

**Minutes of General Board Meeting 18 July 2023**

**Meeting Opened: 7:33am**

**Meeting Closed: 9am**

Attendees: L Drummond, G Iremonger, Isaac Solomon, K Fischer, K Cowell, T Piccolo	Guests: D Barrett, K Krollig
Apologies: A Barney, N Berrett	Absent: D Veltman

**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: K Cowell      Result: Carried Unanimously**

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

**June Income: \$28,267.32                  Expenses: \$20,365.85**

**Bank Balance end of month: Cheque Account \$16,405.15      Online Saver \$89,698.40**

**Total funds to carry over into 2023/24 \$106,103.55**

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

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

**Item 4: Confirmation of previous Minutes: Presentation and discussion**

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

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

**Item 5: Motions via Email - Nil**

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

**Item 7: Other Business**

**Go Local First #shopgawler** – Portrait banners and cross street banner ordered, DL sized double sided flyers sent to Lane Print for insertion to Town of Gawler Council rates bin corflutes collected. An approach has been made to an Australian sporting icon to appear in the Gawler segment with South Aussie with Cosi.

Discuss badges and polo shirts and approaching Pheonix Plaza to fill windows of empty shops

**Motion:** That the Board of the GBDG approve the purchase of 50 badges for #shopgawler

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

**Gawler Business Innovation Hub** - Town of Gawler elected members have requested GBDG to present to Council on how it would run the hub if given the opportunity. An unofficial Special Meeting was held to discuss this and the Board needs to complete discussions in order for GBDG to provide Council with a date for the presentation. *A special meeting to be held Tuesday 25<sup>th</sup> July for final discussions to prepare for presentation to Council.*

**Gawler Maker's Market** – The Committee of the GMM has provided another report to GBDG, see attached at end of this report  
**Meeting with Federal Minister for Small Business Julie Collins** – As part of the Board for BEC Australia I am meeting with the Minister next week to discuss small business advisory services in the hope that there may be some funding available for BEC's to deliver this much needed service.

**AFL Gather Round** – Discussion required on what GBDG might be able to contribute to any events or put on an event for this item. *Discussion determined that GBDG should work with Council and local football clubs to assist them with marketing. 4<sup>th</sup> – 8<sup>th</sup> April 2024*

**RV Day Stay Location:** Discussion required, see email attached from Shane Bailey

Threads and ChatGPT – C Brougham advised we now have a Threads account and are posting tips for using ChatGPT and planning a workshop.

**Item 8: Actions**

To be actioned by	Task	Status/update
C Brougham and L Drummond	Connect with Jarrod Ahern at Stretton Centre	

**Next Meeting:**

**GBDG Special Board Meeting – Tuesday 25<sup>th</sup> July 2023 – 7:30am – 9am Room G3 Gawler Civic Centre**

**GBDG General Board Meeting - Tuesday 15<sup>th</sup> August 2023 – 7:30am – 9am Room G3 Gawler Civic Centre**

Signed: 

L Drummond

Chair

## Executive Consultant – Report

### Meetings Attended and Events

Details	Details
26 <sup>th</sup> Jun – GBDG ToG Monthly Meeting	11 <sup>th</sup> Jul – GBDG ToG RDA Economic Development Meeting
4 <sup>th</sup> Jul – Tammy’s Table	18 <sup>th</sup> Jul – GBDG Board Meeting
11 <sup>th</sup> Jul – Tammy’s Table	

### Upcoming Events

Date	Presenter/Topic	Venue/Time
Tuesday 4 <sup>th</sup> July	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 11 <sup>th</sup> July	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Wednesday 26 <sup>th</sup> July	Caren Brougham - Go Local First #shopgawler Breakfast Forum to engage businesses and share resources and information	Nixon’s Function Centre Nixon Terrace Gawler 7:30am – 9am
Tuesday 1 <sup>st</sup> August	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 8 <sup>th</sup> August	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
August	Workshop Digital Marketing Videography TBA	TBA
Tuesday 5 <sup>th</sup> September	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 12 <sup>th</sup> September	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
September	Networking Event TBA	TBA
Tuesday 3 <sup>rd</sup> October	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 10 <sup>th</sup> October	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
October	Workshop TBA	TBA
Tuesday 7 <sup>th</sup> November	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 14 <sup>th</sup> November	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Fri 17 <sup>th</sup> November	Christmas Networking Event Details TBA	TBA

### Event Results

4th July Tammy’s Table – 4 businesses attended - The topic was: Putting customers first to help our businesses shine. We discussed when and how we collect customer feedback and what we do with the information.

11<sup>th</sup> July Tammy’s Table – 8 businesses attended - The topic was: Aligning your business with your purpose and how this can grow your business.

### Business and Membership Movements

New Commercial Businesses	Business Changes	New Voluntary Members
	Bake and Brew moved New managers at Gawler Caravan Park – Julie and Snow	

**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	52.16%	687
Nov	1330	1317	54.66%	720
Dec	1330	1317	56.56%	745
Jan	1330	1317	56.56%	745
Feb	1320	1299	44.26%	575
Mar	1320	1292	27.3%	578
Apr	1292	1292	48.7%	630
May	1301	1283	31.7%	718
Jun	1316	1295	31.7%	897



**LinkedIn**

Date Range	Followers	Contacts	Connections
July	1017	3666	1018
Aug	1012	3666	1015
Sept	1011	3666	1014
Oct	1021	3667	1018
Nov	1021	3667	1017
Dec	1019	3667	1017
Jan	1020	3669	1016
Feb	1019	3669	1016
Mar	1019	3669	1016
Apr	1020	3669	1016
May	1022	3669	1017

Jun	1022	3669	1017
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#### 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
Dec	9401	1343	17	4551	12	5135
Jan	4588	889	6	4557	12	5147
Feb	13599	950	16	4573	2	5149
Mar	10041	1500	14	4587	27	5176
Apr	14079	677	5	4592	0	5176
May	6673	1461	4	4596	3	5179
Jun	3050	313	7	4603	16	5195



#### Instagram

Date Range	Total Posts	New Followers	Followers	Following
July	199	5	629	468
Aug	202	1	630	463
Sept	203	0	630	431
Oct	206	6	636	430
Nov	207	1	637	433
Dec	209	1	638	433
Jan	211	1	639	429
Feb	214	3	642	433
Mar	219	9	651	441
Apr	225	4	655	442
May	226	9	664	443
Jun	229	2	666	444



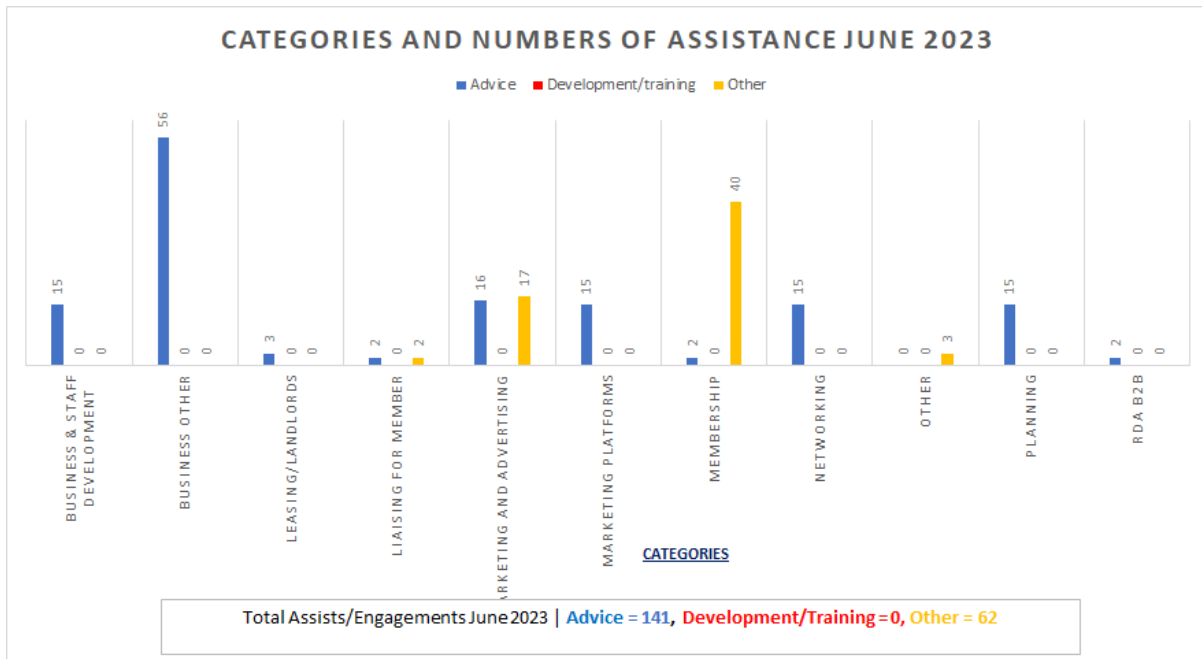
**Twitter**

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	157	1	0	71	120	1
Dec	158	1	0	71	119	0
Jan	119	0	0	71	119	0
Feb	121	2	0	71	119	0
Mar	125	4	0	71	119	0
Apr	129	4	0	71	119	1
May	167	38	13	70	119	3
Jun	172	5	6	70	119	2

**Business Engagement Statistics**

**Contacts Reports June – 203 engagements**

*Business Advice 141    Business Development and Training    Business Other 62*



# SUPPORT LOCAL

## #shopgawler



[gawler.org.au](http://gawler.org.au)



Gawler 

## **Gawler Makers' Market**

Reporting period: 2 June to 1 July 2023. Overview The May Market was held on 11 June, with strong numbers with over 450 attending. There continues to be a steady flow of artisans wishing to be part of the Market, this has occurred without any further promotion by the committee for expression of interest for stall holders. The committee has worked on finalising it's Business Plan for 23/24 and will use the recently adopted Council budget to finalise the budget figures. What is becoming a feature of the Market is it's development as a 'community event', with community organisations etc, wishing to be part of the day. For the June Market the Council used the opportunity to deliver part of their free plant giveaway program. Also the Gawler Environment Centre had a stall highlighting their programs, in particular their Repair Café. The committee is happy with this evolution, as the Market becomes an important community event, beyond its role as a market. Media/ promotions. Social media posts and entries on different web page event pages continued to be the main avenue for advertng and promoting the June Market. There were a number of Facebook / Instagram posts leading up to the Market. Each post highlighted 4 stall holders with a comment about their product, and a picture. There were also multiple shares by the stall holders, other Facebook sites and the public. The Facebook site has over 1000 followers. GMM promotions continued on the Gawler Council electronic signage – wayfinder signs and Civic Centre / Visitor Centre TVs. Posters were distributed around the town. Banners were also used strategically on vehicles to advertise the