

**Minutes of General Meeting held 20 September 2022**

**Meeting Opened: 7:32am**

**Meeting Closed: 8:54am**

Attendees: Louise Drummond, Gary Iremonger, Anna Baric, Leon Budden, Caleb Flight, Kevin Fischer, Raff Stomaci	Guests: H Inat – CEO Town of Gawler N Berrett – Word Solutions
Apologies: Kate Cowell, Slava Grigoriev	Absent: Brian Sambell
	Leave of Absence: M Stewart

**Item 1: Declarations of Conflicts of Interest - Nil**

**Item 2: Chairperson’s Report: Presentation and discussion** – No Chair Report. C Brougham provided a verbal overview of Council Meeting from 19<sup>th</sup> Aug 2022.

**Item 3: Finance Report: – Presentation and discussion**

**Income: \$16,474                      Expenses: \$18,823.56**  
**Bank Balance: Cheque Account \$8,642.33                      Online Saver \$106,949.58**

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

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

**Item 4: Motion Ratification** – due to there being is a perceived grey area in the interpretation of the definition of a quorum for GBDG Board, discussion was held to determine how to resolve the issue resulting in the following 2 motions.

**Motion:** That the Board of the GBDG recognises some ambiguity in clauses pertaining to the interpretation of the definition of a quorum in the current Rules of the Association. The Board of the GBDG accepts, acknowledges and ratifies all decisions made during the period 1 December 2021 to 19 September 2022.

**Moved: L Budden                      Seconded C Flight                      Carried**

**Motion:** That the Board of the GBDG confirm that from the 20 September 2022 until the adoption of an updated Rules of the Association, a quorum shall mean 50% plus 1 of current Board members, excluding those on leave of absence.

**Moved: L Budden                      Seconded: R Stomaci                      Carried**

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

**Motion:** That the Board of the GBDG accept the minutes from 16 August 2022 meeting as a true and accurate record.

**Moved: L Budden                      Seconded: G Iremonger                      Carried**

**Item 5: Motions via Email – Nil**

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

**Item 7: Other Business**

**Note:** K Fischer left meeting at 8:39am and returned 8:45am.

**Strategic and Marketing Plan** – C Brougham seeking Board permission to share this document with Town of Gawler staff and also add it to the GBDG website.

**Motion:** That the Board of the GBDG approve the sharing of the Strategic and Marketing Plans to Council and members.

**Moved:** L Budden      **Seconded:** R Stomaci      **Carried**

**Gawler Maker’s Market** - Draft funding agreement, GMM Business Plan and Cert of Incorporation

**Motion:** That the Board of the GBDG authorise the signing of the funding agreement between GBDG and Gawler Maker’s Market (GMM). Once deed has been signed, payment of \$5000 grant funds will be made to GMM.

**Moved:** L Budden      **Seconded:** A Baric      **Carried**

**GBDG Digital Membership Logos:** Due to a number of businesses asking for permission to add GBDG logo to their websites and social media platforms, (and a number already using it), we have created a digital membership logo for their use. This will ensure consistency and compliance with our brand. The logo will be disseminated to members with a notation advising how and where it may be used.



**Item 8: Actions**

To be actioned by	Task	Status/update
C Brougham	Seek application to licence member logo and GBDG logo	
C Brougham	Add Branding of GBDG to Planning Meeting Agenda	

**Next Meeting: Tuesday 18<sup>th</sup> Oct 2022 – 7:30am Gawler Civic Centre Room G3**

**Signed:** 

**L Drummond**  
**Chair**

## Executive Consultant – Report

### Meetings Attended and Events

Details	Details
16 <sup>th</sup> Aug – GBDG General Board Meeting	13 <sup>th</sup> Sept Tammy’s Table – Motivate Group
6 <sup>th</sup> Sept Tammy’s Table – Connect Group	14 <sup>th</sup> Sept – C Brougham and Gawler Makers Market
19 <sup>th</sup> Sept – GBDG and ToG Meeting	

### Upcoming Events



**17**

MONDAY, 17 OCTOBER 2022 FROM 18:30-20:00

**A Step-by-Step Guide to Digital Marketing for Your Small Business**

Gawler Civic Centre

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



**18**

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

**IMD - Business Men's Networking Evening**

Prince Albert Hotel, Gawler

Insights Boost Event

Friday 2<sup>nd</sup> December, Xmas Networking and Cocktail making Workshop with V W Bars at the Gawler Civic Centre.

### Business and Membership Movements

New Commercial Businesses to Gawler	Business Changes	New Voluntary Members
Pre-love Gawler Air Liquide	Beyond Bank moved to Gawler Central Shopping Centre	Love for Lobes Timeless Momentos Parker Conveyancing

### 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

#### LinkedIn

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

#### 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

#### Facebook Audience

5,095 Facebook followers -- Men 24.30% Women 75.70%

#### Instagram

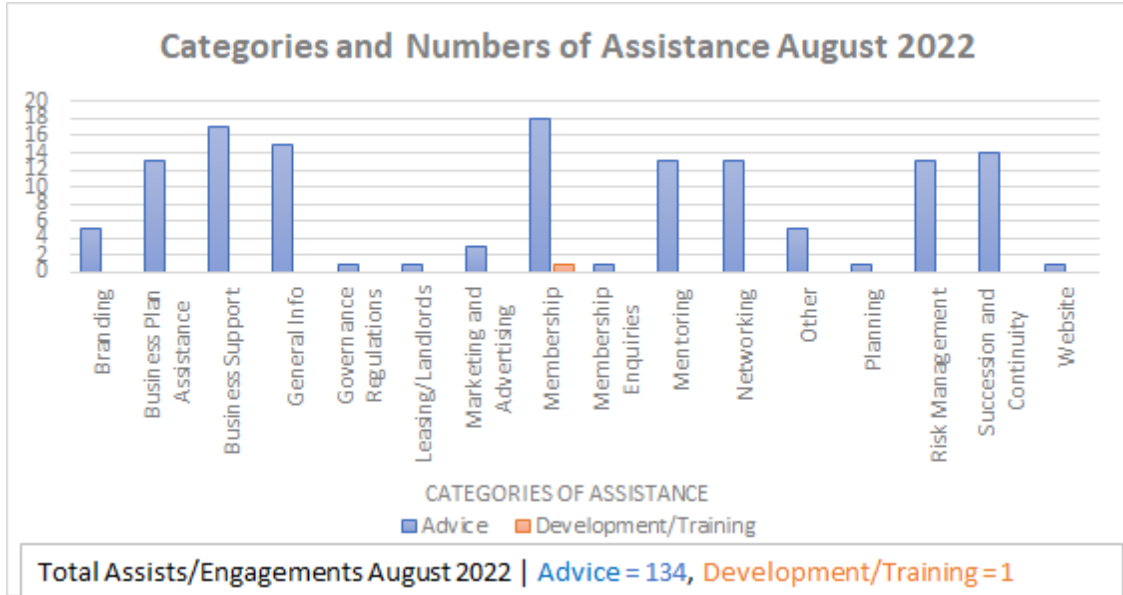
Date Range	Total Posts	New Followers	Followers	Following	Reach	Profile Visits
July 2022	199	5	629	468	13	21
Aug 2022	202	1	630	463	239	8

#### 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

## Business Engagement Statistics

**Contacts Reports – August: 135 business assists and engagements - 134 Business Advice, 1 Business Development**



## Categories for recording Development and Training

Recurrent Funding | Full Fee for Service | Project Specific Grant

Session Type		Engagement			D = Business Development
<input type="checkbox"/> Business Advice	<input type="checkbox"/> Business Development/Training	<input type="checkbox"/> Call (outbound)	<input type="checkbox"/> Email/Message	<input type="checkbox"/> Event	A = Business Advice
		<input type="checkbox"/> Site Visit	<input type="checkbox"/> Meeting	<input type="checkbox"/> Workshop/Program	
Category					
<b>GENERAL INFORMATION</b>		<b>PLANNING</b>		<b>COMPLIANCE</b>	
<input type="checkbox"/> <input type="checkbox"/> Membership	<input type="checkbox"/> <input type="checkbox"/> Business Plan	<input type="checkbox"/> <input type="checkbox"/> Audit	<input type="checkbox"/> <input type="checkbox"/> Governance Regulations	<input type="checkbox"/> <input type="checkbox"/> Website	
<input type="checkbox"/> <input type="checkbox"/> Business Start Up	<input type="checkbox"/> <input type="checkbox"/> Succession Continuity	<input type="checkbox"/> <input type="checkbox"/> Work Health Safety (OHS)	<input type="checkbox"/> <input type="checkbox"/> AT0	<input type="checkbox"/> <input type="checkbox"/> Digital Platforms	
<input type="checkbox"/> <input type="checkbox"/> Business Update	<input type="checkbox"/> <input type="checkbox"/> Risk Management			<input type="checkbox"/> <input type="checkbox"/> Technology - software	
<input type="checkbox"/> <input type="checkbox"/> Other				<input type="checkbox"/> <input type="checkbox"/> Technology - hardware	
				<input type="checkbox"/> <input type="checkbox"/> Other IT	
<b>LEGAL</b>		<b>LOCAL GOVERNMENT</b>		<b>MARKETING AND ADVERTISING</b>	
<input type="checkbox"/> <input type="checkbox"/> IP Trademarks Copyright	<input type="checkbox"/> <input type="checkbox"/> Planning and Development	<input type="checkbox"/> <input type="checkbox"/> Planning	<input type="checkbox"/> <input type="checkbox"/> Marketing and Advertising	<input type="checkbox"/> <input type="checkbox"/> Business Review	
<input type="checkbox"/> <input type="checkbox"/> Buying and Selling Business	<input type="checkbox"/> <input type="checkbox"/> Liaising for Member	<input type="checkbox"/> <input type="checkbox"/> Networking	<input type="checkbox"/> <input type="checkbox"/> Branding	<input type="checkbox"/> <input type="checkbox"/> HR	
<input type="checkbox"/> <input type="checkbox"/> Leasing and Landlords	<input type="checkbox"/> <input type="checkbox"/> General Information	<input type="checkbox"/> <input type="checkbox"/> Marketing Platforms		<input type="checkbox"/> <input type="checkbox"/> Business and Staff Development	
<input type="checkbox"/> <input type="checkbox"/> Legal Other				<input type="checkbox"/> <input type="checkbox"/> Sales and Service	
				<input type="checkbox"/> <input type="checkbox"/> Policies and Systems	
<b>FINANCE</b>		<b>Referrals and Engagement</b>			
<input type="checkbox"/> <input type="checkbox"/> Financial Review	<input type="checkbox"/> <input type="checkbox"/> Legal or Accounting	<input type="checkbox"/> <input type="checkbox"/> Specialised Advice Coaching			
<input type="checkbox"/> <input type="checkbox"/> Record Keeping	<input type="checkbox"/> <input type="checkbox"/> Community Engagement	<input type="checkbox"/> <input type="checkbox"/> RDA B2B			
<input type="checkbox"/> <input type="checkbox"/> Profitability Cashflow	<input type="checkbox"/> <input type="checkbox"/> Government Department	<input type="checkbox"/> <input type="checkbox"/> Referrals Engagement Other			
<input type="checkbox"/> <input type="checkbox"/> Funding Avenues					
<input type="checkbox"/> <input type="checkbox"/> Taxation and Super					
<input type="checkbox"/> <input type="checkbox"/> AT0					

Ok Cancel

## Business Advisory Services

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

August	0
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