

MINUTES OF GENERAL BOARD MEETING

19 December 2023

Meeting Opened: 7:33am

Meeting Closed: 8:21am

Attendees: Louise Drummond, Kevin Fischer, Nan Berrett, Tony Piccolo, Isaac Solomon, Anna Barney	Guests: Andrew Goodsell, Katherine Krollig
Apologies:	Absent:

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: K Fischer **Seconded:** T Piccolo **Result:** Carried Unanimously

Item 3: Finance Report: – Presentation and discussion

October Income: \$29,185 (includes Villawood income for Christmas Parade)

October Expenses: \$32,168 (includes \$13,000 SA with Cosi payment)

Bank Balance end of month: Cheque Account \$11,758.50 Online Saver \$ 117,579.30

November Income: \$11,981.82

November Expenses: \$10,910.33 (includes Villawood expenses for Christmas Parade)

Bank Balance end of month: Cheque Account \$10,899.13 Online Saver \$ 121,832.79

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

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

Item 4: Confirmation of previous Minutes: Presentation and discussion

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

Moved: A Barney **Seconded:** L Drummond **Result:** Carried Unanimously

Motion: That the Board of the GBDG approve the draft minutes from November AGM as a true and accurate record to be presented for acceptance at the 2024 AGM on 19th November with the following amendments:

Item 6 Appointment of Office Bearers – Appointment of Chair: change Louise Drummond to Nan Berrett

Item 8 Other Appointments Appointment of Auditor and Accountant: include "H Wong has advised she will accept appointment as accountant for the 2023/24 financial year"

Moved: T Piccolo **Seconded:** G Iremonger **Result:** Carried Unanimously

Item 5: Motions via Email - Nil

Item 6: Business Arising from previous Minutes - Nil

Item 7: Other Business

Board Resignation - Kate Cowell advised her resignation from the Board effective immediately.

Council Document Sponsorship and Feedback - Discussion and Feedback – Andrew Goodsell to confirm who the document relates to.

Andrew Goodsell Report - Discussion and Feedback

Member Email Requests – S Bailey Bmusic - Discussion and Feedback

Motion: That the Board appoint Kevin Fischer as the person to touch base with Shane to discuss his concerns.

Moved: T Piccolo **Seconded:** G Iremonger **Result:** Carried Unanimously

Annual report - submitted 22nd Nov

Annual Planning Meeting – Proposed date Sunday 21st Jan 2024.

Voting at AGM – Nan Berrett voiced her concern over the way some proxy votes were obtained. Discussion conducted. A review of the proxy process to be conducted.

Villawood Christmas Parade – G Iremonger congratulated the organising committee for the work done to create the event. T Piccolo thanked the Board for auspicing the event.

Item 8: Actions

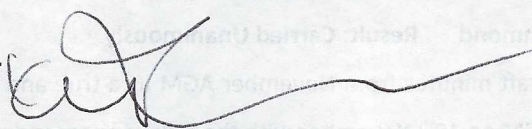
To be actioned by	Task	Status/update
C Brougham	Book G3 for Sunday 21 st Jan 10am-1pm	Completed 29 Dec 2023
A Goodsell	To confirm who the proposed sponsorship and feedback form relates to	
C Brougham	To make listed changes to draft 2023 AGM Minutes	Completed 29 Dec 2023
K Fischer	To meet with Shane Bailey to discuss his concerns	
C Brougham	Add some activities/projects to planning day agenda	
	Send out Marketing Plan, Strategic Plan and BIE McGregor Tan Research Survey to Board members again.	Completed 29 Dec 2023

Next Meeting: GBDG Planning Meeting Sunday 21st Jan 2023

Signed:

K Fischer

Chair



Executive Consultant – Report

Meetings Attended and Events for October, November and December

Details	Details
17 Oct – GBDG Board Meeting	27 Nov - GBDG ToG Monthly Meeting
26 Oct- Special General Meeting BECA	28 Nov - Cruise 1323 Marketing Meeting
7 Nov – Tammys Table	5 Dec - Tammys Table
14 Nov – Tammys Table	12 Dec – Tammys Table
21 Nov- GBDG AGM	18 Dec – Special General Meeting BECA
24 Nov - Shopgawler Bus Tour	19 Dec – GBDG Board Meeting

Upcoming Events

Date	Presenter/Topic	Venue/Time
TBA	Business Networking Breakfast	Nixon's Restaurant 7:30am – 9am
Tuesday 6 th February	Tammy's Table - Connect	Gawler Civic Centre 9:30am – 11:30am
Tuesday 13 th February	Tammy's Table - Motivate	Gawler Civic Centre 9:30am – 11:30am
Tuesday 5 th March	Tammy's Table - Connect	Gawler Civic Centre 9:30am – 11:30am
Tuesday 12 th March	Tammy's Table - Motivate	Gawler Civic Centre 9:30am – 11:30am
Tuesday 2 nd April	Tammy's Table - Connect	Gawler Civic Centre 9:30am – 11:30am
Tuesday 9 April	Tammy's Table - Motivate	Gawler Civic Centre 9:30am – 11:30am
Tuesday 7 th May	Tammy's Table - Connect	Gawler Civic Centre 9:30am – 11:30am
Tuesday 14 th May	Tammy's Table - Motivate	Gawler Civic Centre 9:30am – 11:30am
Tuesday 4 th June	Tammy's Table - Connect	Gawler Civic Centre 9:30am – 11:30am
Tuesday 11 th June	Tammy's Table - Motivate	Gawler Civic Centre 9:30am – 11:30am
Tuesday 2 nd July	Tammy's Table - Connect	Gawler Civic Centre 9:30am – 11:30am
Tuesday 9 th July	Tammy's Table - Motivate	Gawler Civic Centre 9:30am – 11:30am
Tuesday 6 th August	Tammy's Table - Connect	Gawler Civic Centre 9:30am – 11:30am
Tuesday 13 th August	Tammy's Table - Motivate	Gawler Civic Centre 9:30am – 11:30am
Tuesday 3 rd September	Tammy's Table - Connect	Gawler Civic Centre 9:30am – 11:30am
Tuesday 10 th September	Tammy's Table - Motivate	Gawler Civic Centre 9:30am – 11:30am
Tuesday 1 st October	Tammy's Table - Connect	Gawler Civic Centre 9:30am – 11:30am
Tuesday 8 th October	Tammy's Table - Motivate	Gawler Civic Centre 9:30am – 11:30am
Tuesday 5 th November	Tammy's Table - Connect	Gawler Civic Centre 9:30am – 11:30am
Tuesday 12 th November	Tammy's Table - Motivate	Gawler Civic Centre 9:30am – 11:30am
Tuesday 3 rd December	Tammy's Table - Connect	Gawler Civic Centre 9:30am – 11:30am
Tuesday 10 th December	Tammy's Table - Motivate	Gawler Civic Centre 9:30am – 11:30am

Event Results

2023 #shopgawler Christmas Competition

Another successful event with this new name for the past Christmas in Gawler Competition. Christmas in Gawler 2023 saw a total of 24 participating businesses. The theme once again was a trail leading people to businesses that participated. Residents and visitors were urged to buy locally and to spend at least \$20 per business which then entitled them to an entry in the competition. Prizes were purchased from local businesses. The event was a huge success with 920 entries. The event will continue next year. Sadly there were 124 invalid entries so we will attempt to make the conditions of entry clearer to participating businesses.

Tammy's Table

3rd Oct Tammy's Table – 6 businesses attended (lower due to school holidays) The topic was: Masterminding Finance – financial challenges and how to have overcome them, how we manage day to day money, budgeting, paying ourselves and super

10th Oct Tammy's Table – 10 businesses attended - The topic was: Masterminding Finance – financial challenges and how we have overcome them, how we manage our day to day money, budgeting, paying ourselves and super

7th Nov Tammy's Table – 7 businesses attended - The topic was: From Bland to Brand – ways we can elevate our branding. We talked purpose, our why, our unique selling proposition, why customers choose us

14th Nov Tammy's Table – 10 businesses attended - The topic was: From Bland to Brand – ways we can elevate our branding. We talked purpose, our why, our unique selling proposition, why customers choose us

24th Nov Shoppawler Bus Tour – 18 people attended (2 winners could not attend) Feedback

*D Waylen EO
Keep up the great work*

Just wanted to thank you and all the team for a thoroughly well organised and enjoyable day.

Thank you all again.

Regards ADALENE & HEATHER

Hi Adele

I can't fill out the form haha I'm on my phone and I'm also not very tech savvy

But here is what I thought of the day.

Bus was fabulous nice and easy location to catch from and get dropped off.

Great shopping day great coffee and cake great lunch

I felt for the go cart company at the end I think it's fabulous they wanted to be involved it's a credit to them. I think wrong age group on the bus.

You where a great host and did it well Thank you for the day.

*Kind Regards,
Amanda Whelan*

Gawler Business Development Group's post

See Insights and Ads

Boost post

76

7 comments 3 shares

Like

Comment

Share

Most relevant



Mick Harpain
Thanks for a great day. 2

2 d Like Reply Send message Hide



Jewellery Journey
Was lovely to meet everyone 4

2 d Like Reply Hide



Mick Harpain
Yes what a great day out...

2 d Like Reply Send message Hide



Sarina Isaac



2 d Like Reply Send message Hide



Nan Berrett
Looks like was a family's fabulous day! #shopgawler

2 d Like Reply Send message Hide



Renae Smith
Thankyou to you all for a great day with great company

1 d Like Reply Send message Hide



Mary Pinxteren
Thanks for a great day organisers, stores, hotel staff and attendees.

1 d Like Reply Send message Hide

Business and Membership Movements

New Commercial Businesses	Business Changes	New Voluntary Members
	<p>Tindall Gask Bentley Gawler has moved to new premises, 8 Union Street, Gawler East.</p> <p>Delicia Acai Gawler closing on 13th December</p>	

Social Media and Digital Platforms



Date	Audience	Received by	Open Rate	Total Opens
July	1316	1295	75.3%	976
Aug	1309	1285	59.9%	770
Sept	1309	1285	60.8%	782
Oct	1309	1282	63.7%	817
Nov	1309	1272	58.6%	746

LinkedIn

Date Range	Followers	Contacts	Connections
July	1026	3669	1017
Aug	1034	3669	1024
Sept	1041	3669	1030
Oct	1042	3669	1030
Nov	1042	3669	1030



Date Range	Post Reach	Post Engagement	New Page Likes	Total Page Likes	New Page Followers	Total Page Followers
July	10718	3159	24	4627	28	5223
Aug	8342	983	20	4647	30	5253
Sept	6234	2860	20	4667	27	5280
Oct	7120	2954	18	4585	26	5306
Nov	8875	1185	1000	5585	1000	6306

Go Local First #shopgawler Facebook Page

Date Range	Post Reach	Post Engagement	New Page Likes	Total Page Likes	New Page Followers	Total Page Followers
Sept	251	23	8	62	8	64
Oct	154	111	15	77	36	100
Nov	179	136	30	107	36	136



Date Range	Total Posts	New Followers	Followers	Following
July	233	7	673	444
Aug	238	5	678	389
Sept	241	11	689	398
Oct	242	5	694	398
Nov	245	11	705	398



Twitter

Date Range	Total Tweets	New Tweets	Retweets	Followers	Following	Mentions
July	172	5	6	70	119	2
Aug	n/a	0	0	71	119	0
Sept	174	0	0	71	119	0
Oct	175	0	0	71	120	0
Nov	176	0	0	71	120	0

Business Engagement Statistics

Contacts Reports

October: 283 business engagements - Business Advice 116, Business Development and Training 0 and Business Other 167

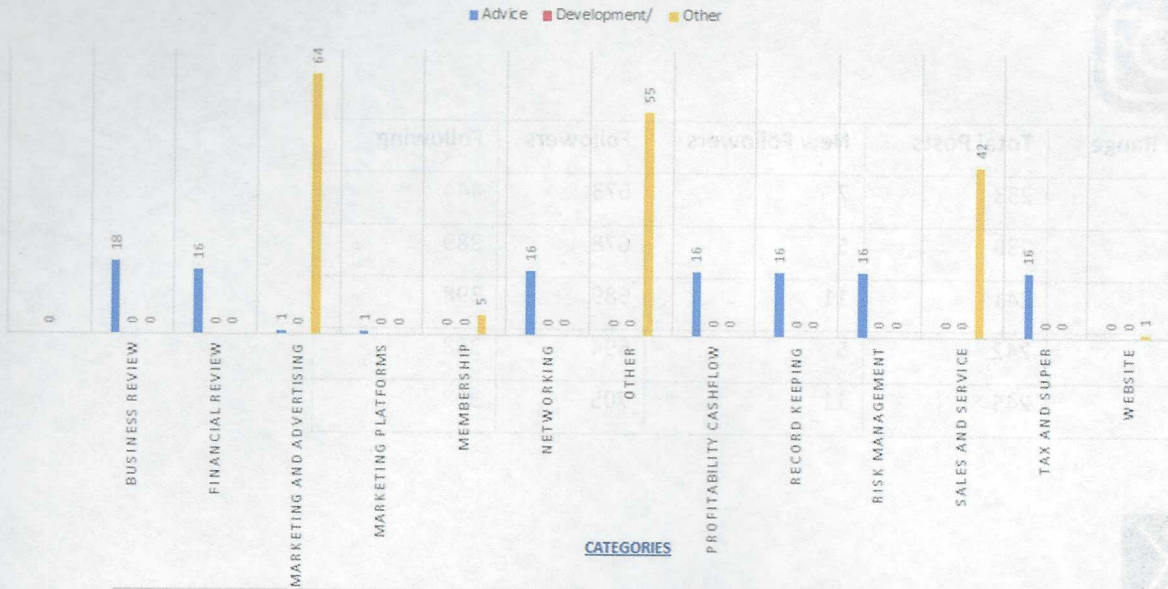
November: 167 business engagements - Business Advice 93, Business Development and Training 0 and Business Other 74

B2B Referrals

October – 2

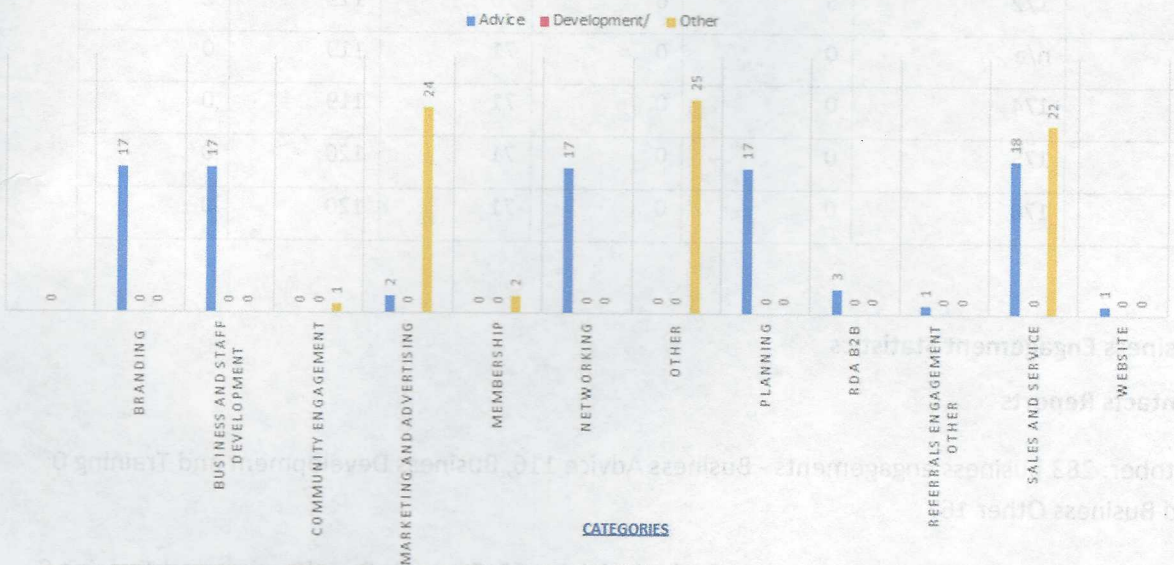
November - 4

CATEGORIES AND NUMBERS OF ASSISTANCE OCTOBER 2023



Total Assists/Engagements October 2023 | Advice = 116, Development/Training = 0, Other = 167

CATEGORIES AND NUMBERS OF ASSISTANCE NOVEMBER 2023



Total Assists/Engagements October 2023 | Advice = 93, Development/Training = 0, Other = 74

New chair for Gawler Business Development Group

JEM NASH

NEW Gawler Business Development Group (GBDG) Chair Kevin Fischer is looking forward to the challenge of his new role as he hopes to increase the engagement from some of the businesses in the town.

Mr Fischer takes over from Louise Drummond, who was the longest serving Chair of the GBDG, accumulating around 14 years over two tenures.

"It's been absolutely wonderful," Mrs Drummond said of her time in the role.

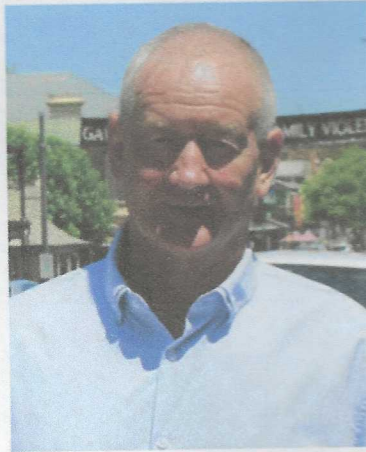
"I have thoroughly enjoyed the involvement. It's been great for me that I have had the respect and support and friendship from senior business people in Gawler.

"That has been incredibly humbling, because they've been fantastic and I have an enormous amount of pleasure out of the work that I've done."

Mrs Drummond said she feels proud of the initiatives and events the board has helped provide, including business conferences, jazz festivals, as well as the South Aussie with Cosi competitions.

The popular television show recently visited Gawler and held two competitions for a three-foot mettwurst from Wintulichs Smallgoods and a shopping day in town, both of which received massive responses.

"They're the sorts of things that I think we can be really proud of, that the board has got behind these ideas and really promoted them and so it has given Gawler a much better profile," Mrs Drummond said.



New Gawler Business Development Group Chair Kevin Fischer is hoping to see more engagement from local businesses. PHOTO: Jem Nash

Mr Fischer has held a role on the board almost continuously since 2010. He was the Council representative for eight of those years while he served as an Elected Member up until 2018.

His focus will be on engaging local businesses to hear their ideas.

"I'd really like to have some input from some of the main street businesses," Mr Fischer said.

"Part of our charter is to market and promote the town of Gawler."

That could be through large-scale events like Saturday's incredibly successful Christmas parade.

"You might look at that and say that's the sort of event that brings people to the town," Mr Fischer said.

He added that there's also a need for a more targeted approach, trying to support the smaller businesses through



Former Chair Louise Drummond. PHOTO: File

training programs initiatives.

"That is also in our charter to do that, but I think I'd like to hear what they've got to say."

There are currently still multiple vacancies on the board, so Mr Fischer is hoping to see those filled in the near future.

"I think there's just more capacity to try and listen. I really want to get some more people from other businesses back on the board," he said.

Mr Fischer said it's about getting that engagement from business owners that want to contribute to the work of the GBDG and help promote the town.

"Sometimes I get one person, and it might just trickle on and get a couple of others," he said.

"We've got [Deputy Chair] Gary Iremonger on there that runs Eagle Foundry...and Greg's supported me and coming on board.

"I think he's of the same view as myself that maybe we shake it up a little bit and just see what we can do.

"Again, the board needs to drive it, so that's my approach to look and see what businesses I can find that want to be part of it."