

## ANNUAL PLANNING MEETING MINUTES

21 Jan 2024

Meeting Opened: 10.02am

Meeting Closed:1.07pm

Attendees: K Fischer, L Drummond, N Berrett, G Iremonger, I Solomon, T Piccolo	Guests: A Stoakes, K Redman, A Goodsell, R Stomaci
Apologies: A Barney	Absent:

### Item 1: Welcome by Chair

### Item 2: Draft Budget for 2024/25

**Discussion on the continuation of current Annual activities, events, income and expenditure to carry into 2024/25 (including half year costs v budget comparison)** Deferred until February meeting

### Item 3: Discussions

#### ADVOCACY

New business enquiries and how we engage, currently we receive referrals from Council, Real Estate, & Local Members of Parliament and others in addition to the cold calling. It was considered that most of these relate to Council planning considerations and at some point will be referred to Council. Previously the manager of planning services was the primary point of contact and it was agreed that we need a single point of contact (somebody with an understanding of not just planning requirements but of the economic needs of Gawler) Caren advised we already respond to new enquiries answering a variety of questions.

#### GOVERNANCE

K Fischer asked if any consideration for meetings to be moved to different time slots. Most were comfortable with current arrangements but would be considerate if new members to the board had different views. Constitution changes not discussed but recognition this will be considered at a future time.

#### BUSINESS WORKSHOPS, NETWORKING, PROGRAMS

B2B: This program was considered valuable and would be ongoing, discussion about previous years and also a drop off in referrals via RDA. KF to discuss with RDA CEO with upcoming meeting. Noting a lot of enquiries and advice request are handled inhouse by Caren and Adele.

Tammy's Table: Successful program with a 3<sup>rd</sup> group commencing shortly which is subject to a current grant and an expansion to this will be considered with possibly Gordon Kay approached about additional similar style networking, mentoring program predominantly for men.

Workshops: Experience shows that 3-4 workshops a year are sufficient to cover off on any development needs that business's identify noting numbers dropped off in previous years when trying to maintain monthly programs. Expectation that the new Podcasting space will come online soon and the GBDG are committed to delivering sessions to our business's, this will be in this FY but will stretch into next FY.



## **BUSINESS CONFERENCE**

Planned for 2025 with budget in this FY to carry over. Expensive to operate with the cost of speakers up dramatically. A sponsor for this event can assist greatly in reducing expenses, brief mention of the cost of meals as being the single most expensive element of the event. Planned to continue this event in 2025 but expectation that it will be discussed further in the 2024-25 year. L. Drummond mentioned private Boards to assist businesses and this could be considered as an information item for next conference.

## **BUSINESS AWARDS**

Discussion how we would present awards without the conference, and most board members in favour of continuing annual awards with some review of the awards. (Hall of Fame award maybe withdrawn) Also it was discussed about how the awards are voted on, suggestion for a 'mystery shopper' type validation process on nominated business could assist. Brief discussion on an Awards Ceremony/Dinner.

## **MYSTERY SHOPPER**

Considered too expensive and at this stage will be under review by the committee. Caren has been putting together a template in anticipation of operating this ourselves.

## **SHOP GAWLER**

This was originally the Shane Bailey inspired online shopping project. The board has not funded this project however we have purchased the website name rights and it can be used for activities and business promotion if payments are made to reactivate the site. We are utilising the name with a Facebook page (used for business promotion) whereas our own facebook page is more generic to GBDG events and information. The bus tour that was operated last year after 'South Aussie with Cosi' for competition winners was considered a success. Limited information on the spend that occurred, anecdotal amounts discussed.

## **GO LOCAL FIRST**

This was discussed in conjunction with Shop Gawler and will continue to be a GBDG initiative considering it has only just been launched.

## **BUSINESS INNOVATION HUB**

We have presented in the past to Council. Some clarity required about the needs of council and how we can assist. We do believe we should have a continued presence in the facility. Regarding the future direction this will have need an incremental approach.

## **PRECINCT SIGNAGE**

Consideration of this for the larger business areas eg Paxton St. Seen as a good idea, some concern over concept of us inputting any funds as seen as Council expense. Digital signage most viable way. More discussion required, K Fischer to raise with Council as planning, funding and permission required.



## EVENTS

Art on Plains: Ongoing support

Xmas Pageant: Ongoing support – focus on having businesses remain open during the event

Xmas Carols: Ongoing sponsorship

Gawler Show Stand: In response to possible Business Expo concept it was considered that a GBDG presence/stand at the Gawler Show would be a better outcome, with a larger “audience” to promote the local businesses to No details on how this would rollout. Caren advised that Business Expo has not worked previously due to lack of patrons even though businesses are not an issue to get to have stalls at these events.

## GBDG NAME CHANGE

Brief discussion on a more relevant name for GBDG to be discussed at a further meeting

### Item 3: Review proposed draft 2024/25 Budget

The meeting had limited time left to review, Caren reminded everyone that this needs to be provided to Council in the Annual Business Plan early March so will need to be approved at the February meeting

### Item 4: Other business

NB raised the Home Based Business Fee for non-Gawler based businesses to be reviewed at future meeting.



Signed:

K Fischer

Chairperson

Next Meeting: Tuesday 20<sup>th</sup> Feb 2024 Gawler Civic Centre Room G3 7:30am – 9am