

GENERAL BOARD MEETING

MINUTES

20 August 2024

Open: 7:33am Closed 9:05am

Attendees: Kevin Fischer, Isaac Solomon, Nan Berrett, Gary Iremonger, Raff Stomaci	Guests: Kathryn Krollig
Apologies: Tony Piccolo	Absent:

Item 1: Declarations of Conflicts of Interest - Nil

Item 2: Chairperson's Report:

Motion: That the Board accept the Chairpersons report. (see attached)

Moved: K Fischer Seconded: R Stomaci Result: Carried Unanimously

Item 3: Finance Report: – Presentation and discussion

July Income: \$36,437.00 July Expenses: \$13,473.00

Bank Balance end of month: Cheque Account \$21,232.66 Online Saver \$ 184,524.31

July General Journal entry completed

Connecting Women in Business – Rural Chics Grant Report Submitted

BAS Submission completed and GST paid.

Art on the Plains Income and Expenditure

July Income: \$455.00 July Expenses: \$543.00

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

Moved: N Berrett Seconded: G Iremonger Result: Carried Unanimously

Item 4: Confirmation of previous Minutes: Presentation and discussion

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

Moved: N Berrett Seconded: G Iremonger Result: Carried Unanimously

Item 5: Motions via Email - Nil

Item 6: Business Arising from previous Minutes

See actions

Item 7: Other Business

Business Awards Discussion – see end of report for details

Business Gawler Logo discussion

Spendmapp Discussion

Digital Signage discussion

GBDG Insurance – asked broker for a quote - **Christmas Parade Insurance**

GBDG EOFY budget updated

Board Enquiries – we have received 3 enquiries regarding board vacancies and I have requested each person to provide the Board with an overview of themselves, their experience on Boards of Management, their interests in Gawler and what value they feel they can bring to the Board.

Item 8: Actions

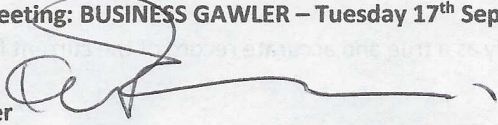
To be actioned by	Task	Status/update
K Fischer	To continue discussions with RDA and ToG on partnering with Business Gawler and research any ongoing costs related to Spendmap App and ongoing costs related to digital entry signage.	
C Brougham	Add Precinct Signage to ToG Bus Gawler monthly meeting agenda.	Requested K Dudley to action 3 Sept 2024
C Brougham	Send Board enquiries to Board members and list of requirements we advised them of Approach G Haidar re: board position Invite people who have expressed interest in joining the Board to the Sept and Oct meetings	Completed 3/9/24 Completed 21/8/24 Completed 1/9/24

Next Meeting: BUSINESS GAWLER – Tuesday 17th September 2024

Signed:

K Fischer

Chair



Executive Consultant – Report

Meetings Attended and Events

Details	Details
9 th July – Tammy’s Table	17 th July – Connecting Women in Business – Rural Chics
9 th July – Gawler Economic Development Meeting	22 nd July – ToG and Business Gawler Meeting
16 th July – Business Gawler Board Meeting	6 th August – Tammy’s Table
16 th July – Meeting with P Kalala - Bentleys	13 th August – Tammy’s Table

Upcoming Events

Date	Presenter/Topic	Venue/Time
Wednesday 17 th July	Connecting Women in Business Session	Zoom
Tuesday 6 th Aug	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tuesday 13 th Aug	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Wednesday 21 st Aug	Connecting Women in Business Session	Zoom
Tuesday 3 rd Sept	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Thursday 5 th Sept	MS Teams Essentials Workshop for Business	Gawler Arms Hotel 11:30am – 2:30pm
Tuesday 10 th Sept	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Wednesday 18 th Sept	Connecting Women in Business Session	Zoom

Event Results

July

2nd July – Tammy’s Table 7 businesses attended - The Technician, The Manager and The Entrepreneur.

Many business owners find themselves mostly in the Technician role, working in the business rather than on it. We had conversations around the importance of making space for the Manager and Entrepreneur roles in your business. We also discussed whether we have a clear vision and strategy for our business's future and how can you integrate all roles to create a more balanced, efficient, and forward-thinking business.

9th July – Tammy’s Table – 10 businesses attended - Topic: The Balancing Act between the three main roles in our businesses – The Technician, the Manager, and the Entrepreneur. The group decided that they mainly operated in the technician space and it was a juggling act to also manage businesses. Entrepreneurship meant that ideas flowed, but without the manager or technician nothing could be activated. This led to sharing of various systems members used to manage their business, with Bec saying she used 3-year, one year and 90 day goals as part of her long term strategy. The 90 day goals forming part of her day to day planning with due dates for actions, which were used to plan out her week.

There was a discussion on ‘eating the frog’ with the majority around the table saying they preferred to have a ‘soft’ start to business tasks by completing the low hanging fruit first before tackling the more complex. Others preferred to take on the hard tasks first and get them done.

We discussed systems and time blocking and importance of accountability and discovered there was a whiteboard you could buy to put in the shower, so no ideas would ever be forgotten.

During the questions/challenges section we focused on staffing – how to manage staff, the importance of having a third party involved in the recruitment process and how to deal with conflict and fit people into our teams. We talked about the new laws regarding casual and permanent employment (and contractors), privacy policies in relation to our customer

6th August – Tammy’s Table – 8 businesses attended

The topic we discussed was: Network to Net-Worth - We all invest a lot of time into attending events and engaging in online networking, so we shared how we can make this worth our while. We discussed different networking strategies, both online and in person, to help expand our reach and impact. We also shared how we follow up and maintain connections after events and we can optimise our presence at events.

Connecting Women in Business

17th July – Connecting Women in Business- Rural Chics – 5 businesses attended

We discussed safeguarding business strategies including financial management, insurance, cyber security and social media practices. The group talked about how to manage their businesses during sickness or other disruptions, including options of working part time or how to shift workloads to outside contractors or staff. There was some interesting information sharing, including specificity in wills as to the reason behind gifting (ie an author should explain the reasoning behind why royalties should be bequeathed in a certain way etc as this would help an executor in the case of disputes). A range of insurance needs were discussed, which were necessary/appropriate for different business types; and the strategies around password management and cyber safety. Despite the small group we had dynamic conversations and shared a lot of useful information which will help these businesses be proactive about protecting themselves and their enterprises into the future.

Business and Membership Movements

At present there are long term 3 businesses in Murray St that have indicated they are “on the brink” and may not be able to continue much longer. They have all been offered assistance and support.

New Commercial Businesses	Business Changes	New Voluntary Members
Why Not Beauty The Tan Club Co	Java Hut is up for sale Vadoulis has closed GHJ Gardner new owner Natasha Clake Yoga and Wellbeing are relocating	



Social Media and Digital Platforms

Date	Audience	Received by	Open Rate	Total Opens
Jun	1284	1229	66.89%	869
July	1227	1225	58.8%	721



Date Range	Followers	Connections
Jun	1048	1029
July	1048	1028



Date Range	Post Reach	Post Engagement	New Likes	Total Likes	New Followers	Total Followers
Jun	6757	1458	8	6777	16	7268
July	4827	1000	4	6781	6	7274

Go Local First #shopgawler Facebook Page

Date Range	Post Reach	Post Engagement	New Likes	Total Likes	New Followers	Total Followers
Jun	936	45	2	153	4	170
Jul	367	6	1	154	2	172



Date Range	Total Posts	New Followers	Followers	Following
Jun	263	6	744	406
July	267	2	751	408



Twitter

Date Range	Total Tweets	Followers	Following
Jun	183	71	120
Jul	184	71	120

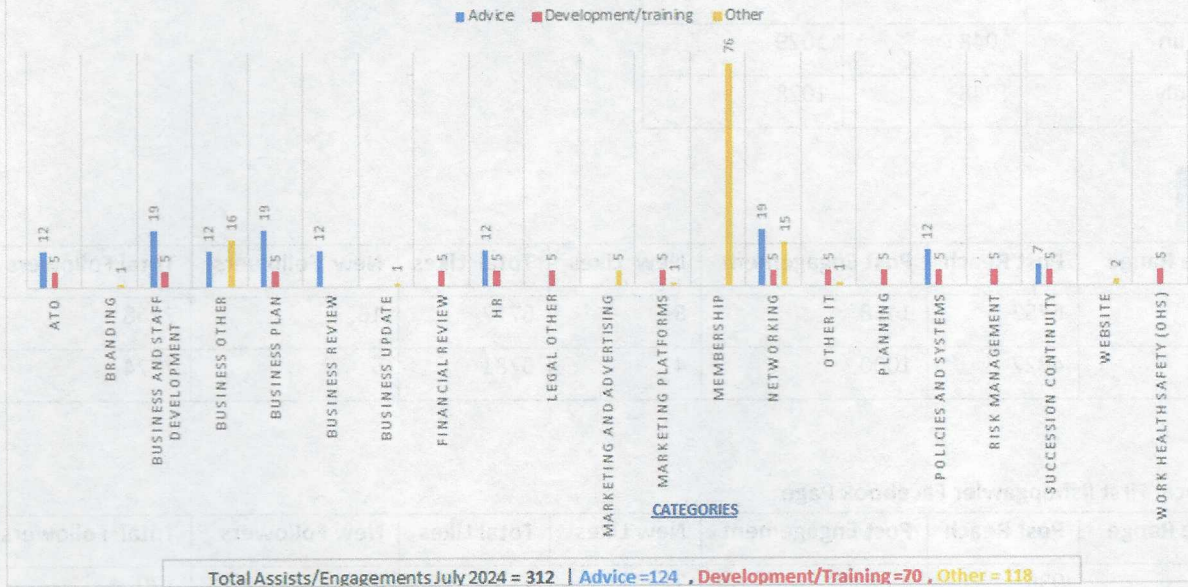
Business Engagement Statistics

Contacts Reports

July: 312 business engagements - Business Advice 124, Business Development and Training 70 and Business Other 118

Referrals:5

CATEGORIES AND NUMBERS OF ASSISTANCE JULY 2024



Media

Arts on the Plains is on its way

ARTS on the Plains is returning for another year of showcasing the best local art the region has to offer.

The festival's program was officially unveiled on Sunday, July 14, with more than 20 different activities and events on offer across the town and region.

Speaking at the program launch, Member for Light Tony Piccolo said the community is excited to see the event return.

"We've got a wide range of creative minds in our community, and this event is

an opportunity to showcase their talents across Gawler and the surrounding regions," he said.

"But it's the support from our local businesses - opening their doors to display artwork within our region and putting their hard-earned dollars back into the community-building events like these - that displays the camaraderie of our locals.

"Our region is set to be splashed with colour and literacy, and a special thank you to our naming rights sponsor - The Gawler

Business Development Group - and festival partners, Beyond Bank Australia, Town of Gawler and Gawler Community Gallery."

Minister for Arts Andrea Michaels will open this year's Arts on the Plains on August 11 at the Gawler Civic Centre at 11.30am.

The festival will run throughout the region from August 11 to September 8.

To view the program for this year's event, visit www.gawlergallery.com.au/arts-on-the-plains



Member for Light Tony Piccolo with festival artists Di Varney, Erin Down, Anita Thorsteinsson, Carolyn Cordon, Jack Carey, Daniel Down and Ila Strautins.
PHOTO: Supplied

Gawler Business Awards

Public vote for favourite business in each sector and give reasoning for why. Businesses that receive the highest number of nominations become finalists.

Board uses criteria to assess each votes reasoning for the 3 finalists in each sector. The business that meets the criteria the best, is the winner of that sector.

For Example: score each nomination 1-5, 1 being lowest score and 5 being highest, based on the information provided of why they voted for that business etc.

looking for evidence of:

- quality of customer service/commitment to customers.
- Strong leadership with the ability to drive the business forward.
- A commitment to the community.
- quality of product/service provided
- A noticeable involvement of all the staff to the success of the business.
- Innovation & ambition
- To be a standard bearer for success
- Has awareness of their marketplace
- Has industry knowledge

Sectors:

ACCOMMODATION

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

ASSISTED LIVING AND AGED CARE FACILITIES

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

AUTOMOTIVE i.e., sales, maintenance and service.

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

BEAUTY i.e., nails, hair, make up, brows, beauty treatments, etc

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

ENTERTAINMENT i.e., cinema, leisure activities, venues with live music, etc

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

FINANCE i.e., Accountants, Tax Preparation, Banks, Mortgage Brokers, Financial Advisors, Bookkeeping Service, Insurance, etc

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

FITNESS i.e., Gyms, yoga, dance, etc

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

HEALTH i.e., Pharmacies, Dental, GP's, Massage Therapists, Naturopaths, Podiatrists, Mental Health Specialists, Physiotherapists, etc

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

HOSPITALITY i.e., pub, restaurant, catering service, cafe

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

HOUSE & GARDEN i.e., cleaning, furniture, maintenance, landscaping, paint, solar, heating and cooling, etc

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

MANUFACTURING

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

REAL ESTATE i.e., Conveyancers, real estate agents, etc

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

RETAIL

Retail Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

SERVICES i.e.; employment and training, HR, legal, marketing, media, I.T, consultants, engineering, vets, travel agents, etc

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

TRADES i.e., building and construction, plumbing and gas, electrical, etc.

Business Name

Tell us why you voted for this business? The more detail/evidence given, the better chance this business has of becoming a finalist.

Awards ceremony proposal

Evening event in November – Awards ceremony, dinner, networking, end of year event

Semi formal

DJ or band for entertainment. Set song to be played as all finalists of each category go up to stage

Photographer for 'press photos' and videographer for footage to be used in marketing in future

Branded wall for photo opportunities

15 categories – 3 finalists per category

Each finalist business, 2x free tickets

Extra tickets available to purchase \$50 each

Trophy for winners, certificates for other finalists

Sponsors for each award. Sponsorship includes:

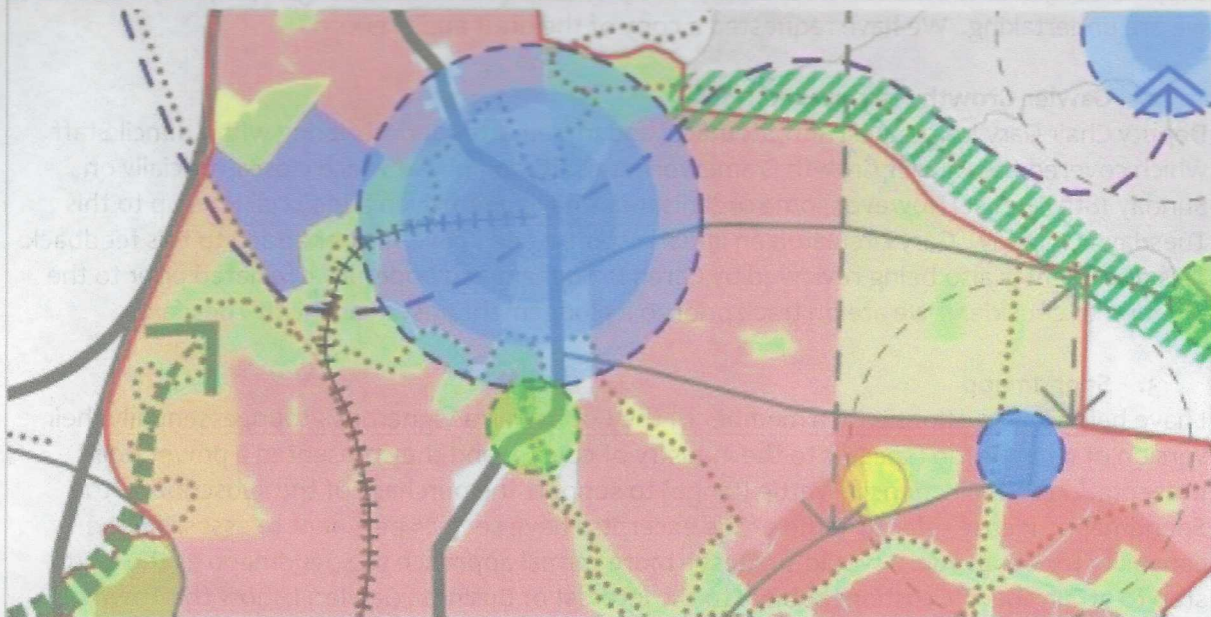
- Two tickets to the business awards dinner
- Can give a 2 minute spiel about their business.
- Your Business/Organisation promoted across social media channels, The Website, newsletter
- Your Business/Organisation logo and information on all event collateral: Awards Booklet, Table Numbers, choose to have a pop up banner at the venue, your Category winner framed certificate & trophy
- Presentation of the trophy and certificate for your Category Award to the winner.
- Post-event media and business promotions

Silent auction or raffles? Proceeds donated to charity?

Presentation slideshow on loop, the award title screen and then pictures of each of the finalists at their business and their logo

Gawler Growth Framework

Community Drop-in Sessions



Have your say on the **Gawler Growth Framework, Gawler Integrated Transport Strategy + Southern Rural Areas Discussion Paper** to help shape the future of your town!

Visit Council at one of our **Community Drop-in Sessions** or complete the online survey



Community Drop-in Sessions

Wednesday 31 July 2024

Anytime between 7pm to 9pm
Gawler Civic Centre
89-91 Murray Street, Gawler

Tuesday 6 August 2024

Anytime between 7pm to 9pm
Gawler Civic Centre
89-91 Murray Street, Gawler

Scan here or visit: <https://www.gawler.sa.gov.au/your-voice/consultations/2024/gawler-growth-framework>

Gawler



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CHAIRS REPORT 20th AUGUST 2024 BUSINESS GAWLER

1. Town of Gawler Independent Audit of Economic Development Strategy

Caren and I were interviewed by Bentleys SA (Contractor for TOG) with a view to understand our role and effectiveness within the Town of Gawler's Economic Development strategy noting we are part of the councils legislated responsibilities in this space. Interesting series of questions, they certainly focused on our current funds surplus and questions relating to projects/initiatives we are undertaking. We have requested a copy of the draft audit report.

2. Gawler Growth Framework

Deputy Chair Gary Iremonger, Raff Stomachi and myself attended a briefing with Council Staff which covered the Gawler Growth Framework consultation phase which closed officially on Sunday 18th August (However some organisations have been given additional time up to this Tuesday 12 midday) Gary circulated an initial response and I have further added to this feedback. This document is also being reviewed by Caren Brougham and hopefully circulated prior to the meeting to consider if we are on track prior to its lodgement post deadline of Tuesday.

3. Spendmapp

I have held conversations with a member of the Coonawarra Vignerons group, essentially their version of what we do (specific to the industry of course) and they presented a power point presentation to their council (Wattle Range) to support the purchase of the subscription to Spendmapp. Please refer to some of the excerpts I have seen as pertinent to assessing the capability for our group. I would suggest a more formal approach to Spendmapp as the next step to attain specific costings subject to the interest of Business Gawler, I know the Town of Gawler see this information as compatible with economic development role.

Refer Attachment which is a version of a Spendmapp report provided for a shire in Country Victoria. Costs are applied according to Councils population and as an example I believe their costings based on a 25K population was in the order of 11-12K.

Spendmapp can:

- Measure actual retail catchments to inform proposed zoning changes
- Advocacy and provide supporting evidence in grant applications
- Undertake event impact assessment and funding acquittal
- **Analyse trends and events in the night-time economy**
- Inform policies to reclaim escape spending
- **Improve the targeting of visitor marketing strategies**
- **Analyse the true impact of business development incentives**
- Deliver custom area data for estimating service populations during summer peaks

Spendmapp Spending categories:

Food and consumer staples

- 1. Bulky and household goods
- 2. Food
- 3. Light Industry, Trades and Transport

Discretionary Spend

- 1. Department Stores and Retail
- 2. Dining, Entertainment and Travel

Services and Other

- 1. Professional, personal and other services

Spending data comes in four Expenditure Types:

1. Resident Local Spend (resident and business cardholders spending within the LGA, SA2 or SSC).

aspect of this is that it acts like a monitor, and if for any reason the host system fails the screen would display that content.... ie the Blue screen of death for Windows PCs, the error codes for a system crash or simply being blank while the system is booting up. Of course, if the screen and controller is easily accessible that is no problem, you can reset it or connect a keyboard to resolve. I am sure you have seen screens around the city in this state although I am probably more aware of it being in the industry.

2. Asynchronous is a more robust technology as the screen processor is embedded, the screen will only display exactly what it is supposed to display. If the controller fails, errors or reboots, the scene will continue to do exactly as it was last instructed to do. This technology is rarer as it is specialised and few manufacturers are remaining like LED-Signs. The negative aspect is an embedded system can not display live video, it is limited to 10 frames per second (animated GIF's)

Therefore, if the requirement is for a live video display, then you are restricted to the Synchronous system. This is an important issue to consider as almost all customers want live video but when applied to outdoor (advertising, wayfinding, data management), very rarely can live video be used. This is a no-cost option but an important issue to be understood and specified.

PIXEL PITCH

Pixel pitch is the density or spacing between the lights on the screen. The actual size of the screen governs how far the screen can be seen while the pixel pitch governs how close you can get to the screen. The rule of thumb you want to apply here is:

1. 1mm of pixel pitch = 1M of viewing for text-based content
2. 1mm of pixel pitch = 2M of viewing for image-based content
3. 1mm of pixel pitch = 3M of viewing for video-based content

For an outdoor environment installed display, LED-Signs will not use less than 3.9mm pixel pitch as the technology is not mature and reliable enough for the harsh outdoor environment we experience in Australia. If your proposal was in perfect condition, well ventilated and always shaded, we would consider as small as 2mm for the right application. In Australia, it is not permitted to display video-based content that is directed towards vehicular traffic and this will also impact the desired pixel pitch.

VIEWING DISTANCE

For maximum viewing distance, you can apply the following criteria:

1. 1M of screen height = 50M of viewing for text-based content
2. 1M of screen height = 40M of viewing for image-based content
3. 1M of screen height = 30M of viewing for video-based content

If the outdoor screen is designed for vehicular traffic, we would say >25M visibility is required, and as such P13 is suitable for the application. However, as you talk to more companies you will notice a tendency to push you to smaller and smaller pixel pitch in the interest of everyone trying to outdo each other. Therefore we provide recommended options as low as 5mm (10M visibility for image-based content), however, on request can provide any option you require as low as 2mm

LIFE EXPECTANCY

In your research, you are going to hear 100,000 hours. I am afraid that is for the LED component only, to 50% brightness and in perfect operating conditions.

Forgoing the screen brightness degradation, the real issues at play are:

1. The more pixels, the more likeliness of pixel failure (defect), this can be calculated as 0.0004-pixel defects per calendar year

2. Resident Online Spend (resident and business cardholders spending with online stores).
3. Resident Escape Spend (resident and business cardholders spending outside the municipality).
4. Visitor Local Spend (non-residents and business cardholders spending within the municipality).

4. Digital Sign Information

I have made some enquiries of a very generic nature and did receive some information that was I thought was of interest in consideration of the concept of a digital community sign. I have been in contact with the council staff and there are considerations relating to the signage and its proximity to DPTEI roads that could have an impact and of course councils own planning considerations (although this project would not be considered without council support).

The sizing of the sign does have some impact (reference the \$1825 per m²) but I am sure the supply of services and the structure within which the video screen resides will also add a significant proportion of the costings. Also considering the sizing is still to be determined I would think something 5mx3m would be more than sufficient when considering against existing signage of that type. Eg Taylor and Forgie.

The intention of this information is to consider firstly the benefit to Business Gawler to provide signage of this type, and at the moment the focus would be 2 fold, with the sign itself having our brand across the infrastructure and of course the benefits of advertising community events which in turn creates interest for residents and visitors alike and hopefully our business's leverage of increased visitation at these events etc.

Please review some of the following information to assist in some understandings of how digital signage is provided and its limitations.

DESIGN

The design has a direct impact on the screen manufacture cost, this includes:

1. LED component type (indoor, outdoor, brightness, grade etc.)
2. LED pixel pitch
3. Maintenance access requirements, Front door, rear door or front removable module
4. Front removable module is the lowest component cost and is restricted to 320mm x 320mm LED tiles for outdoor displays at pixel pitch 5mm or larger
5. Modular cabinet with front removable modules is the most economical manufacture using standardised 960mm x 960mm size increments

As to your request, at 12M x 3M in size with no additional details, you can work on a budget price of \$1,650 + GST per m² for a full outdoor application LED display. There is no such thing as standard sizes for LED screens, depending on the design and technology will impact the manufacturing cost. This budget is based on the modular cabinet construction with front removable modules.

As an Australian manufacturer, our cost is highly impacted by screen size and order quantity. Multiple orders or scheduled orders can significantly reduce manufacturing costs with economies of scale for component procurement and cabinet fabrication.

LED DISPLAY

There are 2 forms of LED display, Synchronous (Video) and Asynchronous (Embedded).

1. Synchronous is the most common product people import as this uses a generic controller card that simply clones the video output of a device (ie, it acts like a monitor). The negative

2. The power supplies are the most common item of failure and are only rated for 5 years. The most common failure of all consumer electronics is the power supply
3. Heat and the environment are the enemies of outdoor screens, if the screen overheats the failure rate will increase
4. The screen's practical life will be 5-10 years, 5 years if you set and forget and do not maintain and 10 years if the screen is maintained and cleaned

This is where you want to set the correct pixel pitch for the required visibility. For sure you can go for the smallest pixel pitch but you may be paying more and spending more on service and maintenance for no effective reason.

SOFTWARE / CONTENT MANAGEMENT

Please visit www.myrcms.com.au for our web-hosted software system.

It should be noted that this system can be used city-wide, including LCDs, scoreboards, traffic/parking, weather, flood, fire, schools etc... We have developed the software so it is not LED display dependant and RCM Systems while company-owned, we operate independently

RemoteCMS software supports:

1. Ethernet, wifi or 4G connectivity
2. Synchronous (Video) or Asynchronous (Embedded) screen types
3. Content creation, video, image and text capable
4. Audio output, Requires speakers and amplifiers for outdoor applications
5. Automated system and content (ie weather, management data, wayfinding control)
6. GPS tracking
7. Subscribe to online data (ie News feed, weather, severe weather alerts, Fire danger rating etc...)
8. Time and Date display, content scheduling and scripting which is an event function content triggering (could be a switch, movement, light, water, software etc, that activates an event)