

**BUSINESS GAWLER**  
**MINUTES GENERAL MEETING**  
**18<sup>th</sup> February 2025**

**Meeting Opened 7:36am**

**Meeting Closed: 9:00am**

Attendees: K Fischer, G Iremonger, I Solomon, W Fischer, K Krollig, C Stormer, M Brawn, R Stomaci	Guests:
Apologies: S MacDonald	Absent: P Stojko

**Item 1: Declarations of Conflicts of Interest – S MacDonald – Material Conflict – Provision of Catering for Planning Day for which payment was received.**

**Item 2: Chairperson's Report for October and November:**

**Motion:** That the Board accept the Chairpersons report – verbal overview of Planning Day. Consultative group for Council funding is K Fischer, G Iremonger, K Krollig and Stewart McDonald. Art on the Plains have changed its name to PACE and now over a 9-day period in October. Potential for GBDG to sponsor the event.

**Moved: K Fischer      Seconded: K Krollig      Result: Carried**

**Item 3: Finance Report: – Presentation and discussion**

**December Income: \$17,217.00**

**December Expenses: \$28,314.00**

**Bank Balance end of month: Cheque Account \$28,337.37**

**Online Saver \$117,183.14**

General Journal entry completed

Connecting Women in Business – Rural Chics Grant Report Submitted

**January Income: \$17,117.00**

**January Expenses: \$20,010.00**

**Bank Balance end of month: Cheque Account \$5,607.65**

**Online Saver \$ 173,742.61**

General Journal entry completed

Connecting Women in Business – Rural Chics Grant Report Submitted

**Budget for 2025/26 needed for submission to Council by the end of March**

**Not For Profit Status Review – due 31<sup>st</sup> March 2025**

*GBDG Accountant and myself have worked through the NFP Status Review report and GBDG no longer meets the criteria required to be a tax exempt body entity. The accountant will prepare the submission of the review asap and also a 2024 tax return, this will need to be signed by the GBDG Chair and then lodged and accountant will advise of any directives from the ATO on taxes due and payable. This review can be undertaken each year if the GBDG status changes (no later than 15<sup>th</sup> May 2025)*

**Art on the Plains Income and Expenditure**

Gawler Business Development Group Inc 2  
 PO Box 402, Gawler, SA, 5118  
 0488440588

**General ledger report**

Accrual mode  
 01 Jul 2022 - 31 Jan 2025

Code	Category name	Open (\$)	Debit (\$)	Credit (\$)	Net activity (\$)	Balance (\$)	Tax amount (\$)
4-1155	Art on the Plains	0.00		454.55	(454.55)	(454.55)	(45.45)
6-1451	Art on the Plains	0.00	7,136.04		7,136.04	7,136.04	503.12
<b>Grand total</b>			<b>7,136.04</b>	<b>454.55</b>			

**Xmas Parade Income and Expenditure (in addition \$17,000 has been received in Feb from sponsor)**

Date range: Custom | Date from: 01/07/2022 | Date to: 31/01/2025 | Accounting method: Accrual | Categories: 2 selected | Report options: [Reset]

1 July 2022 to 31 January 2025 [Refresh] [Expand all] [Collapse all] [Customise] [Export] [View and print]

Code	Category name	Open (\$)	Debit (\$)	Credit (\$)	Net activity (\$)	Balance (\$)	Tax amount (\$)
4-1171	Community Christmas Parade Sponsorship	0.00		36,818.19	(36,818.19)	(36,818.19)	(3,681.81)
6-1453	Community Christmas Parade - External	0.00	28,468.68		28,468.68	28,468.68	2,609.86
<b>Grand total</b>			<b>28,468.68</b>	<b>36,818.19</b>			

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

**Moved:** K Fischer      **Seconded:** M Brawn      **Result:** Carried

**Motion:** That the Board approve K Fischer and G Iremonger to be added as administrators to ANZ Bank account.

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

**Item 4: Confirmation of previous Minutes: Presentation and discussion**

**Motion:** That the Board accept the minutes December meeting as a true and accurate record.

**Moved:** M Brawn      **Seconded:** G Iremonger      **Result:** Carried

**Confirmation of previous Minutes: Presentation and discussion**

**Motion:** That the Board accept the minutes January meeting as a true and accurate record.

**Moved:** M Brawn      **Seconded:** W Fischer      **Result:** Carried

**Item 5: Motions via Email - Nil**

**Item 6: Business Arising from previous Minutes** – Make the business awards less of a focus for the Gala Dinner, and a focus on it being a networking event.

**Item 7: Other Business**

**Public Officer** - It is a legal requirement to tell the Registrar of the Australian Business Register (ABR) within 28 days of changes to your registered business details.

- **public officer (this must be in writing and include the public officer's name and a contact address)**

**N Berrett Public Officer resigned 4<sup>th</sup> Feb 2025. The Board notes a thankyou to N Berrett for her contribution to the Board.**

**Motion:** That the Board appoint K Krollig as the Public Officer for Gawler Business Development Group trading as Business Gawler, effective from 18<sup>th</sup> Feb 2025.

**Moved: K Fischer                      Seconded: C Stormer                      Result: Carried**

**Motion:** That the Board require a marketing post on an event or business profile in Gawler to be created and added to the website each week.

**Moved: W Fischer                      Seconded: M Brawn                      Result: Carried**

**Business Gawler Logo** – Logo sent to graphic designer to finalise.

**Radio Advertising:** C Stormer gave a verbal presentation on radio advertising for Gawler. Promoting a different sector each marketing round. W Fischer suggested we consider a consistent theme over a long period of time. R Stomaci asked, how do we measure the return on investment. M Brawn spoke about determining the various demographics. “Come and Experience Gawler” Discussions to continue.

**Logo voting results**

<b>New Logo</b>	Kevin	Gary	Nan	Raff	Wayne	Kathryn	Corinna	Isaac	Mick	Pina	Stuart	
Option 1		√ 1st	√ 1st					√ 1st	√ 1st			12
Option 2		√ 2nd	√ 2nd		√ 2nd			√ 2nd	√ 2nd			10
Option 3	√ 1st		√ 3rd	√ 3rd	√ 1st	√ 2nd				√ 3rd	√ 1st	14
Option 4	√ 2nd			√ 2nd	√ 3rd		√ 2nd			√ 1st	√ 2nd	12
Option 5	√ 3rd			√ 1st		√ 1st				√ 2nd	√ 3rd	10
Option 6								√ 3rd				1
Option 7		√ 3rd					√ 1st		√ 3rd			5

**Business Conference:** Friday 16th May, venue deposit paid, keynote speaker 50% deposit paid. All speakers locked in. Ready to commence marketing.

**Conference Voting results**

Conference	Kevin	Gary	Nan	Raff	Wayne	Kathryn	Corinna	Isaac	Mick	Pina	Stuart	
Full day		√	√		√	√				√	√	4/11
½ day afternoon	√								√			2/11
½ day afternoon/evening									√			1/11
<b>Conference Keynote Speaker</b>												
Stephen Scheeler	√ 2 <sup>nd</sup>	√ 1 <sup>st</sup>	√ 2 <sup>nd</sup>		√ 1 <sup>st</sup>				√ 1 <sup>st</sup>	√ 1 <sup>st</sup>		13
Michelle Bridges	√ 1 <sup>st</sup>	√ 2 <sup>nd</sup>	√ 1 <sup>st</sup>	√ 1 <sup>st</sup>								11
John Hale			√ 3 <sup>rd</sup>			√ 1 <sup>st</sup>						4
Gemma Munro											√ 1 <sup>st</sup>	3

**Item 8: Actions**

To be actioned by	Task	Status/update

**Next Meeting: Tuesday 18<sup>th</sup> March 2025**

**James Martin Room – Gawler Civic Centre Room G3**

**Signed:**

**K Fischer**

**Chair**

## Executive Consultant – Report

### Upcoming Events

Date	Presenter/Topic	Venue/Time
Tue 4 <sup>th</sup> Feb	Tammy's Table	Gawler Civic Centre 9:30am – 11:30am
Tue 11 <sup>th</sup> Feb	Tammy's Table	Gawler Civic Centre 9:30am – 11:30am
Wed 12 <sup>th</sup> Feb	Connecting Women in Business Session	Clare
Wednesday 19 <sup>th</sup> Feb	Connecting Women in Business Session	Zoom
Tue 4 <sup>th</sup> Mar	Tammy's Table	Gawler Civic Centre 9:30am – 11:30am
Wed 5 <sup>th</sup> Mar	Connecting Women in Business Session	Zoom
Tue 11 <sup>th</sup> Mar	Tammy's Table	Gawler Civic Centre 9:30am – 11:30am
Wed 19 <sup>th</sup> Mar	Connecting Women in Business Session	Zoom

### Completed Event - Results

**15<sup>th</sup> Jan - Connecting Women in Business Program – Ai workshop – 5 businesses attended.**

**4<sup>th</sup> Feb – Tammy's Table – 7 businesses attended** - The topic discussed was: **VISION** – Setting clear directions and a solid foundation for 2025. Everyone came up with one word for their focus or intention for the year and explained why. We then set goals / actions on our first steps towards this for the next month. It was a very powerful session with a lot deep conversation between the members.

**11<sup>th</sup> Feb – Tammy's Table – 8 businesses attended** - The topic discussed was: **VISION** – Setting clear directions and a solid foundation for 2025. Everyone came up with one word for their focus or intention for the year and explained why. We then set goals / actions on our first steps towards this for the next month. It was a very powerful session with a lot deep conversation between the members.

### Event Feedback

Kelly Faast said this *"I've been in business 10 years and until I joined Tammy's Table I had no idea what I should be doing in my business. Now I'm putting so much in place to make our business better and I would be so lost without this group"*

### Business and Membership Movements

New Commercial Businesses	Business Changes	New Voluntary Members
	SJP Wellbeing leaving Gawler Gotta Getta Bargain has closed	

### Social Media

#### Mailchimp

Date	Audience	Received by	Open Rate	Total Opens
July	1227	1225	58.8%	721
Aug	1233	1219	60.02%	735
Sept	1233	1203	55.8%	672
Oct	1223	1202	75%	903
Nov	n/applicable no newsletter in November			

Dec	n/applicable no newsletter in November			
Jan	1208	1187	35.2%	751

**Linkedin**

Date Range	Followers	Connections
July	1048	1028
Aug	1045	1025
Sept	1053	1023
Oct	1041	1021
Nov	1041	1021
Dec	1040	1021
Jan	1040	1021

**Facebook General GBDG page**

Date Range	Post Reach	New Likes	Total Likes	New Followers	Total Followers
July	4827	4	6781	6	7274
Aug	23864	33	6814	67	7341
Sept	10399	12	6826	23	7354
Oct	9040	6	6832	9	7363
Nov	11041	7	6839	10	7373
Dec	7000	0	6839	0	7373
Jan	10202	0	6839	0	7373

**Go Local First #shopgawler Facebook Page**

Date Range	Post Reach	Post Engagement	New Likes	Total Likes	New Followers	Total Followers
Jul	367	6	1	154	2	172
Aug	189	8	1	155	1	173
Sept	477	9	0	155	1	174
Oct	471	13	1	156	1	175
Nov	492	15	1	157	1	176
Dec	520	10	3	166	4	188
Jan	720	12	6	166	8	188

### Instagram

Date Range	Total Posts	New Followers	Followers	Following
July	267	2	751	408
Aug	270	0	747	413
Sept	272	8	755	411
Oct	275	2	757	409
Nov	279	5	762	409
Dec	281	2	769	403
Jan	284	3	771	403

### Twitter

Date Range	Total Tweets	Followers	Following
Jul	174	71	120
Aug	176	70	118
Sept	179	72	117
Oct	180	72	117
Nov	181	72	117
Dec	181	69	117
Jan	181	69	117

### Business Engagement Statistics

### Instagram

Date Range	Total Posts	New Followers	Followers	Following
July	267	2	751	408
Aug	270	0	747	413
Sept	272	8	755	411
Oct	275	2	757	409
Nov	279	5	762	409
Dec	281	2	769	403
Jan	284	3	771	403

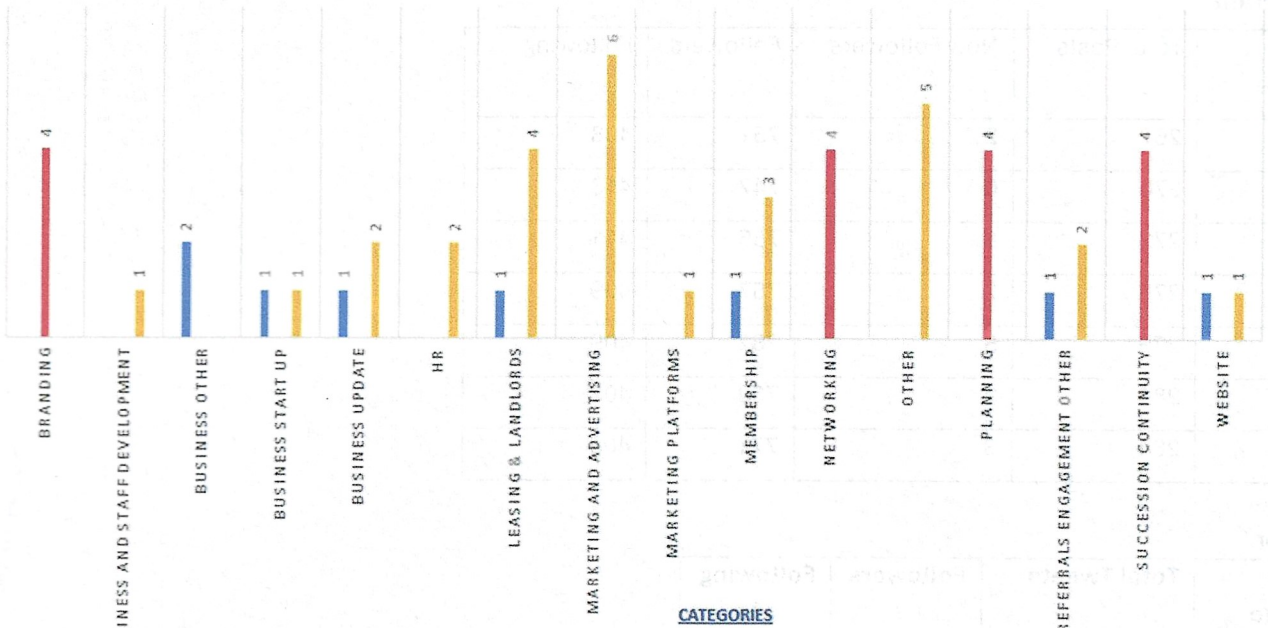
### Twitter

Date Range	Total Tweets	Followers	Following
Jul	174	71	120
Aug	176	70	118
Sept	179	72	117
Oct	180	72	117
Nov	181	72	117
Dec	181	69	117
Jan	181	69	117

### Business Engagement Statistics

## CATEGORIES AND NUMBERS OF ASSISTANCE JANUARY 2025

■ Advice ■ Development/training ■ Other



CATEGORIES

Total Assists/Engagements January 2025 = 52 | Advice = 8 , Development/Training=16 , Other = 28