

**ANNUAL PLANNING MEETING MINUTES**

**19<sup>th</sup> Jan 2025**

**Meeting Opened:**

**Meeting Closed:**

Attendees: K Fischer, M Brawn, S MacDonald, K Krollig, W Fischer, C Stormer, P Stojko, N Berrett, G Iremonger, R Stomaci, I Solomon	Guests: C Cowley CEO Town of Gawler, D Barrett Town of Gawler
Apologies:	Absent:
Proxies:	

**Welcome and introduction – K Fischer**

**Stage 1**

**Discussion/presentation by Chris Cowley CEO Town of Gawler**

C Cowley and D Barrett gave an overview of the findings from the Town of Gawler Audit Report and their intentions to work with Business Gawler and RDA Barossa to continue funding both groups under different models.

Discussion Points:

- How ToG will help businesses navigate Council processes
- How do ToG, GBDG and RDA work together to achieve desired outcomes
- Where does GBDG need to change
- How to demonstrate to the business community the benefits they are getting from the levy
- How ToG can get the Hub running e=effectively
- Review of ToG Economic Development Strategy

***Executive Officer left meeting as instructed by Chair.***

***Lunch and discussions continue.***

**Stage 2**

**Notes provided by K Fischer.**

***NOTES FROM FACILITATOR WORKSHOP SESSION (Sunday 19th January)***

*11.50am Tony Clark introduced himself, summary of his background, involvement in agribusiness, RDA board, Gawler resident. Part of introduction was a short opinion piece on Gawler and economic development,*

- Offered up some options in relation to the previous discussion about the funding agreement with council , understanding that its original funding model was Gawler Business's approaching council to create a funding resource.
- Asked questions- Who does Business Gawler answer to?

- Council (provides funding)
- Gawler Business (our members by virtue of funding)
- What is the purpose of economic development > "increase wealth"

Tony discussed Barossa concept of economic development referred to as 'the project' creating wealth via sporting infrastructure. The plan to raise funds, improve and expand existing sporting facilities through community sporting groups. "economic development"

An example of what has been done.

**What can Gawler do? [restricted by space, options around increasing density]**

**Is Business the driver for economic development?**

RDA Barossa has been impacted by federal government changes, re alignment of priorities federally has resulted in change of focus, everything now is about jobs, priorities and reporting responsibilities are about job creation.

**Gawler Business Development Group What are our Objects & Purposes? What do we need to do? Discussion about the Constitution and its objects.**

#### **FUNDING MARKETING INITIATIVES**

**DO WE DO IT WELL?**

**KPI's > OUTCOMES**

**What does our public face look like?**

**WEBSITE - Objective look at website**

**DISCUSSION about this and what that means..... Website not updated, A lack of ownership... reflection on Gawler Business Development Group.**

- No plan on website
- No Strategy

#### **RESET**

#### **OUR BOARD POSITIONS**

**Board Roles discussion on what it could be > Roles and sub committees > Manage roles [ Media/Promotional/Events]**

- What are our roles?
- What do we want to achieve?
- Where do we go from here?
- Does it matter, do I care?
- TAKE OWNERSHIP OF THE ROLE

**We need to have a plan**

- WHO [Council/RDA/Member Business's]
- WHY [Prosperity/Sustainability/Compliance]
- WHAT [Promotion]

**We want Gawler Business to succeed and ensure compliance with our funding model**

Mick discussed UP & DOWN and we have to fix it > VALUE PROPOSITION > What is needed

Economic Development > this person will be the guiding person

WE CREATE THE PLAN > TOG is the vehicle for the process

Discussion about the Township of TRUNDLE in NSW and the engagement of the whole community in the annual 'ABBA tribute Festival'

What they achieved, what it looks like.

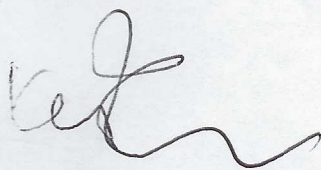
WHAT WILL OUR PLAN LOOK LIKE? Promote/Market/Sustain

1. Event Focus?
2. Support and Advocate for our Business Members
3. Promote ourselves to everybody

Spend the money to increase PROFITABLY

*Community Involvement*

THE PLAN



Next General Meeting: Tuesday 18<sup>th</sup> February 2025

Signed:

K Fischer

Chair