to the members to ensure the programs offered are relevant to many.

Definitions

- Still need to define what a start-up is but the thinking is that a business is not an ongoing concern until it is at least 5 years old. My take is that a start-up is a business that is going through reasonably consistent change. I see that it can be from the point of ideation through to a point where consistent sales are achieved, it is able to pay for issue related to changes to its business model to remain sustainable and it is considered established. This can take up to 5 years, although it would be good to shorten the tenure period whilst continuing to provide non-financial support required. My take is that a startup business is either: 1. A business in the beginning stages of its actual operations or a business that meets one important quality – growth. If someone is moving from concept to reality eg creating a business plan, applying for an ABN, organising business name etc is a Business Intender.
- Start-up targets – seems reasonable Agreed
    - Years 1-2 – become profitable (ie earn a living)
    - Years 2-3 – stabilise and/or grow to employ new staff and/or release new products/services and/or service new locations
    - Years 3-4 – stabilise and/or grow to employ new staff and/or release new products/services and/or service new locations
    - Years 4-5 – seek to move to commercial premises
    - Years 5+ - established business
- Australian Taxation Office Definitions: Suggest we have our own if required?
    - Micro Business – Total Business Income less than $2M per annum suggest <$500,000 Totally agree with Zac, I would even go as far as saying $100k - <$500k
    - Small Business – Total Business Income between $2M and $10M per annum suggest between $500k - $5M Agree

- Australian Bureau of Statistics Definitions:
    - Non-employing Business – sole proprietorships and partnerships without employees

- Micro Business – businesses employing between 1 and 4 people suggest 1-2ppl Again agree with Zac
- Small Business – businesses that employ between 5 and 19 people -suggest 3-10ppl Again agree with Zac

- From discussions I think it can be agreed that there isn't an easy way to define what is meant by business terms of incubator and start-up.
- A couple of thoughts regarding this:
  - A business in incubation is yet to be a start-up. It is still an idea being developed, yet to start as an actual business. Suggest incubation is a period of time a start-up spends in a hub with specific support to grow from a stage likely pre-revenue to a stage that involves revenue or has been provided the knowledge and steps to get there if not quite at revenue stage – it could also be to facilitate a period of early stage growth – even if they start as a revenue generating business. Just read further down that makes this point – so agree. A business intender
  - A business takes an idea through the incubation stage and then becomes a start-up.
  - We then have start-ups lasting up to 5 years before they are "stable businesses".
  - During this time they may enter another phase (or multiple phases) of incubation as they grow. Obviously growth would need to be monitored to ensure the business is having periods of consolidation between growth stages.
  - Also, an established business (no longer start-up) may enter an incubator stage as they strive for growth or enter new markets (either new services/products or new physical locations). Suggest this last definition point not relevant for us.

Fees

- There are varied opinions regarding fees
- Some Hub Members believe that fees should start low and increase over time (based on tenure) as a mechanism to make it more attractive to move out. Need to consider what this means in terms of maintaining a co-working base to fund the operation. When I suggested this, it was designed to move businesses out into commercial premises. Suggest ToG needs to be considerate of the opportunity for businesses to move out and into commercial setting. I still think it holds value as an idea, I think it still achieves point 3 just below, if started now with new businesses.
- Some Hub Members believe that equal fees should be charged to all users – that provide equity and is good practice in terms of compliance with competitive neutrality – also provides a stable base for revenue.
- Some Hub Members believe that true start-ups should have access to concessional fees – the question is at what point do they move from concession to full – unlikely the 5-year process that is currently indicated as being needed to establish a business would pass the pub-test on this. Suggest, this applies to incubator businesses only – which may come out of hackathon or other that approaches us and meets criteria – they need incubation programming. Incubator program receiving tenants (max 4 at any time based on above) should be selected based on who is applying still, but also if demand is greater than supply – to those who show most viable scalable business proposal.
- We currently charge the same fee for all Members – making it equitable and transparent. If we do progress with different charging structures, we would need to have the criteria well defined, no loopholes. Agreed

Survive and Thrive Strategy

Go Local First Campaign or Shop Locally Campaign – Currently the Go Local Fist Campaign is in caretaker mode and will remain so until after the Federal Government October Budget announcements. This program is the preferred option for GBDG to use as part of its Thrive Strategy for local businesses however, the team is in discussions with Chris Sands and RDA to consider Shop Locally as its campaign if Go Local is mothballed.

The Go Local Campaign office has sent all remaining resources to GBDG for its use if it wishes to do so.

Social Media and Digital Platforms

Mailchimp

Date	Audience	Received by	Open Rate	Total Opens
July	1340	1337	41.8%	559
Aug	1339	1329	42%	559
Sep	1339	1334	45%	605

Linkedin

Date Range	Followers	Following	Contacts	Connections
July 2022	1017	1057	3666	1018
Aug 2022	1012	1054	3666	1015
Sept 2022	1011	1053	3666	1014

GBDG Facebook Page

Date Range	Post Reach	Post Engagement	New Page Likes	Total Page Likes	New Page Followers	Total Page Followers
July 2022	2373	226	13	4487	17	4973
Aug 2022	37916	5119	87	4500	122	5095
Sept 2022	9078	510	10	4510	12	5107

Facebook Audience

Age and gender

Men24.30% Women75.70%

Location

Towns/cities

Countries

Adelaide, SA, Australia 2,603

Gawler, SA, Australia 224

Gawler East, SA, Australia 164

Evanston, SA, Australia 154

Willaston, SA, Australia 153

Instagram

Date Range	Total Posts	New Followers	Followers	Following	Reach	Profile Visits
July 2022	199	5	629	468	13	21
Aug 2022	202	1	630	463	239	8
Sept 2022	203	0	630	431	270	9

Twitter

Date Range	Total Tweets	New Tweets	Retweets	Followers	Following	Mentions
July 2022	149	0	0	66	119	0
Aug 2022	150	1	0	67	119	1
Sept 2022	153	3	0	68	119	0

OUR COMMUNITY MATTERS

TONY PICCOLO MP
MEMBER FOR LIGHT

Ms Caren Brougham
Gawler Business Development Group
PO Box 402
GAWLER SA 5118 SA

Dear Ms Brougham

New South Wales Bin Trim Program.

I write to you regarding the enquiry you made with me concerning the New South Wales Bin Trim Program.

I previously wrote on your behalf to the Hon Susan Close MP, Minister for Climate, Environment and Water. regarding your concern.

A response to my correspondence has been received and is **enclosed** for your consideration.

In her response, Minister Close notes that the South Australian Government, via Green Industries SA, provides South Australian businesses with advice and support regarding waste management through the Business Sustainability Program.

The Minister encourages industry and business groups to consider applying for a grant through the LEAP (Lead-Educate-Assist-Promote) Program. LEAP Grants support businesses and industry networks to drive a more resource efficient economy which could include management practices like the NSW Bin Trim Program.

I trust this information is of assistance to you.

Labor Duty Member for Schubert

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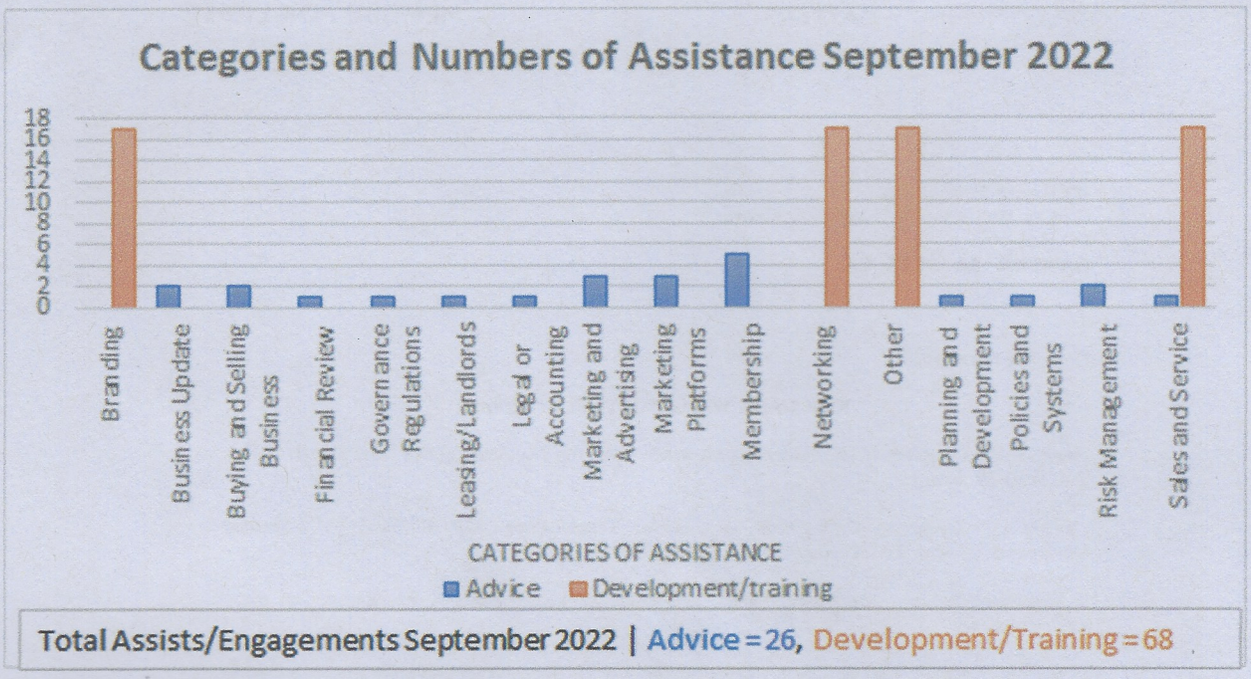
TonyPiccoloMP

Business Engagement Statistics

Contacts Reports – September: 94 business assists and engagements - 26 Business Advice, 68 Business Development



Total Assists/Engagements September 2022 | Advice = 26, Development/Training = 68

Business Advisory Services

Number of Businesses Referred this quarter to B2B providers, State Govt Depts, and GBDG sourced advisors.	
September	1

Media

Meet the makers at Gawler market

VANESSA ROSE

Ahead of the inaugural Gawler Makers' Market are Gawler Business Development Group Board members Garry Ironmonger and Raff Stomaci, market secretary and market day manager Paul Koch, market treasurer Jane Bagshaw and market committee member Philippa Davies, who is also collaborating on a basket weaving stall. PHOTO: Supplied

LOCALS have can meet the 'best makers, bakers and growers' of Gawler and surrounds this Sunday – and take home what they have to offer.

After years of discussion among arts community members, the Gawler Makers' Market is finally ready to throw open the doors.

Gawler Makers' Market secretary Paul Koch said the idea had gained momentum "over the last eight months or so".

"The management committee wish to acknowledge the Gawler Business Development Group Board for their support which has helped enable the market to become a reality," he said.

"Since putting out the call for stallholder applications, the committee has been overwhelmed by the number and depth of outstanding and creative work being produced within our region.

"It was quite a task narrowing it down to the stallholders we have."

Mr Koch, who's also market day manager, said 27 stalls would be "showcasing some of the best makers, bakers and growers of Gawler and surrounds".

"The stalls range from handmade jewellery, ceramics, pottery, weaving, baked goods, gem stones, native plants to name a few."

But it's not just stallholders and marketgoers who will benefit, with the event expected to be a boon for nearby businesses.

"The market will not only provide an opportunity for local artists to shine, it will also have a knock-on effect for surrounding business, such as cafes, restaurants and pubs, as people like to linger and socialise after visiting a market," Mr Koch said.

"It's an exciting new event for Gawler and we encourage everyone to come along and be part of the fun of the inaugural market."

The Gawler Makers' Market will be held in the Gawler Civic Centre this Sunday from 9am-2pm.

Mr Koch added that it would run monthly, either in the Civic Centre or, weather-permitting, outside on "Walker Place, Julian Tce, and potentially over the bridge to Goose Island".

"When outside there will be the opportunity to have a greater number and array of stallholders and variety of different activities."

OFFICIAL

Government
of South Australia

Reference: CEW22/01273

The Hon Susan Close MP
Deputy Premier
Minister for Climate, Environment and Water
Minister for Industry, Innovation and Science
Minister for Defence and Space Industries
Level 11, State Administration Centre
200 Victoria Square, Adelaide SA 5000
Tel (08) 8226 8510
Email: OfficeoftheDeputyPremier@sa.gov.au

Hon Tony Piccolo MP
Member for Light
Email: light@parliament.sa.gov.au

Dear Mr Piccolo, Tony

Thank you for your recent letter regarding the New South Wales Bin Trim Program.
I am pleased to advise that the South Australian Government, via Green Industries SA (GISA), provides South Australian businesses with advice and support for waste avoidance, reduction, and recycling though the Business Sustainability Program.

The Program assists South Australian businesses directly and via partnerships with industry sectors, providing expert advice and funding support for projects to identify and prioritise better practice materials and resource efficiency, waste management and resource recovery, and implementation of circular economy principles.

Industry and business groups, and local councils are invited to consider the Program's LEAP (Lead-Educate-Assist-Promote) Grants. LEAP Grants offer support to deliver programs that benefit a business or industry network and drive a more resource efficient and circular economy for South Australia, which may include better waste management practices similar to those encouraged under the NSW Bin Trim Program.

Through the Business Sustainability Program, GISA partnered with the Northern Economic Leaders (NEL) to hold a circular economy forum on 28 July 2022. The aim of the forum was to build circular economy knowledge and networks across the business community of Northern Adelaide. It was a well-attended event, with over 60 attendees from more than 40 organisations from different businesses and sectors, and I was pleased to attend and speak at the event.

For further information about GISA's Business Sustainability Program, including a number of online resources, please refer to www.greenindustries.sa.gov.au/bsp-overview

Yours sincerely

Hon Susan Close MP
Deputy Premier
Minister for Climate, Environment and Water

21 / 9 / 2022

SOUTH AUSTRALIA

If you would like to discuss this matter further, or for any other enquiry, please do not hesitate to contact me or my staff, on 8522 2878 or via email at light@parliament.sa.gov.au.

If you would like to keep up to date with my activities, please refer to the "*stay connected*" information below.

Kind regards

Tony Piccolo MP
Your Local State Member of Parliament
15 September 2022