

BUSINESS GAWLER
MINUTES GENERAL MEETING
18th March 2025

Meeting Opened 7:37am

Meeting Closed: 8:58am

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

Item 1: Declarations of Conflicts of Interest

Item 2: Chairperson's Report:

Motion: That the Board accept the Chairpersons report.

Moved: K Fischer **Seconded:** S MacDonald **Result:** Carried unanimously

Item 3: Finance Report: – Presentation and discussion

February Income: \$32,571.00 February Expenses: \$10,884.00

Bank Balance end of month: Cheque Account \$9160.53 Online Saver \$177,228.58

General Journal entry completed

Connecting Women in Business – Rural Chics Grant Report Submitted

Not For Profit Status Review – due 31st March 2025

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

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

Item 4: Confirmation of previous Minutes: Presentation and discussion

Motion: That the Board accept the minutes for the February meeting as a true and accurate record.

Moved: K Krollig **Seconded:** M Brawn **Result:** Carried unanimously

Item 5: Motions via Email – Nil

Item 6: Business Arising from previous Minutes – Nil

Item 7: Other Business

Motion: The Board of Business Gawler approve M Brawn researching a list of registered ABNs in Gawler and if required, pay a fee for the information via the Visa card held by Executive Officer, C Brougham

Moved: K Fischer **Seconded:** C Stomer **Result:** Carried unanimously

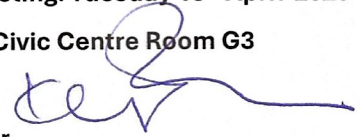
Item 8: Actions

To be actioned by	Task	Status/update
C Brougham	2 items to add to the agenda for April – Sub Committees and Social Media/marketing	Completed 18/3/25
	Invite S Bailey to April meeting	Completed 18/3/25
	Send updated letterhead to Kevin and new logos	Completed 18/3/25
	Reach out to Market in the Gardens to sponsor the Gather Round event	Completed 18/3/25
	Order business cards for the Board from a local supplier	Completed 18/3/25

Next Meeting: Tuesday 15th April 2025

Gawler Civic Centre Room G3

Signed:



K Fischer

Chair

Executive Consultant – Report

Upcoming Events

Date	Presenter/Topic	Venue/Time
Tue 4 th Mar	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tue 11 th Mar	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Wed 19 th Mar	Connecting Women in Business Session	Zoom
Tues 1 st Apr	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Tues 8 th Apr	Tammy’s Table	Gawler Civic Centre 9:30am – 11:30am
Wed 15 th Apr	Connecting Women in Business Session	Zoom

Completed Event - Results

19th Feb - Connecting Women in Business Program – 5 businesses attended. The topic we discussed was: Outsourcing & Delegation – Unlocking your Superpower. We started with an ice-breaker of asking if they had a personal assistant for the day (no budget limits), what’s the first thing they’d have them do in their business. This kept it a little fun while getting them to think of the benefits of getting support. We then got more serious and discussed what holds them back from delegating or outsourcing and if they could delegate or automate one thing in their business, what would it be and what impact would it have. There was a lot of resistance to delegating – mainly due to fear of losing control, perfectionism, being burnt in the past, having to re-do things, finding it quicker to do it themselves, finance etc. They can see the benefits, but many don’t want to let go.

5th Mar – Tammy’s Table – 8 businesses attended - The topic we discussed was: *Reconnecting with who we are outside of our business.* We explored how easy it is to lose ourselves in our work and forget who we once were, highlighting the importance of setting boundaries and maintaining interests beyond our businesses. The discussion included reflecting on what we’d want others to say about us if they couldn’t mention our business and imagining what we would do if we took a year off. It was a fun and thought-provoking topic that sparked deep reflection and strong emotions for some.

12th Mar – Tammy’s Table – 8 businesses attended - The topic discussed was: **Reconnecting with ourselves outside of our business – there was a lot of discussion around who we were prior to starting our businesses, setting boundaries, and also remembering what we used to enjoy doing and how we can bring that back into our lives.**

Business and Membership Movements

New Commercial Businesses	Business Changes	New Voluntary Members
New Vet “Fourth St Vet”	Bamboo Hut Bistro closed SJP Wellbeing Relocated to Smithfield	SJP Wellbeing

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
Feb	1185	1185	30%	3856

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
Feb	1040	1018

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
Feb	8700	0	6839	20	7393

Go Local First #shopgawler Facebook Page

Date Range	Post Reach	New Likes	Total Likes	New Followers	Total Followers
Jul	367	1	154	2	172
Aug	189	1	155	1	173
Sept	477	0	155	1	174
Oct	471	1	156	1	175
Nov	492	1	157	1	176
Dec	520	3	166	4	188
Jan	720	6	166	8	188
Feb	417	1	167	0	187

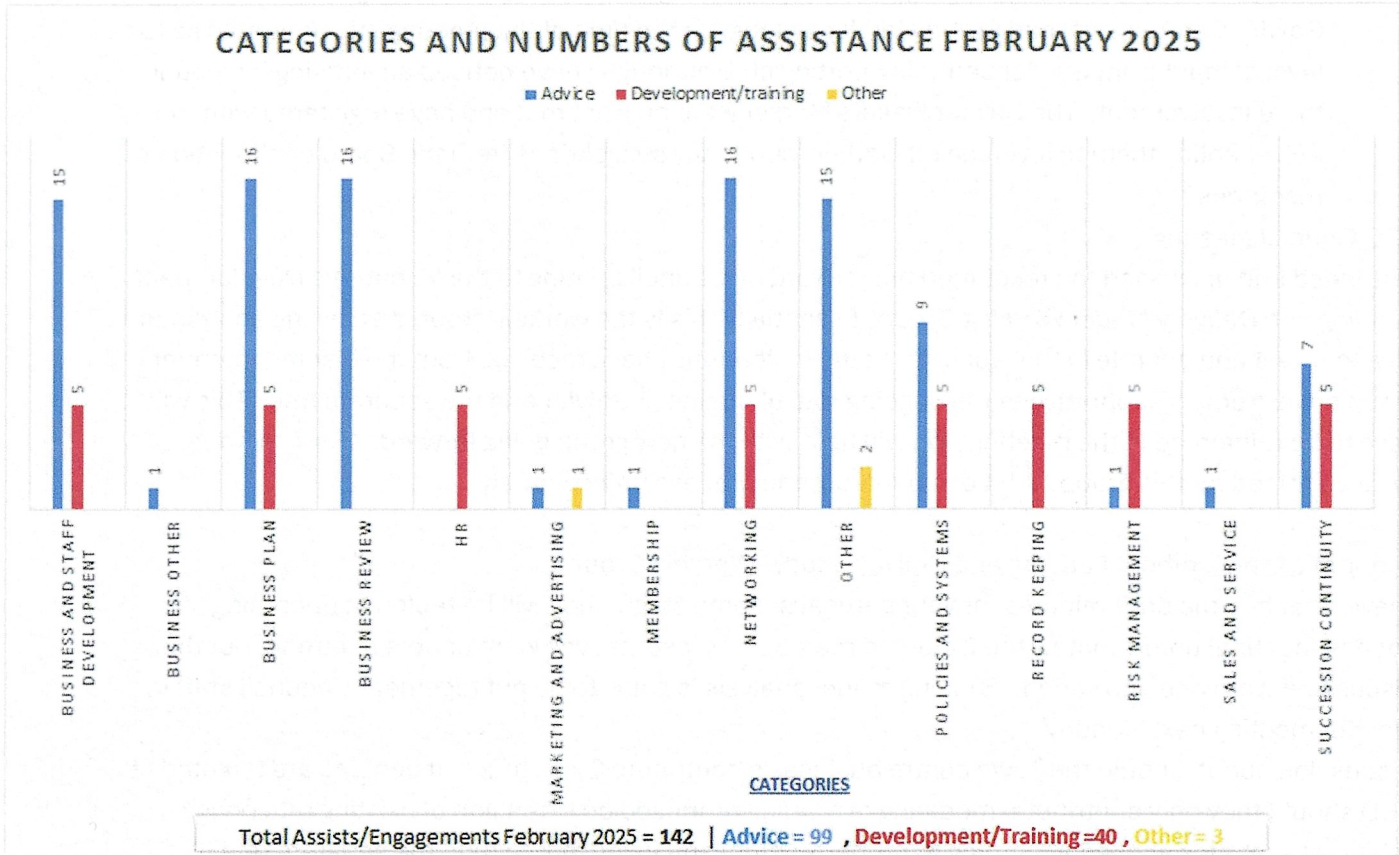
Instagram

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
Feb	289	2	773	402

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
Feb	182	69	117

Business Engagement Statistics



BUSINESS GAWLER
Chairs Report March 2025 Meeting

TOG Monthly meeting

- Ginos development discussed briefly, façade changes. Hoping to circulate a façade drawing outcome just for interest to the board.
- Upcoming Town centre Urban design Consultation, this will be important for us to engage in. Timeline not yet finalised but it will be an opportunity for the business community to create a vision for the Town centre.
- Website: Board members are requested to provide the 'bio' and a photo that they are comfortable for it to be posted on the website. Noting the Logo has been replaced on website, but still concerns exist over the current state of the site. I propose a general business item for consideration from the board for the short term.
- The Town of Gawler Transport Integration Strategy which was adopted by Council in late 2024 (and to which we gave feedback) was referenced by the TOG traffic engineer attending to provide some feedback on Traffic volumes. He is making that available to Business Gawler
- Gather Round: Town of Gawler has been negotiating with Foxtel (Broadcast rights) relating to the proposed event they are planning in Gawler, currently this was to be using big screen at the Gawler Centrals oval and inviting families along. At the time of the meeting still uncertain as to level of input from Gawler centrals Sporting club although I have noticed advertising indicating their involvement. The Gawler Makers Market were on front foot and have registered with the AFL enabling them to leverage off Gather round. Any suggestions from the Board or allocation of resources?

TOG Council Meeting

I attended and discussed the resolution put forward by Council relating to the '*Economic Development Funding and Delivery Model Working Group*' Essentially this is the working group discussing economic development and our role in that going forward. Indications I have received from the elected member group are extremely supportive of the ongoing role of Business Gawler and the separate rate. This will have to be reinforced in the meetings we will hold with the new group going forward. Our 4 members were endorsed for this group. A bit of a bureaucratic process unfortunately.

Economic Development Funding and Delivery Model Working Group

I have attached the draft minutes for your perusal at some stage (they will be tabled at upcoming council meeting) unfortunately the 2 elected member representatives were unable to attend, but the discussion was wide and varied. Funding model analysis is going to be put together by council staff in time for meeting next Monday.

Discussion about 'Should the Town centre business's contribute 2 x as much' If benefits are targeted at CBD should they only contribute, modeling of funding proposed on extension of existing rate policy (which has rebates applied according to property value) and using that to fund the separate rate. (eg larger entities would pay proportionally more than smaller business's). Discussion moved into what the various stakeholders do currently, not yet much discussion on what impacts this will have on current operations.

PACE (Formerly Art on the Plains)

I met with Debra Good and discussed sponsorship opportunities, Debra is currently working towards the new concept based around a 9-10 day event in October of this year and has requested support from Business Gawler similar to previous years. I have advised that indications are the board will consider sponsorship opportunities, I look forward to receiving the final iteration of this years event.

MINUTES

Economic Development Funding and Delivery Model Working Group

Thursday 13 March 2025 – 5.30pm Gawler
Administration Centre

1. Statement of Acknowledgement

2. Meeting Attendance

Present:

Regional Development Australia Barossa Gawler Light & Adelaide Plains

- Jennifer Lynch, CEO

Business Gawler

- Kevin Fischer, Board Chair
- Gary Iremonger, Board Member
- Katherine Krollig, Board Member

Town of Gawler – Council Members

- Mayor Karen Redman

Town of Gawler – Staff

- Chris Cowley
- David Barrett
- Kirsty Dudley

Apologies

- Stuart Macdonald, Business Gawler Board Member
- Deputy Mayor Nathan Shanks
- Councilor Isaac Solomon

3. Confirmation of Meeting Notes

Not applicable.

4. Items for Discussion

4.1 Terms of Reference

- “Co-contributions to the working group from RDABGLAP and BG will be in time resources only” added under section 11
- Is there a requirement for Nil authority on decision making?
 - – No – covered by a statement in section 9 “In the event of a disagreement, the matter will be referred to Council for final determination.”

4.1.1 Under Section 4 of the draft Terms of Reference a nomination for Chair was made – nomination – Kevin Fischer – accepted.

No further nominations.

Chairperson Elect – Kevin Fischer (subject to adoption of the Terms of Reference by Council)

4.2 Round table discussion – What your organization does with respect to economic development in Gawler

- Business Gawler (BG)
 - Focusing on events (sponsorship and delivery), business support and awareness (advocacy and services /information linking with RDA and other business services), marketing (existing #ShopGawler #GoLocal)
 - Connectivity to community, to businesses and to Council - considering a need for Board Members to take on more connection to local business on behalf of the Board.
 - The primary focus is delivering/supporting events/activities that attract people to the town centre – this needs to remain the heart of business in the local government area.
- RDABGLAP
 - B2B program support for business – refer business’ back to BG as well
 - Regional Priorities – jobs, skills, workforce, education, training/retraining, housing, land use planning and infrastructure, water and sustainability.
 - State, Federal and local government funded
 - Jennifer is happy to do a presentation on what RDA do and their current regional priorities to help provide clarity of the gaps Gawler and the region
- Council
 - Develop an Economic development strategy for Gawler LGA and implement
 - BIH management and growth
 - Tourism – Visitor Information Centre and visitor economy
 - Growth and investment attraction/management
 - Advocacy
 - Connector between organisations/agencies that deliver economic outcomes for the town.

4.3 Working Group Process and Desired Outcomes

- Working Group & Council needs to ask: What are the objectives of the Council that the model must achieve, what and where are the gaps in delivery that need to be met?
- Identify gaps
 - Economic Development Officer role for Gawler Council – (subject of a budget bid) will be to:
 - drive the Economic Development strategy – responsible for Tourism, VIC and visitor economy and business innovation hub growth.
 - Aligning Council with State Govt and Regional goals and strategies.

- Strategically work to manage growth for Gawler and advocate investment in the region.
 - Linking business, BG, RDA, council and government networks for investment and economic development outcomes.
 - The role should be specialist role – not diluted
- Investment in data sets and tools required to support that role

4.4 Business Development Separate Rate Purpose

- Currently levy a separate rate on all commercial/industrial areas in Gawler – with higher rate paid by CBD locations (established in 2002)
 - Request for Council staff to model what a flat rate across all areas/precincts would look like, what the current town centre/non-town centre ratio of the rate looks like (or versions thereof), what an application of the Council's tiered rating for commercial/industrial land would look like, and any other options.
 - BG have been marketing for main street activation so the retail in CBD does benefit significantly more than other precincts from the levy expenditure
- What is the community relationship to the outcomes of the Separate rate and Economic Development outcomes not just the financials?
- Important for a document to be sent to the businesses clearly articulating the way forward (once resolved) on the value proposition for their business investment through the separate rate.

5. Items For Discussion at Future Meetings

5.1 Economic Development Delivery Models

- What other models are being used in local government areas – for instance:
 - a) Council collects a business rate/levy and then allocate portions to various organisations for delivering outcomes for business;
 - b) Business alliance/chamber of commerce seeks membership directly from businesses, council sometimes supports project initiatives through either grant programs or budget bids.
- Briefing from RDA on their organisational remit and regional priorities
- Modeling of special rate data to review

6. Next Meeting

- Monday 24 March, 5pm, Conference Room, Gawler Administration Centre.

BUSINESS GAWLER PLANNING SESSION 3rd FEB 2025

VALUE PROPOSITION for BUSINESS GAWLER (Prosperity for All)

The 2nd planning session was held on 3rd February and a lot of discussion was had about options available to Business Gawler, it was a wide and varied discussion with a desire to focus on achievable and succinct areas that Business Gawler could focus on within the overall economic development strategy for the Town of Gawler the Group. 3 Main Areas were identified which we recognise may need further work.

BUSINESS SUPPORT

- Advocacy
- Services/Information
- Referral Services RDA/TOG

BUSINESS AWARENESS

- Events
 - Community Events
 - Business Gawler Events
- Marketing
 - Shop Gawler/Go Local
- Promotions
 - Social Media
 - Website
 - Media campaign (Broadcast/Print Media)

BUSINESS COLLABORATION

- Networking
 - Events
 - Specific Promotions
 - Shop Gawler (Category crossover?)
- Business Gawler
 - Self-Promotion?