

Minutes of General Board Meeting

20 June 2023

Meeting Opened: 7:36am

Meeting Closed: 8:56am

Attendees: Louise Drummond, Kevin Fischer, Gary Iremonger, Tony Piccolo, Anna Barney, Nan Berrett	Guests: Henry Inat – CEO Town of Gawler
Apologies: Isaac Solomon, Kate Cowell	Absent: Debra 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 verbal report as a true and accurate record.

Moved: L Drummond **Seconded:** K Fischer **Carried**

Item 3: Finance Report: – Presentation and discussion

May Income: \$17,632.04 **Expenses:** \$25,967.61

Bank Balance end of month: Cheque Account \$13,860.36 Online Saver \$106,923.00 Levied fees received from Council and \$5000 sponsorship from Beyond Bank. L Drummond thanked Beyond Bank for their sponsorship.

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

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

Item 4: Confirmation of previous Minutes: Presentation and discussion

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

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

Item 5: Motions via Email Nil

Item 6: Business Arising from previous Minutes

Item 7: Other Business

Go Local First #shopgawler – Permission sought for: A television segment on South Aussie with Cosi to promote the concept and additional marketing resources/materials to the value of \$10,000

“This segment can be used as a general showcase of Gawler businesses, you can also highlight the yearly awards, use it to promote specific businesses or just in general. The last segment was very well received and we would love to look at doing this again for you. As you would remember, Cosi would post on his socials promoting Gawler on filming day and this is all included at no additional charge. As with your previous segment, this segment will air twice in 6-12 month period, so you could look at airing it in say September/October and again in March/April next year – you can work with us on a specific timing if required. Also you get to keep

all of the footage that we take on filming day and you can repurpose this for your own digital, social or online marketing. With the segment airing twice and the included social media, this really is one of the best marketing investments in SA!!!

Segment on South Aussie with Cosi is \$6,000 + GST

Motion: That the Board of the GBDG add an additional \$10,000 from 2022/23 budget to Go Local #shopgawler campaign to do a “come to Gawler” segment with South Aussie with Cosi. The focus needs to be on Gawler and what it has to offer and not on specific businesses.

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

Gawler Maker’s Market – The Committee of the GMM has provided another report to GBDG, see attached at end of this report.

SA Business Conference – The event ran very smoothly with feedback received being very positive. 92 attendees from 113 registrations. Once again who had registered didn’t turn up and sadly 3 groups are repeat offenders, booking seats each year and cancelling usually on the day of the event. This costs the Board a lot of money as catering has already been accounted for.

Consideration should be given to charging all attendees a fee which could be reimbursed after attending the event. Launched Go Local first #shopgawler

Discussion between Board members agreed that a nominal fee to cover 50% of catering should be charged on the free entry ticket for members and non-members to pay full fee.

Gawler Business Awards – Once again the awards were well received. As the conference is now to be held biennially the awards will need to be presented at another event, possibly the Xmas networking event.

Arts Project and Xmas Parade: T Piccolo has requested a motion to ratify the GBDG sponsorship contributions to these projects. In addition, I have heard back from our insurance company and am waiting on a quote to cover the events.

Motion: That the Board of the GBDG ratify the decision to support the events under an auspice arrangement. GBDG will increase financial support for Arts on the Plains to \$4000 and keep the Christmas Parade sponsorship at \$2500

Moved: G Iremonger **Seconded:** A Barney **Abstained:** T Piccolo **Result:** Carried

**** Note:** T Piccolo wishes to record in the minutes that he is an organiser of the events and therefore abstained from any voting.

Item 8: Actions

To be actioned by	Task	Status/update

Next Meeting: GBDG Planning Meeting - Tuesday 18th July 2023 – 7:30am – 9am Room G3 Gawler Civic Centre

Signed: 

L Drummond
Chair

Executive Consultant – Report

Meetings Attended and Events

Details	Details
15 th May – Stellar Digital	7 th Jun – J McCollough
16 th May – GBDG Board meeting	7 th Jun – BECA Special Meeting
16 th May – D Good Gawler District College	13 th Jun – Special GBDG Meeting
22 nd May – ToG Council Meeting	13 th Jun – Tammy’s Table
26 th May – SA Business Conference	13 th Jun ToG GBDG Economic Dev Meeting
6 th Jun – Tammy’s Table	20 th Jun – GBDG Board meeting

Upcoming Events

Date	Presenter/Topic	Venue/Time
Tuesday 6 th June	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 13 th June	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Wednesday 26 th 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 4 th July	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 11 th July	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 1 st August	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 8 th August	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
August	Workshop Digital Marketing Videography TBA	TBA
Tuesday 5 th September	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 12 th September	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
September	Networking Event TBA	TBA
Tuesday 3 rd October	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 10 th October	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
October	Workshop TBA	TBA
Tuesday 7 th November	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 14 th November	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Fri 24 th November	Christmas Networking Event Details TBA	TBA

Event Feedback

SA Business Conference

Social Media Comments

"Fabulous to attend the 2023 SA Business Conference hosted by [Gawler Business Development Group](#) yesterday. [Bec Alison](#)

Yesterday, I spent the day with other Gawler businesses at the [Gawler Business Development Group SA Business Conference](#), and what a day!

A day for learning, personal development, networking, clarity and fun.

We learned about the power of storytelling in our marketing, being more conscious of our body language as well as how we can apply the power of improv mindset to our business.

It was a privilege to be sitting in a room with all these local businesses who are proud to call Gawler their home of business.

Thank you Caren and Adele, for organising it all, it was such a great day, and I am looking forward to the next event 😊

Ahhhh it's a brisk morning here in Gawler. Here for the [Gawler Business Development Group Annual SA Business Conference](#).

Already been to the [Gawler South Bakery](#) as it's important to support small local businesses wherever you go. [Go Local First](#)

Looking forward to an interesting program including How to develop a unique business story, Communicating for success, Improv techniques for small business success, Revive your business and more.

I'll share some snapshots with you in our next newsletter.

Have a great Friday.

David Waylen

Executive Officer

Salisbury Business Association"

An excellent presentation and workshop. Really valuable info. 😊

Thanks so much for having me [Gawler Business Development Group](#) it was fantastic meeting all the awesome people at today's session!

Hi Caren Thank you for the invite on Friday, I met some interesting people and I enjoyed the presentations. I had to leave mid afternoon and didn't want to interrupt you to say goodbye. Look forward to catching up again soon. Cheers Peta

[Mathew Werfel](#) Chief of Staff - Federal Electorate Office

Great to be at the SA Business Conference today in the [Town of Gawler](#).

What an event put on by [Gawler Business Development Group](#) and other sponsors.

Fantastic to meet [Professor Allan Pease](#) body language expert and a great presenter.

Am at the event on behalf of Matt Burnell MP - Federal Member for Spence. Good to see local councillors [Isaac Solomon](#) and Ethan White. Thanks again for having me in Gawler. [#golocalfirst](#) [#shopgawler](#)

[Anna Tripodi](#) Business Development Manager

Very excited to be a workshop presenter and panel speaker at today's Business Conference with [Gawler Business Development Group](#).

This organisation always put on a great annual event for business owners, giving them the opportunity to invest time in and grow their business whilst networking with other business owners.

A great day with lots of industry professionals and local businesses. Thank you for having me!

A great day

Email Comments

Gawler Business Awards

Social Media Comments

Cafe Sia Gawler

Customer Service is our thing, but being the most amazing customers is YOUR thing 🍷🥰 Our customers are the top reason why we love our job 🍷 You are all such a beautiful bunch of individuals [#GawlerCommunity](#) [#SiaFamily](#) 🍷 We are so honoured to be presented with "Best Customer Service" in the @gawlerbusinessdevgroup Awards 🍷 Now let's celebrate 🍷 [#HappyFriday](#)

Gawler Business Awards 🍷

Last Friday we were lucky enough to be awarded the 'Best Products or Services Awards' at the Gawler Business Awards Conference.

A massive thank you to our amazing and dedicated staff who made this award possible. We love having the opportunity to provide health, wellness and rehab services to our superstar clients who have supported us over the past 15 years!

Gawler Business Development Group

[#supportlocal](#) [#supportlocalbusiness](#)

Compiled Feedback from Forms

	GOOD	SATISFACTORY	POOR
Venue/space	35 respondents		
Catering	35 respondents		
Date and Time of event	35 respondents		
1. For what reason/s did you choose to attend the event	Speakers 16 Content 9 Networking 17 Bus Awards 9 Development 17 Other: Award nominee, Meeting other Bus owners, Feeling a sense of community, Gaining some clear head space		
2. How did you hear about the event	GBDG Facebook 15 GBDG Facebook Ads 2 GBDG Website 3 GBDG Instagram 1 GBDG Newsletter 7 GBDG LinkedIn 1 GBDG staff 5 Word of Mouth 11 Print media 1 Flyer1 Promotion by others 3		

3. What part of the conference was most valuable	<p>Guest Speakers 8 All of it 4 Workshops/presentations 7 A Pease 9 Beyond Bank 2 Networking 2 A Veale 2 D McFarlane 2 A Tripodi 2 H Inat 1 Meeting other business owners and Networking 1</p>
4. What topics would you like to see next time	<p>Leadership Handling objections and negatively Social Media and Gaining Followers Starting a small business Policies and compliance writing Building Confidence and being more assertive Small Business Commissioner – what are they doing for Gawler Problem Solving Legal Issues in Small Business Local Business Collaboration Public Relations and Publicity Business Marketing Digital Marketing Where is social media heading Business Financials – things that hold business back Staff employment / how? Hidden costs to growth Assets or stock Team Management H.R Management with Practical Application Cashflow Management Growth from Google optimisation</p>
5. Would you recommend this event to others and why	<p>Yes 35 No 0 Very informative 8 For the networking 7 A great mix of topics 3 One can always learn 2 Great selection of speakers 7 Valuable and relevant content 5 Great for personal development 2 Fun 1 Great value for GBDG members 1 Such a great event for local businesses, I wish more of them attended. 2</p>
6. Additional comments	<p>Beyond Bank presentation wasn't relevant, was a sales push 1 Keep up the good work 2 Great day, had a wonderful time, thankyou 2 Thankyou 1 More networking 3 Monthly small business catch ups 1 Loved it, look forward to it every year 1 Clever presentation by Beyond Bank 1 Great venue, great food 2</p>

Business and Membership Movements

New Commercial Businesses to Gawler	Business Changes	New Voluntary Members
<ul style="list-style-type: none"> - Big Tree Bargains in Sh/6 Gawler Arcade - Coming soon Nordburger - Coming Soon Nursing Agency 140 Murray St 	<ul style="list-style-type: none"> - Gawler Slice Pizza has closed - Gawler Cartridge World has combined with the Willaston Post Office - Ben-Yi Asian grocer has re-opened - PA Hotel has been sold - Leading Edge Telecoms closing 30 June - Willaston Fish and Chip Shop closed due to lease not being renewed and Nordburger moving in 	

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.

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

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



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



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



Twitter

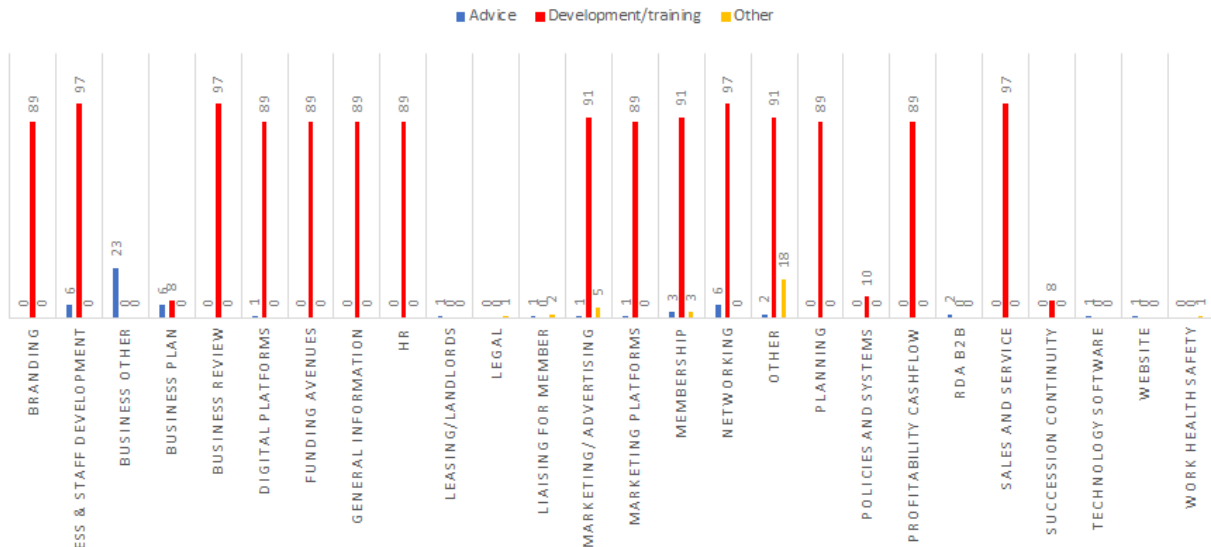
Date Range	Total Tweets	New Tweets	Retweets	Followers	Following	Mentions
July	149	0	0	66	119	0
Aug	150	1	0	67	119	1
Sept	153	3	0	68	119	0
Oct	156	3	5	70	119	1
Nov	157	1	0	71	120	1
Dec	158	1	0	71	119	0
Jan	119	0	0	71	119	0
Feb	121	2	0	71	119	0
Mar	125	4	0	71	119	0
Apr	129	4	0	71	119	1
May	167	38	13	70	119	3

Business Engagement Statistics

Contacts Reports April – 104 engagements

Business Advice 55 Business Development and Training 1399 Business Other 30

CATEGORIES AND NUMBERS OF ASSISTANCE MAY 2023



CATEGORIES

Total Assists/Engagements May 2023 | Advice = 55, Development/Training = 1399, Other = 30

Media

SA BUSINESS CONFERENCE

INSPIRATION | CONNECTION | INNOVATION

FRIDAY | 26 MAY 2023

20 FREE TICKETS

The Board of the Gawler Business Development Group would like to extend to you 2 FREE TICKETS to the SA Business Conference 2023. These tickets are usually \$89 each and is a catered event. Please only book 2 tickets if you are sure that yourself or staff are able to attend on the day. The event runs from 8:45am – 4:30pm on Friday 26th May at the Terrace Function Centre 51 Basset Rd Evanshan, and the panel of speakers and presenters will provide you with valuable information to take back to your business. There will also be ample free time to build on your network and create potentially valuable relationships.

Offer is valid until May 15. Contact 0488 440 588 to register for the free tickets

Brought to you by **Gawler Business Development Group** Major Sponsor **Beyond Bank AUSTRALIA** **Gawler**

REGISTRATIONS NOW OPEN

Business Award Three-peat for Table Top Warfare



KAYLA DEN HOLLANDER
BUSINESS

LOCAL purveyor of all things gaming, Table Top Warfare, have been awarded Best Business in Gawler for the year, as voted by the public for a third time running.

The popular main street store claimed the top accolade at last Friday's Gawler Business Development Group (GBDG) SA Business Conference, which also saw a line-up of popular businesses in the town win awards in numerous categories.

Situated at the northern end of Murray St, Table Top Warfare have been a gaming mainstay amongst the community for six years, first opening along Julian Tce.

Owner Wayne Fischer said the win is a testament to the local support they have received since day one, with big things on the horizon for the future of the business.

"Obviously we've got the support of an amazing community and the fact that they have voted us best business in Gawler again three years in a row is something we didn't expect, but something we're very appreciative of," he said.

"We're really working hard toward developing the business reasonably in a lot of different sort of metrics, so we're really excited about what that means for the community, us and

the crew we work with."

With social inclusion at the helm of its business model, the store has a steadfast customer base who participate in a range of table top role play and trading card games.

Mr Fischer said the determination to form a welcoming community of locals with a passion for gaming became the catalyst for establishing Table Top Warfare.

"Right back from day number one when Mark and I were actually interested in getting into gaming, we tried getting into the gaming community in some stores interstate and we didn't feel an instant welcoming or connection to that community or that we're a part of it. "We actually got to the point where we decided just to make our own community and we figured if we were feeling that way other people were as well.

"So we built our brand and business around that to make sure people know where they can and what they can be part of."

The SA Business Conference featured a line-up of entrepreneurs, business leaders and advisors, allowing locals in business to hear from seasoned professionals.

As revealed in last week's Gawler Council meeting by GBDG Executive Officer Caren Brougham, the yearly business conference will now be held on a biennial basis, citing increased costs associated with organising the event.



Table Top Warfare staff celebrate being publicly voted as Best Business in Gawler three years in a row. PHOTO: Facebook

2023 Gawler Business Award winners:
Public Voted Best Business in Gawler: Table Top Warfare
Best Innovation/Adaptation Award: Beast & Beauty Co.
Hall of Fame Award: Country Kitchens & Robes
Best Customer Service: Cartridge Universe Gawler
Best Products or Services: Injury Hub



New campaign encourages shoppers to 'Go Local First'

KAYLA DEN HOLLANDER

A NEW campaign encouraging Gawlerites to shop close to home is soon set to hit the ground running.

Fronted by the Gawler Business Development Group (GBDG), their 'Go Local First #ShopGawler' initiative was launched at the SA Business Conference last Friday, and will promote the town as a one-stop shop.

Brightly coloured corflutes will soon adorn Murray St, while promotional material will be distributed in rates notices and shop fronts.

There'll be plenty of familiar faces to spot too, with the material featuring photos of real people in real businesses right across Gawler.

GBDG Chair Louise Drummond said

the town has plenty to offer local shoppers, and a rapidly growing population to entice prospective business owners to the region.

"Gawler is one of the fastest growing regions at the moment – we do have everything here in Gawler and if you use [these businesses] it makes it better for everybody," she said.

While big box retailers and online stores offer a wealth of convenience, Ms Drummond said the reverberating impact of shopping locally benefits everybody.

"I understand that people might think it's hard to keep it locally when it's so easy to shop online and they're already near big box retailers because they happen to work near there, but to make the effort in the community benefits so many people – not just the businesses, but the opportunities for expansion and jobs for people," she said.

"For every disposable dollar spent locally, 70 cents stays in the community."

The campaign isn't just targeted toward local shoppers, as Ms Drummond hopes the initiative will spark a symbiotic relationship between businesses.

"In fact we will be recommending other businesses to their customers the idea that you could use other businesses as rewards for your clients," she said.

"If you've got somebody who's been particularly loyal and wonderful, why not speak to one of the [local] hotels and say, 'would you give me a voucher just at the cost of the food to give to my client'?"

Other initiatives in the pipeline include a website allowing locals to shop at a range of Gawler businesses online, and a host of workshops to foster ideas to further bolster the campaign.

SUPPORT LOCAL #shopgawler



gawler.org.au



Gawler 

GMM Report

Gawler Makers' Market, Gawler Business Development Group monthly report Reporting period: 2 April to 1 May 2023. Overview Due to Easter falling on the second Sunday of April there was no Market. The committee has taken this time to concentrate on some other issues. As per the funding agreement, a business plan for the upcoming year was commenced and is in a draft form. It will be forwarded to the GBDG Board as soon as it is finalized. The business plan has taken stock of where the Market has progressed to and plans for the coming year. These include but not limited to: • Expansion of stallholder numbers utilising the whole top floor of the Institute • Consolidating the reputation as an artisan market as compared to a craft market • Developing a product section of the Market in Walker Place • Ensuring financial sustainability long term • Addressing identified threats and weaknesses for example volunteer numbers and input over the long term Some of our future planning will revolve around the fees we charge, taking into consideration the proposed Council fee increases. We are planning to implement any increases at the July Market. Overall the Committee is very happy with the development and growth of the Market to date. In particular, there has been a steady stream of applications, especially from high end artisans who are now viewing our Market as a viable alternate to the larger artisan markets. We see this as a positive endorsement from the artisan community. Media / promotions Given there was no Market, there was very little media/ promotion. There was one Facebook post late in the month promoting the May Market which falls on Mothers' Day. To make the day a special occasion we are running a raffle with items donated by various stallholders. We feel this will be a good draw card for the day. There have also been ongoing conversations with Council regarding signage that could be used to advertise the Market. We do obviously need to work with Council policies ie moveable signs, so will continue to pursue the different options

Committee Meeting

Date: 24 March 2023 Time: 7pm

Present: Rob Viner-Jones, Jane Bagshaw, Philippa Davey, Paul Koch Mel Bone-Manser, Diane Fraser Apology Deb Speed Location: via zoom Adopting the minutes from the previous meeting: 20 Feb 2023 Moved: Jane Seconded: Dianne Carried unanimously

Business Arising from previous meeting: AGM As per constitution the AGM is to be held no later than 5 months after the end of the financial year. The inaugural committee was convened on 7 July 2022. It is possible to be flexible in your inaugural year, so the AGM, if taking into account 30 June 2023, would need to be held no later than 30 November 2023. There needs to be 21day notice before the meeting. Items to be considered include: accounts and reports of the Association, election of office and committee members and any other business deemed required. Ordinary members of the Association are eligible to vote. Annual membership fee for an ordinary member is currently \$10. Action: Advertise membership, so they can vote. In general public ie Bunyip and Facebook page. Paul; to make up a form. Jane to organise a receipt book. Promotions. Margaret finished banner. Thanks to Margaret.

Rob finalised the material to posted wayfinder. It is now part of the rotation ie every 5 minutes Jane distributed all the posters. Declaration of interest. Nil General Business: 1. March Market debrief / feedback • Estimated 550 attendees. • Issue were disused and will be followed up 2. May Market planning • Confirm date 14 of May Mother day • Confirm stallholders • Mother's Day. Special feature. Maybe a raffle, Paul to check if a license is needed. • Need to finalise who will be performing

4. Promotions Rob working on a pull up banner Paul to check about using corflute posters on Council light poles. Paul to check access to using street bins to advertise market on the day. Continue with social media 5. Applications There has been a steady flow of applications. Selection of stallholders will occur well before the May market to allow for promotions 6. Council requests. • Small stall at a future Market to promote volunteering at Council. • Promoting an upcoming business workshop. The information to be forwarded on to stallholders for their consideration. 7. Any other business • June market GEC will be requesting a stand. • Philippa away in April, and will I organise music beforehand 8. Next meeting: TBC 9. Close