

Minutes of General Meeting

20 December 2022

Meeting Opened: 7:30am

Meeting Closed: 9am

<p>Attendees: K Fischer, G Iremonger, D Veltman, N Berrett, L Drummond, T Piccolo, K Cowell, A Barney, F Christou (Proxy for T Piccolo)</p>	<p>Guests: H Inat – CEO Town of Gawler Sgt Debbie Luetkens- Barossa LSA Crime Prevention Cr H Hennessey</p>
<p>Apologies: Cr. I Solomon</p>	<p>Absent:</p>

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: G Iremonger Result: Carried Unanimously

Item 3: Finance Report: – Presentation and discussion

October Income: \$15,813.11 Expenses: \$13,189.79

Bank Balance: Cheque Account \$20,186.98 Online Saver \$118,832.69

November Income: \$15,841.10 Expenses: \$18,198.65

Bank Balance: Cheque Account \$11,864.61 Online Saver \$109,057.01 Petty Cash \$25

Motion: That the Board accept the Finance Reports for October and November as a true and accurate record of the current financial position

Moved: K Cowell Seconded: D Veltman Result: Carried Unanimously

Item 4: Confirmation of previous Minutes: Presentation and discussion

Motion: That the Board of the GBDG accept the minutes from 18 October 2022 meeting as a true and accurate record.

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

Item 5: Motions via Email - Nil

Item 6: Business Arising from previous Minutes - Nil

Item 7: Other Business

SA Business Conference – Due to the increased costs associated with all aspects of the conference, either an increase in budget is required, or all attendees, including members must pay a fee. However the introduction of a fee will result in a much lower number

of attendees. Speakers costs have risen by a minimum of 50%, catering costs have risen, equipment hire (stage) has increased to name just a few. An increase in budget of an additional \$5000 will be necessary unless we can attract sponsors. I have emailed 6 prospective sponsors. 1 speaker has already been booked and confirmed for the event, Allan Pease

Motion: That the Board of the GBDG approve an increase of \$5,000 to the SA Business Conference budget

Moved: K Cowell **Seconded:** D Veltman **Result:** Carried Unanimously

Gawler Maker's Market - Board discussion required. Funding Agreement signed and funds of \$5000 deposited into the bank account of GMM. Monthly reports for 1 Oct to 1 Nov and 1 Nov to 1 Dec however a few questions need to be asked in relation to:

7.3 of the Funding agreement

8.2.3 of the Funding agreement

It must be noted that the committee for the Makers Market group have decided to move the location of the markets to the Civic Centre due to feedback from the stall holders. GBDG must consider if this goes against the conditions of the funding agreement, does the change of location affect the desired outcomes of "attracting foot traffic to the region and into the nearby cafes and stores" check against funding agreement. GBDG Member S Bailey has emailed GBDG with questions around this market, email provided to Board members for discussion.

ShopGawler – Board discussion required. As the BBRF grants have been shelved it is time to consider "where to from here" for ShopGawler. It must be noted that for 2 years now S Bailey has been paying all fees to ensure that the domain name and hosting for the ShopGawler website that was produced at GBDG's request in the hope that funds would have been available to push ahead with this concept. S Bailey has emailed GBDG to ask "what now" and to advise that he has ceased the payments.

Considerations: Do we look at a "condensed" version of the initial concept GBDG requested of S Bailey to develop, whereby businesses organise delivery of goods rather than GBDG paying someone to do this (to reduce costs for the projects). Do we remove the educational aspects or just reduce the amount of offerings to educate? (showing businesses how to take photos of the stock, how to create the content for the website etc)

Gawler Smart Room - Board discussion required. As this project also will not be receiving funds from BBRF, Town of Gawler staff have advised that they will be pitching the idea of a podcast and vidcast room to be housed in one of the Lower Ground Floor spaces in the Civic Centre and will be requesting budget approval for either approx. \$30,000 depending on the option elected members select (if they agree to the pitch). Staff have requested that GBDG consider providing some funds to the project. The space would not be solely for the use of businesses and indeed it is expected that it would predominantly be used by University students who use the planned Student Hub which would also be housed in the Civic Centre if approved, and also available for residents to use.

*****Some of the information given to GBDG was incorrect and H Inat has supplied a report that went to Council on this matter.**

Board members are to read prior to planning day meeting.

Annual Report – submitted to Council

Shop Totally Locally – Board discussion required. discuss Chris Sands concept

Board Member Governance – Outstanding paperwork to be completed

Issues – Discuss emails (confidential discussion regarding social media posts and emails)

Board Resignation – M Stewart has advised that she will no longer be able to fulfil her role on the Board due to family time constraints.

Constitution and Rules of the Assc Issues:

Board Member re-appointment – As per the Rules and Constitution of this association all Board member positions that were declared vacant at the AGM held in Nov were asked if they wished to restand. One Board member declined and was therefore not included in nominations or voting for the Board position. However, the Board member was unaware that this meant he was no longer a Board member thinking he could move from an executive role to a general role on the Board. The rules state that vacant positions must be nominated for and therefore I advised this Board member to request to be reappointed at the next Board meeting where he would need to be nominated and seconded for a vote to occur. The Board should consider if it is necessary to update the wording of the Rules to make the process clearer.

Adoption of AGM Minutes – as per the Rules and Constitution of this Assc the minutes of the AGM are not adopted until the following AGM, there was discussion 2 months ago on whether this should be changed to adoption at the first general Board meeting after the AGM to ensure that the adoption of the minutes is undertaken by as many of the Board members who were involved as possible. However, all the research I have undertaken states that the adoption of the GAM minutes must occur during the following AGM.

Motion: That the Board of the GBDG engage XLR8 Marketing and Communications to assist with update of the Constitution and Rules of the Assc.

Moved: K Cowell Seconded: D Veltman Result: Carried Unanimously

Change of Public Officer – As M Stewart has now resigned her position on the Board the Public Officer must be replaced. N Berrett, has offered to take on the position as Public Officer. Change of Public Officer details must be completed before the 18th Jan, however with Christmas closures looming this needs to be completed and lodged this week.

Motion: That the Board of the GBDG endorse the nomination of N Berrett to the position of Public Officer effective 20th Dec 2022

Moved: K Cowell Seconded: D Veltman Result: Carried Unanimously

Gawler SAPOL: Local SAPOL officers from the Barossa LSA Crime Prevention division came and spoke to the Board about providing information to the Board and its members on crime prevention. GBDG EO will work with SAPOL to provide members with information on a regular basis.

Motion: That the Board of the GBDG engage with Gawler SAPOL to provide information to business owners around crime and crime prevention.

Moved: D Veltman Seconded: N Berrett Result: Carried Unanimously

Item 8: Actions

To be actioned by	Task	Status/update
C Brougham	To speak with local café owners to discuss staffing requirements and opening times for dates the Gawler Makers Market is to be held. Also suggest a special "Market day Offer" may help increase their trade.	
C Brougham	Speak with L Weiss about potentially adding the Gawler Makers Market as a tag on to the Gawler Fringe event	
C Brougham	Meet with Gawler Makers Market committee to suggest they should hold 2 market events in Walker Place, use banners and flags at Civic Centre entrance for marketing on the day of the events and utilise Council wayfinding signs	
C Brougham	Work with N Berrett to submit the Change of Public Officer notification	
C Brougham and L Drummond	Meet with S Bailey to discuss GBDG taking over Shoppawler site costs etc	

Next Meeting: GBDG Planning Meeting To Be Confirmed**Signed:****L Drummond****Chair**

Executive Consultant – Report

Meetings Attended and Events

Details	Details
20 Sept – GBDG Board Meeting	20 th Oct – BECA AGM
27 Sept – ToG Meeting – GBDG Qtr Report	24 th Oct – Meeting D Luetkens SAPOL
4 Oct – Tammy’s Table	1 st Nov – Tammy’s Table
4 Oct – Meeting with GMM	7 th Nov – Meeting H Inat, C Stormer.
11 Oct – Tammy’s Table	7 th Nov – Meeting C Sands and A Moroney
11 Oct – GBDG, TDA, ToG, BIH Monthly Meeting	8 th Nov – Tammy’s Table
17 Oct – GBDG ToG Monthly Meeting	8 th Nov – Gawler Economic Development Meeting
17 Oct – Digital Marketing Workshop	15 th Nov – GBDG AGM
18 Oct – GBDG Board Meeting	21 st Nov – GBDG ToG Monthly Meeting
18 Oct – Canva Workshop	

Events

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

IMD - Business Men's Networking Evening
Prince Albert Hotel, Gawler

[Insights](#) [Boost Event](#)

2nd DECEMBER

Gawler Business Development Group

Christmas Networking Event
WITH
COCKTAIL MAKING FUN

<https://XmasNetworkingCocktailMaking.eventbrite.com.au>

\$25 ENTRY | INCLUDES DRINKS AND FINGER FOOD
GAWLER CIVIC CENTRE | 6-9PM

Gawler

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

Design your way around Canva workshop
Gawler Civic Centre

[Insights](#) [Boost Event](#)

Event Feedback

Digital Marketing 17 Oct 2022

	Excellent (rating 10/10)	Good (rating 8/10)	Needs Improvement (rating 5/10)	Not Applicable
Location of Event	100%			
Duration of Event	80%	10%	10%	
Overall, how would you evaluate this event?	90%	10%		
How could this event be improved? Have a hands on interactive workshop and use handouts				
Any other comments or suggestions? Lots of good info given with good ability and engagement Informative Very interesting				

Canva 18 Oct 2022

Content	Excellent (rating 10/10)	Good (rating 8/10)	Needs Improvement (rating 5/10)	Not Applicable
Covered useful material	58%	42%		
Practical to my needs and interests	42%	42%	16%	
Well organised	58%	42%		
Presented at the right level	29%	71%		
Effective activities	29%	71%		
Useful visual aids/handouts	29%	71%		
Content	Excellent (rating 10/10)	Good (rating 8/10)	Needs Improvement (rating 5/10)	Not Applicable
Instructors knowledge	42%	42%	16%	
Instructors presentation style	29%	71%		
Instructor covered material clearly	29%	71%		
Instructor responded well to questions	42%	58%		
How could this event be improved? I need a series of workshops to get the most benefit as I am a basic user More time				
Any other comments or suggestions? Thankyou, once again you have provided an excellent practical workshop				
Content	Excellent (rating 10/10)	Good (rating 8/10)	Needs Improvement (rating 5/10)	Not Applicable
Overall how would you rate this workshop	58%	42%		

Business and Membership Movements

New Commercial Businesses to Gawler	Business Changes	New Voluntary Members
Inclusive Enterprises (home based) Sushi by Joe now open in Gawler Arms Krave Fast Nutrition – Pheonix Plaza The Bearded Barber 136 Murray St in November Direct Chemist Outlet Springwood Grab Sushi Springwood Beast and Beauty Ultimate Hair and Beauty Gawler Junior Tradies	Gawler Flower Gallery sold APC closing Tiver Rd site The Works Display Centre closed Gawler Cinema Closing 31 Jan and building is for sale	Fair Dinkum Builds Junior Tradies

Coming Soon - New Commercial Businesses to Gawler
Roam Offroad – Adelaide Rd

Gawler Business Innovation Hub

New workshop and event offerings from RDA, GBDG and Town of Gawler have commenced with the 3 groups working together to help create a successful hub. Some elements of the hub operations are yet to be finalised (KPI's for the Hub), but this is a work in progress.

Survive and Thrive Strategy

Go Local First Campaign or Shop Locally Campaign_– Currently the Go Local First Campaign is in caretaker mode and will remain so until after the Federal Government October Budget announcements. This program was 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.

After initial discussions with Chris Sands it seems more likely that the updated Shop Totally Locally Campaign may be the best way forward. A secondary meeting probably via Zoom with Chris, will occur once GBDG has been able to engage a group of business owners to help push the campaign and create energy around the concept.



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
Oct	1330	1317	27.1%	687
Nov	1330	1317	27.7%	720

LinkedIn

Date Range	Followers	Following	Contacts	Connections
July	1017	1057	3666	1018
Aug	1012	1054	3666	1015
Sept	1011	1053	3666	1014
Oct	1021	1063	3667	1018
Nov	1021	1062	3667	1017

GBDG Facebook Page

Date Range	Post Reach	Post Engagement	New Page Likes	Total Page Likes	New Page Followers	Total Page Followers
July	2373	226	13	4487	17	4973
Aug	37916	5119	87	4500	122	5095
Sept	9078	510	10	4510	12	5107
Oct	9115	6231	11	4521	16	5123
Nov	10675	903	13	4534	0	5123

Instagram

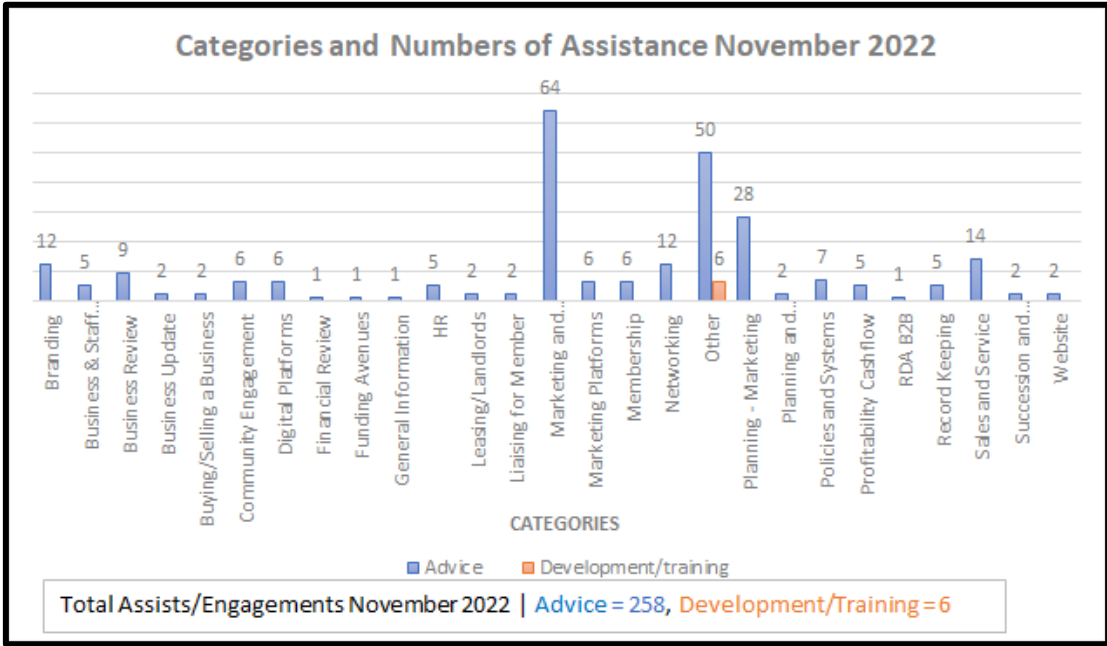
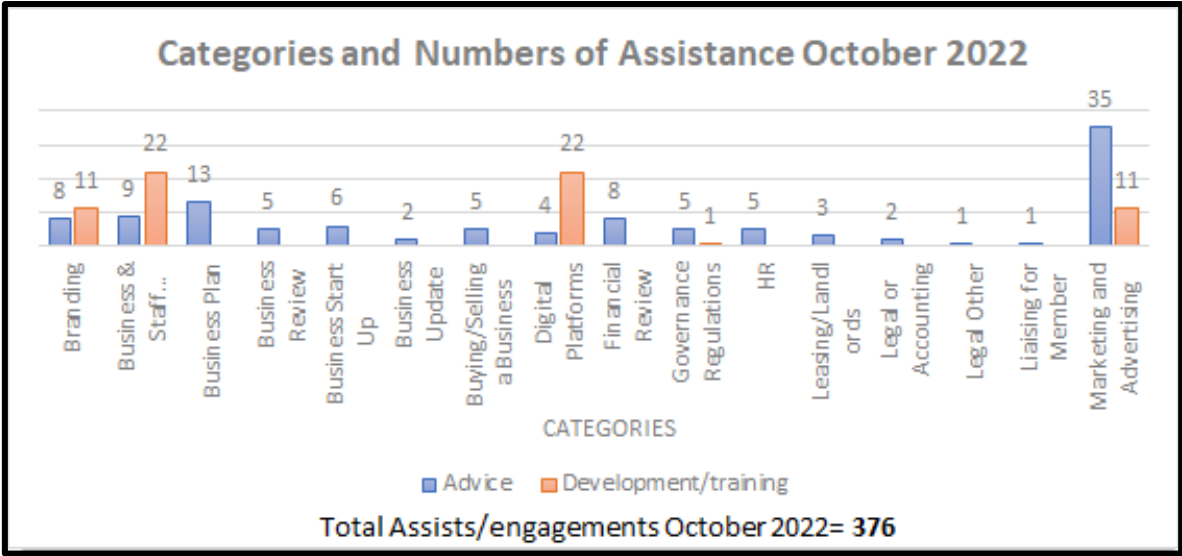
Date Range	Total Posts	New Followers	Followers	Following	Reach	Profile Visits
July	199	5	629	468	13	21
Aug	202	1	630	463	239	8
Sept	203	0	630	431	270	9
Oct	206	6	636	430	279	11
Nov	207	1	637	448	285	13

Twitter

Date Range	Total Tweets	New Tweets	Retweets	Followers	Following	Mentions
July	149	0	0	66	119	0
Aug	150	1	0	67	119	1
Sept	153	3	0	68	119	0
Oct	156	3	5	70	119	1
Nov	156	1	0	71	120	1

Business Engagement Statistics

Contacts Reports – October :376 business assists and engagements - 226 Business Advice, 150 Business Development



Business Advisory Services

Number of Businesses Referred this period to B2B providers, State Govt Depts, and GBDG sourced advisors.	
October	3
November	1

