



ANNUAL REPORT 2020/21

“Developing successful and sustainable businesses through marketing, advice and connection to the community”

“Your success in business matters to us”

Overview

GBDG is committed to improving the viability of current Gawler businesses, promoting the economic benefits of conducting business in Gawler to potential new businesses and assisting all current and intending business to grow through providing services to meet their needs.

The last 16 – 18 months have been the most difficult of times for businesses across the globe but obviously the focus for GBDG has been on our region. One can read hundreds of reports on just how well or poorly SME's have performed since COVID-19 flipped the world upside down, some say fear, doom and gloom are on the horizon whilst others refer to the adaptability and resilience shown by business owners to ensure they can move forward with a positive future. So, which reports are correct? All of them! The future is only as bright as the business owners leading the charge.

Many have already shown their strengths having adapted their provision of services, access to services, streamlining of services and systems and are heading into the future with a sound plan in place. Sadly, others have not been able to withstand the onslaught of the restrictions in place, lockdowns, reduced capacity, decreased supply of stock and inability to find a way forward along a new path. Encouragingly, the number of business closures in the Gawler region is no higher than pre-pandemic conditions and those that have closed are replaced with new ventures almost immediately. There is in fact, a lack of vacant commercial spaces in Gawler for new businesses to move into. Why is Gawler seemingly thriving? This is certainly partially due to the increases in population with the northern suburbs of Adelaide being the fastest growing region in the state for new housing. Along with this comes the need for new infrastructure, increased business attention (as established brands seek to move into the region), and growth in the education sector.

In the 2019/20 Annual Report GBDG advised that its plan for businesses during COVID was a 3-stage process of;

1. Response
2. Recovery
3. Future proofing and growth

Our message to the business community was:

1. *"We are here to help"*
2. *"You are not alone"*
3. *"Dealing with the Greatest Business Crisis of Our Time - It's the biggest crisis any business community has faced, in our lifetimes at least. It is a time where you must focus your attention on things you are able to influence, however small they may be at the moment."*

And focus is exactly what the majority of our business owners have done, they have sought assistance and advice, worked out a plan and put things in place to get them through without too many bruises.

The future in Gawler seems bright!

Evidence of new business and new residents seeking a base in Gawler

News



DEVELOPMENT UPDATE INDUSTRY NEWS

Springwood a popular choice for buyers in Adelaide's north



DEVELOPMENT UPDATE

Drakes Supermarket coming to Springwood!



Second ALDI coming to Gawler



Business Movement 2020/21

| New Businesses to Gawler | Business Changes |
|---|--|
| Amazing Beauty and Chinese Massage | Alfresco Pizza eCucina relocated to Murray St |
| Lager and Barber | Beautify SA relocating to Murray St |
| Jim's Cleaning Gawler – Mario Caruso | Cartridge Universe |
| Head to Heart Health | That's Furniture relocated to Main North Rd |
| Imprint Flowers | Gawler Auto Electrics - closed |
| Lovers Masterclass | Gawler Cartridge World sold |
| MobConnect | Gawler hair Factor changed their name to Hair Is Our Life |
| 1322 | Les Haldane Mechanical has closed Gawler South site and relocated staff to Willaston site. |
| Boost Juice | LJ Hooker has a new owner and new staff |
| B Hub | Mums Diner Closed |
| Ben-yi's Asian Grocer 1/3 Tod St | Nicky Gonis Naturopath changed name to Adelaide Holistic Health |
| Louise Drummond Business Communications | SSS Tyres - Closed, new business moving into premises |
| Cartridge World opening soon new franchisee | Sunrise Bakery closed |
| Gawler Smoothie Juice Bar | |
| Mums Diner | |
| Northern Commodore Spares | |
| Northside Chassis & Suspension Repairs | |
| OCD Mechanical and Performance | |
| Peaceful Kids | |
| Rental Property Network | |
| Smety's Mechanical 1/80 Adelaide Road | |
| Superior Cleaning SA | |
| Tara Kate Arts Therapy 2 Main North Rd | |



2020/21 Activities

GBDG develops a schedule of business development and information sharing activities/events planned each month that are relevant to current trends, needs and current social, economical and global events that impact on business. Some of the listed workshops are planned and delivered by GBDG and others in partnership with the Gawler Innovation Hub and/or RDA Barossa, some are provided by the Office of the Small Business Commissioner. The experience and skills of facilitators who are experts in their fields are used to deliver valuable information to the business owners, managers and staff in the Gawler region.

Profit Surge dates are not listed as the sessions were conducted on an as needs basis, not pre-scheduled.

| Date | Event |
|----------------------------|--|
| 7 th July | Tammys Table Group 1 |
| 14 th July | Workshop – Eliminate your fear of public speaking |
| 20 th July | Workshop – Deconstructing Your Business |
| 21 st July 2020 | The 5 Levels of Customer Experience (interactive session with Justin Herald) |
| 22 nd July 2020 | Pushing Through Difficult Times (interactive session with Justin Herald) |
| 27 th July 2020 | Email Marketing with Mailchimp (your new best friend) with Kelly Hody |
| 30 th July 2020 | Know Your Numbers and Start the New Financial Year with a Bang |
| 4 th Aug 2020 | Tammy's Table Group Mentoring Workshop |
| 11 th Aug 2020 | Facebook Hints and Tips – Get the most out of your Facebook Business Page with Shane Hogan (interactive) |
| 24 th Aug 2020 | Effective Speaking and Communication with Con Koutsikas |
| 25 th Aug 2020 | Tammy's Table |
| 31 st Aug 2020 | Facebook and Instagram Essentials for Business |
| 1 st Sep 2020 | Tammy's Table |
| 1 st Sep 2020 | Tuesday Chat and Connect Networking and COVID19 Q & A |
| 15 th Sept 2020 | Taking Your Social Media to the Next Level |
| 6 th Oct 2020 | Tammy's Table |
| 13 th Oct 2020 | Website Know How – Roundtable Discussion |
| 27 th Oct 2020 | Tammy's Table |
| 3 rd Nov 2020 | Tammy's Table |
| 24 th Nov 2020 | Tammy's Table |
| 2 nd Feb 2021 | Tammy's Table |
| 23 rd Feb 2021 | Tammy's Table |
| 24 th Feb 2021 | GBDG/RDA Networking Breakfast |
| 2 nd Mar 2021 | Tammy's Table |
| 6 th Apr 2021 | Tammy's Table |
| 27 th Apr 2021 | Tammy's Table |
| 28 th Apr 2021 | GBDG/RDA Networking Breakfast |
| 29 th Apr 2021 | Contract Law for Small Business |
| 4 th May 2021 | Tammy's Table |
| 18 th May 2021 | Understanding Award rates |
| 21 st May 2021 | SA Business Conference |
| 25 th May 2021 | Tammy's Table |
| 1 st Jun 2021 | Tammy's Table |
| 17 th Jun 2021 | Retail and Commercial Leasing workshop |
| 29 th Jun 2021 | Tammy's Table |
| 30 th Jun 2021 | B2B Breakfast event - Why Collaborative Law Can Assist You |

SA Business Conference



SA BUSINESS CONFERENCE 2021

BROUGHT TO YOU BY THE GAWLER BUSINESS DEVELOPMENT GROUP

**INSPIRATION
CONNECTION
INNOVATION**



SPEAKERS



Justin Herald
Managing Director
Major Motivation



Robert Gerrish
Small Business
Advocate and Founder of
Flying Solo



Sarah Davies
Visual Merchandising
Specialist
The Merchandiser



Derrick McManus
Speaker, Facilitator, Author
Human Durability



Steve Davis
Marketing & Communication
Consultant
Talked About Marketing

 **21st MAY**
FRIDAY

 **TERRACE FUNCTION CENTRE**
51 BARNET RD, EVANSTON

A fantastic opportunity to focus on developing and improving your business.

- Presentations by entrepreneurs, business leaders and advisors from throughout Australia.
- Opportunities for attendees to share their own experiences and network with peers.
- Consult with business support providers and advisors
- Presentation ceremony of the 2021 Gawler Business Awards

BOOK YOUR SEAT TODAY!

<http://e.mybookingmanager.com/E3717165890525>

WWW.GAWLER.ORG.AU



GAWLER BUSINESS AWARDS 2021

Nominations Now Open

**Do you operate a business in the Town of Gawler?
Think you should be recognised for your efforts?**

**Then nominate your business for a
2021 Gawler Business Award**

**For more details visit
www.gawler.org.au**

Made with PosterMyWall.com



SA BUSINESS CONFERENCE 2021

**INSPIRATION
CONNECTION
INNOVATION**

BOOK YOUR SEAT TODAY



BROUGHT TO YOU BY
GAWLER BUSINESS DEVELOPMENT GROUP

 **FRIDAY, 21 MAY**

 **TERRACE FUNCTION CENTRE**
51 BARNET RD, EVANSTON

Made with PosterMyWall.com





2021 Gawler Business Awards

After the 2020 conference having to be cancelled due to COVID-19, the 2021 conference was planned in a format that allowed for it to go ahead either face to face or digitally in case there were further restrictions imposed. Speakers from interstate were prepared for delivery of their presentations via Zoom if required but thankfully no issues occurred, and the conference went ahead.

Once again we incorporated the Gawler Business Awards into the conference as this is an opportunity to showcase the finalists and winners and provide them with 3 hours of access to Internationally renowned business coaches as a gift for winning.

This was by far the best conference we have held with feedback demonstrating that we certainly achieved all expected outcomes.

Outcome 1 – to plan content that was relevant, current and engaging: ✓ **feedback demonstrated content was “world class”**

Outcome 2 – to attract a minimum of 80 attendees: ✓ **120 registrations**

Outcome 3 – to ensure the venue provided quality I.T, excellent food and beverages, adequate onsite parking, capable management of COVID restrictions around serving of food ✓

Outcome 4 – to schedule adequate networking opportunities within COVID confines ✓

Feedback received was that we not only achieved our outcomes, we exceeded them, providing an event that was hailed as being world class by a number of attendees.

Feedback also highlighted attendee expectations:

- 1. Networking**
- 2. Spotlight on local business**
- 3. Good ventilation, lighting and venue temperature**
- 4. Onsite parking**
- 5. Quality food and adequate food allergy/diet provisions**
- 6. A preference for speakers with lots of experience, knowledge and acknowledgement as being high quality presenters that also had something else to offer e.g coaching and advice**

Attendee suggestions for improvement:

- 1. Faster food service (this is difficult to achieve in a COVID environment)**
- 2. Television media coverage to showcase Gawler**
- 3. Space for attendees to display marketing and promotional materials**

All feedback is being considered to ensure the next conference in 2022 provides the attendees with what they desire.



Business Women's Luncheon

This event continues to grow each year with this year's event attracting 125 business women from across the state. The hosts engaged provided excellent value, giving the attendees much more of their time than was paid for. Attendees were able to network in small groups and also showcase their businesses in our "Showcase Your Business" snippets where a random draw gave 6 business owners/manager the chance to stand up and share information about their business with the rest of the group.

Feedback received deemed this event to be a huge success with request for another event as soon as possible.

Lauren and Hayley from Adelady kept the ladies laughing, chatting and interacting with them for approximately 1.5 hours with not a single "yawn" in sight.

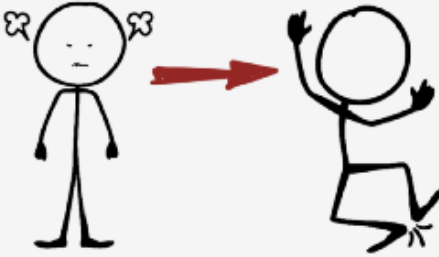


BUSINESS DEVELOPMENT PROGRAMS

PROFITSURGE

An online profit improvement program for all business types, held over 2 years, providing business owners with tools to not only improve profits but also strengthen the viability of the business by implementing tools to plan for future proofing.

How
buildabetterbusiness.com
works




Examine the 6 step process

Step 1: Attend a planning session with Philip Arnfield (via Zoom) to discuss your aspirations for the business and its shortcomings. Select that aspect of the business you wish to improve as a priority.



Step 2

Step 2: At a follow up meeting, again via Zoom, discuss several possible solutions to the problem.



Step 3

Step3: Complete the recommended activity based learning exercises to fully understand the strategic options available to achieve your chosen outcome.



Step 4

Step 4: Appoint a Sustainer, a trusted employee or family member whose job it will be to help you close out the actions **you agreed** would make for a better business.

Your Sustainer will work with a system we provide and will be an important liaison between our firm and your business.



Step 5

Step 5: Meet with your babb advisor again to:

- (1) rule out any poor options given the individual circumstances of your business;
- (ii) identify the best course of action including the possible consequences of such action;
- (iii) create an implementation timetable & plan.



Step 6

Tammy's Table

A supportive community of like-minded business owners who come together in a relaxed spirit of learning to unlock their own potential and build businesses that shine

Running your own business can be incredibly rewarding. But it can also be isolating.

The challenges of being in business are many. Managing cashflow, working crazy hours, hiring and firing, managing difficult clients and wearing every possible hat – some fitting more comfortably than others.

There are also big picture decisions to make, like whether and how big to grow, and weighing up opportunities and risks to stay profitable and competitive over time.

It's a big ask. But you aren't alone.

Tammy's Table is for business owners who want to ride the highs and lows of running a business more easily.

It's led by Tammy Edwards, a successful CEO-turned-entrepreneur-and-coach who empowers business owners to make anything possible through the right community of support.

She's designed it to be different to other business groups out there...

- It's all about your business – your growth, challenges and goals
- There are no referral targets and no pressures outside of the meetings
- Our community are all about sharing knowledge with each other

If you like the sound of having a regular relaxed space for self-reflection, to get fresh perspectives and inspiration in challenging times, and group accountability for meeting the goals you set for yourself, then Tammy's Table could be place for you.

GBDG currently have 2 groups of business owners/managers/leaders in Tammy's Table sessions, totalling 22 businesses receiving ongoing coaching and support.



Business Coaching and Advisory Services

The GBDG provides coaching and mentoring services to GBDG members via a coaching referral system. This is a value add to the RDA's B2B program which has limits on the accessibility to coaching for our members.

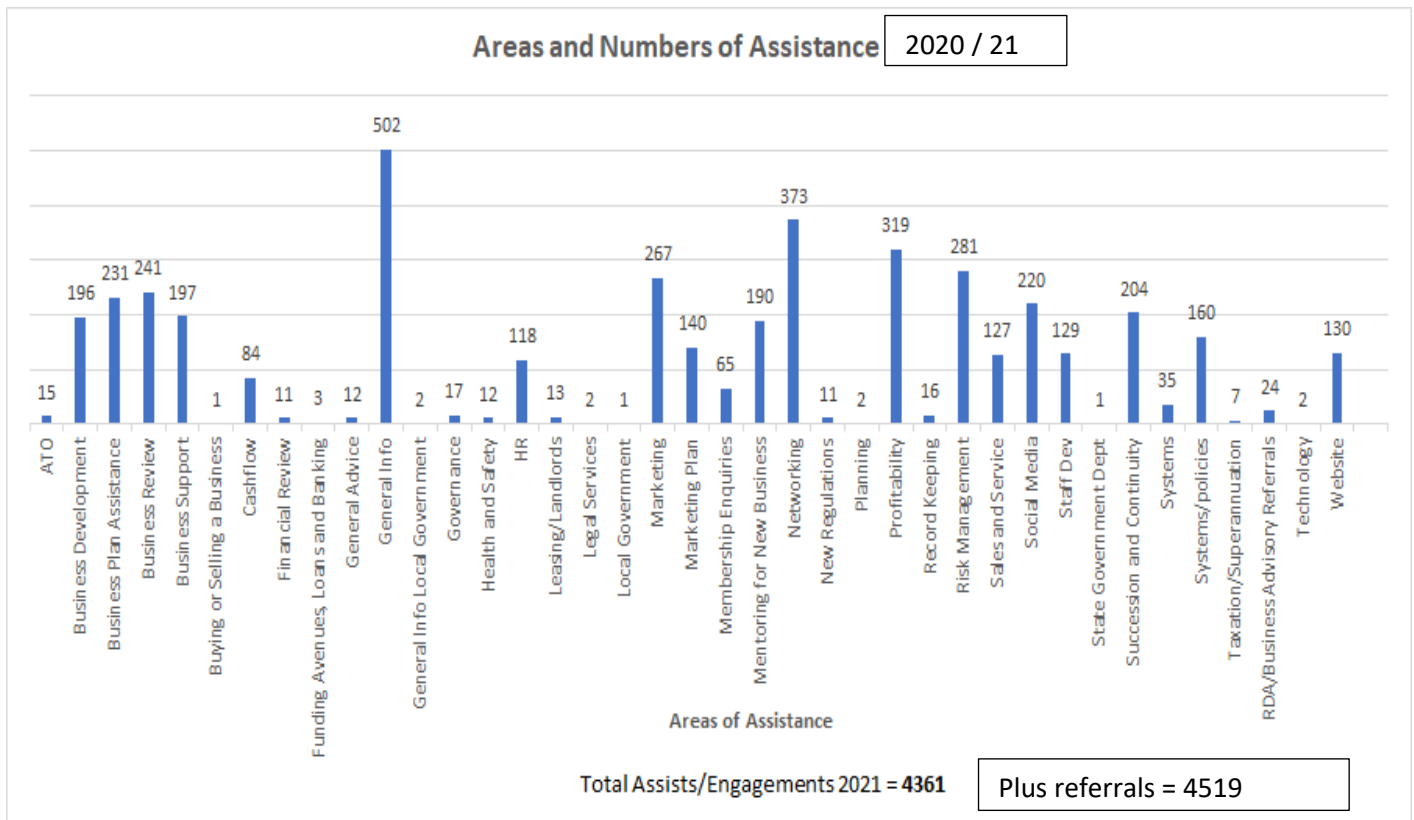
The GBDG has set aside funds in the budget to ensure that where a member requires ongoing coaching or support it can be provided at no cost. GBDG also has a panel of experts in fields that the RDA B2B program does not include, and these experts are utilized to also provide coaching and business advise to our members. This can be in a one on one or group environment depending on the needs of each business.

For the 2020/21 period GBDG arranged 24 referrals to the RDA B2B Program and 25 referrals to coaching and mentoring programs.

Contacts Reports

In the year from July 1 2020 to June 30 2021, GBDG provided a total of 4519 business assists/engagements

A business assist is each contact with a business where the GBDG provide assistance, advice or information on any aspect of the business, operations, management, marketing, and attendance at forums, workshops etc and/or contact with a business where GBDG has contact with the business owner or staff to discuss any progress, potential issues, upcoming events or to identify areas of need.



Marketing

The engagement of an external marketing company in the previous year did not lead to the outcomes expected by GBDG although it certainly did provide the group with some new and exciting video content plus the implementation of some new marketing tips. Initially the outcomes were expected to be;

- to increase awareness of Gawler and the businesses operating here, increase engagement with GBDG via all platforms which will in turn create more awareness of what the area has to offer, and create a uniform “story” across all platforms
- the development of a digital marketing strategy

As these outcomes were not being met entirely the Board requested a change to the processes being used by the contractor which led to an ending of the engagement. The responsibility for marketing reverted back to GBDG with the Marketing and Admin Officer and Executive Officer producing content that far exceeded expectations with the highest ever engagement numbers being achieved. The introduction of regular new concepts resulted in an increase in the engagement rates and a number of businesses using the content from these posts on their own marketing and social media sites.

Marketing platforms used during the period:

| | |
|--------------------|------------------------|
| Facebook – digital | Linkedin – digital |
| You Tube – digital | Instagram – digital |
| Twitter – digital | GBDG website – digital |
| GBDG Newsletter | Letterbox Drops |
| TV Advertising | Shopfront |

Media

Television – In the months leading up to the 2021 SA Business Conference, GBDG aired a commercial aimed at attracting newcomers to the conference which in turn would attract newcomers to the Gawler region.

Digital Platforms – the most widely used platform for GBDG in the past 5 years.

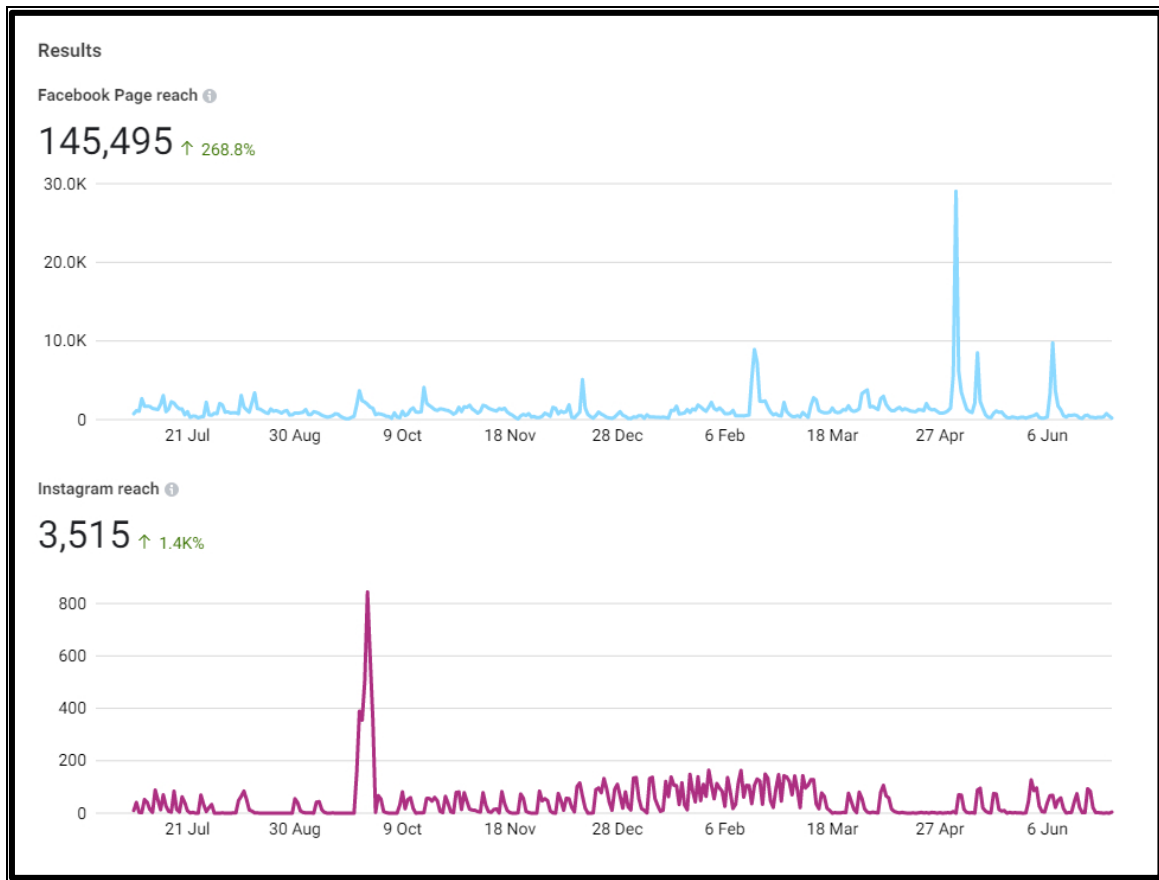
Print Media – although this platform has been used, it is not a platform that provides a good ROI and therefore the use of this type of marketing is reducing.



Marketing Activities

Annual Results

Facebook and Instagram



Facebook as at June 30 2021

| Date Range | Total Page Likes | Total Page Follows |
|------------|------------------|--------------------|
| Jun 2021 | 3864 | 4420 |

Twitter as at June 30 2021

| Date Range | Following | Followers |
|------------|-----------|-----------|
| Jun 2021 | 117 | 63 |

LinkedIn as at June 30 2021

| Date Range | Followers | Connections | Contacts |
|------------|-----------|-------------|----------|
| Jun 2021 | 140 | 1017 | 3644 |

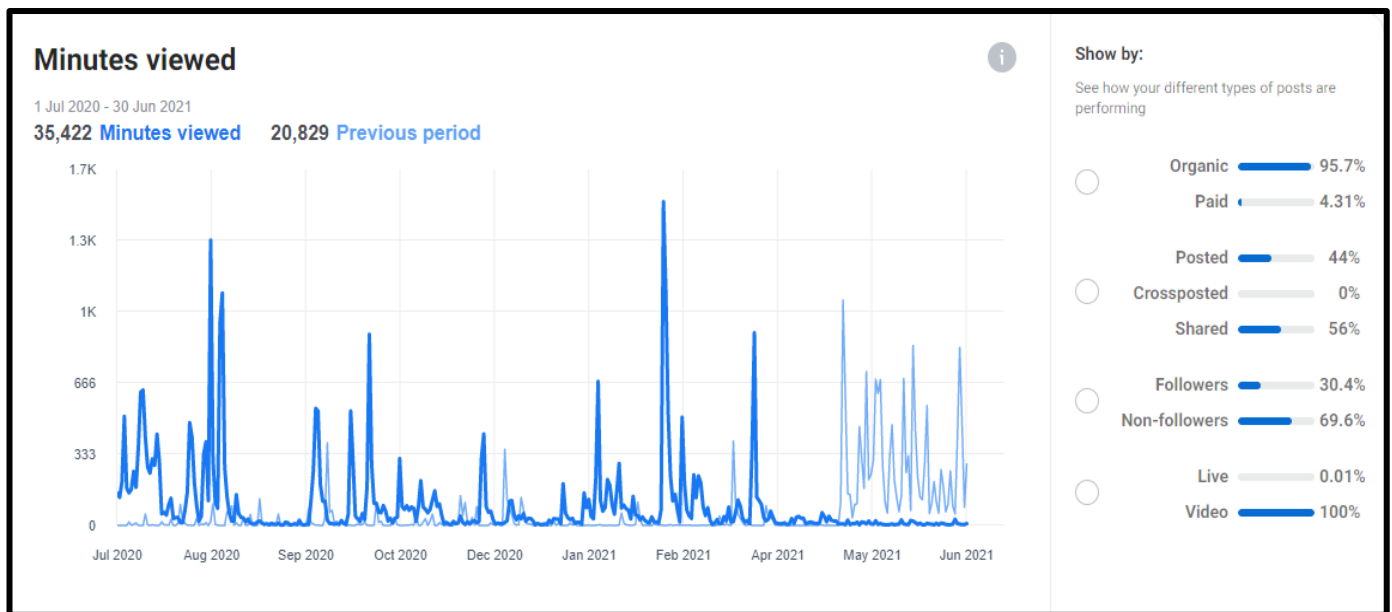
Instagram as at June 30 2021

| Date Range | Followers | Following |
|------------|-----------|-----------|
| Jun 2021 | 603 | 446 |

Videos



2020/21 compared to 2019/20



Top Videos 2020-21

| Video Name | Impressions | Engaged |
|---|-------------|---------|
| WHO HAS THE BEST COFFEE ☕ IN GAWLER? https://business.facebook.com/GawlerBusinessDevelopmentGroup/videos/3467862763276747/ | 11952 | 247 |
| WHO HAS THE BEST PIZZA IN GAWLER? https://business.facebook.com/GawlerBusinessDevelopmentGroup/videos/433322154789157/ | 8917 | 96 |
| International Men's Day Networking Event https://business.facebook.com/GawlerBusinessDevelopmentGroup/videos/769443707233283/ | 8750 | 59 |
| Winner of Best Coffee video https://business.facebook.com/GawlerBusinessDevelopmentGroup/videos/352875666023843/ | 7968 | 342 |
| Best Pizza winner Mamma Mia https://business.facebook.com/GawlerBusinessDevelopmentGroup/videos/263468835385483/ | 7619 | 437 |
| Mega Health Gawler interview https://business.facebook.com/GawlerBusinessDevelopmentGroup/videos/248676446804787/ | 7583 | 165 |

Christmas Greetings Trail and Shop Locally in Gawler Christmas Competition

Christmas in Gawler 2020 saw a total of 20 participating businesses, each displaying entries from the Mayor’s Christmas Card Competition for that year plus an array of decorations provided by GBDG.

The theme once again was a trail leading people to businesses showcasing the entries enlarged to approx. 1m x 1. There was also a sign in each window with a Christmas Greeting from the Gawler Business Community and an acknowledgement of the businesses that allow us to use one of their front windows for a display. A visual display specialist was engaged to decorate the participating businesses. The artists of the displayed cards and their families were notified and encouraged to visit the trail to see their child’s work, and extended family and friends also came for a look.

The event also included the Christmas Shop Locally in Gawler Competition where residents were urged to buy locally and to spend at least \$20 per business which then entitled them to an entry in the competition. Prizes were purchased from local businesses and with some businesses donated items for the hampers. Thursday 12th. The event was a huge success and will continue next year with a few changes.

Spend a minimum of \$20 at any business on the art trail for your chance to

WIN

A prize pool to the value of \$1000

- Simply spend a minimum of \$20 in one transaction in any of the participating businesses and ask the salesperson to stamp, date and sign your entry form.
- Tear off your entry and place into the blue box on the counter in store.

TERMS AND CONDITIONS: The promoter is Gawler Business Development Group whose registered office is at 88-91 Murray St Gawler SA 5102. The competition is open to residents of Australia except Board Members and Contractors of Gawler Business Development Group and their close relatives and anyone otherwise connected with the organisation or judging of the competition. A minimum of a \$20 purchase is necessary to enter this competition. By entering this competition, an entrant is indicating his/her agreement to be bound by these terms and conditions. Multiple entries from the same person are permitted (one per transaction). Closing date for entry will be Friday 11th December 2020. No responsibility can be accepted for entries not received for whatever reason. For full T & C go to the GBDG Website www.gawler.org.au.

ENTRY FORM

Entrant full name:

Phone:

Email:

Business:

Salesperson Name:

Salesperson Signature:

Date of Sale:

STAMP HERE

For further details, contact:
Caren on 0488 440 588
or caren@gawler.org.au

Christmas in Gawler

Mayor's Christmas Card Competition art trail

Special offers and Discounts

Enter our Shop Locally Competition
(Prize pool to the value of \$1000)

Gawler Business Development Group **Gawler**

www.gawler.org.au

93.8%

Christmas art trail



Follow the art trail to see displays of the Mayor's Christmas Card Competition and shop in the businesses listed below to enter our Christmas Draw. (Prize pool to the value of \$1000)

1. Sportspower

106 Murray Street, Gawler
Ask in store for special offer

2. Reminisce Photography

102 Murray Street, Gawler
Christmas themed photography sessions from \$49

3. The Travel Planner

136 Murray Street, Gawler
Buy a \$200 voucher and pay \$180

4. Evoke

Shop 7 Gawler Arcade, 126-128 Murray Street, Gawler
Ask in store for special offer

5. Gawler Hair Factor

Shop 4 Gawler Arcade 126-128 Murray Street, Gawler
Ask in store for special offer

6. Lagers and Barbers

139 Murray Street, Gawler
\$3 discount on each hair service

7. Cash Converters

119/125 Murray Street, Gawler
25% off of all jewellery in store

8. TCOY

112 Murray Street, Gawler
Ask in store for special offer

9. Gawler Sweets

106 Murray Street, Gawler
15% discount on any spend amount

12. Ministry of Hair

84 Murray Street, Gawler
20% off colour cut and blowdry on a Wednesday and a Friday

11. Techme Gawler

78 Murray Street, Gawler
Notebook Slips for \$20.00, normally \$29.95

12. Lifeline Gawler Shop

Shop 3, 3 Tod Street, Gawler
Ask in store for special offer

13. Forever Lee

70 Murray Street, Gawler
\$30 clearance racks of selected t-shirts and muscle tops

14. Poetic Justice Cafe Gallery

3 Walker Place, Gawler
Ask in store for special offer

15. PT Nails

50 Murray Street, Gawler
Ask in store for special offer

16. Gawler Flower Gallery

61 Murray Street, Gawler
Ask in store for special offer

17. The Kingsford hotel

32 Murray Street, Gawler
"Stonegrill" Rump Steak \$20

18. Gawler Slice Pizza

5/41 Murray Street, Gawler
Pizza range from \$10

19. Gawler Cinema

11 Murray Street, Gawler
Purchase a small or medium sized popcorn and receive free upgrade to the next size



"Christmas in Gawler" Shop Locally Competition

Spend a minimum of \$20
in one transaction,
at any of the participating
businesses, for your chance to
go into our Christmas draw.
Prize pool to the value of \$1,000.
Conditions apply

Visit www.gawler.org.au
for full terms and conditions

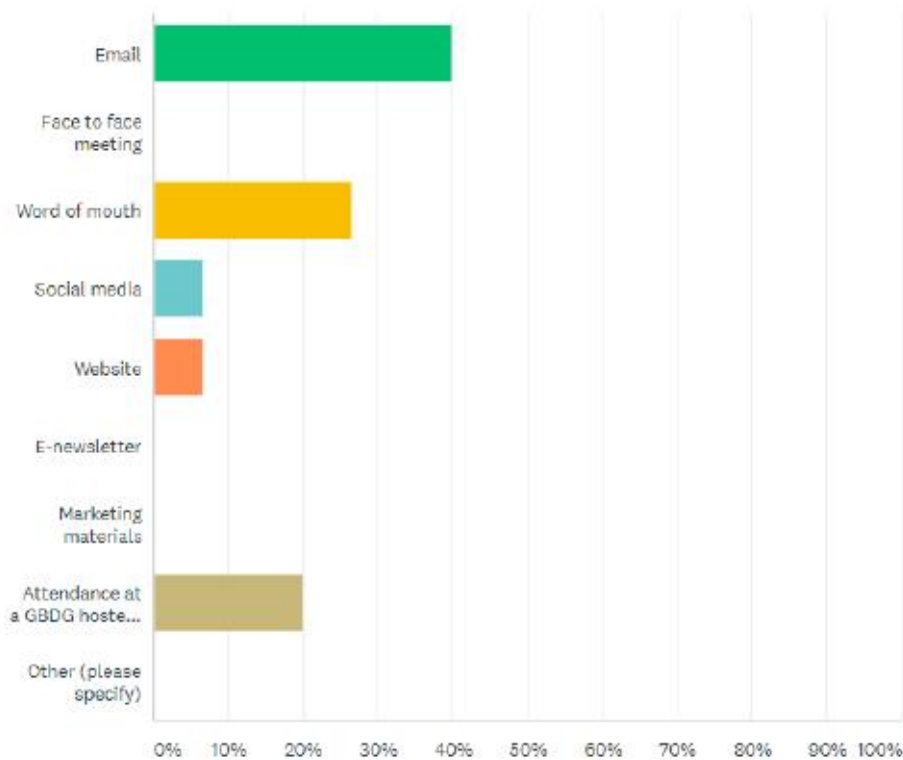


Annual Member Survey

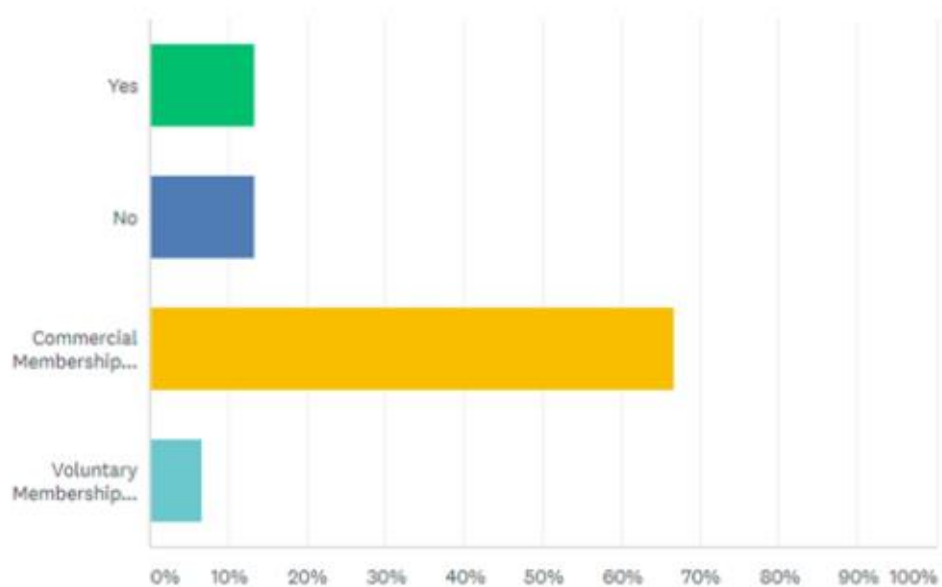
Each year GBDG surveys the member base to determine if the Board is delivering what the members are looking for and the effectiveness of what is delivered. The results of the survey are included below.

Results from member survey 2019

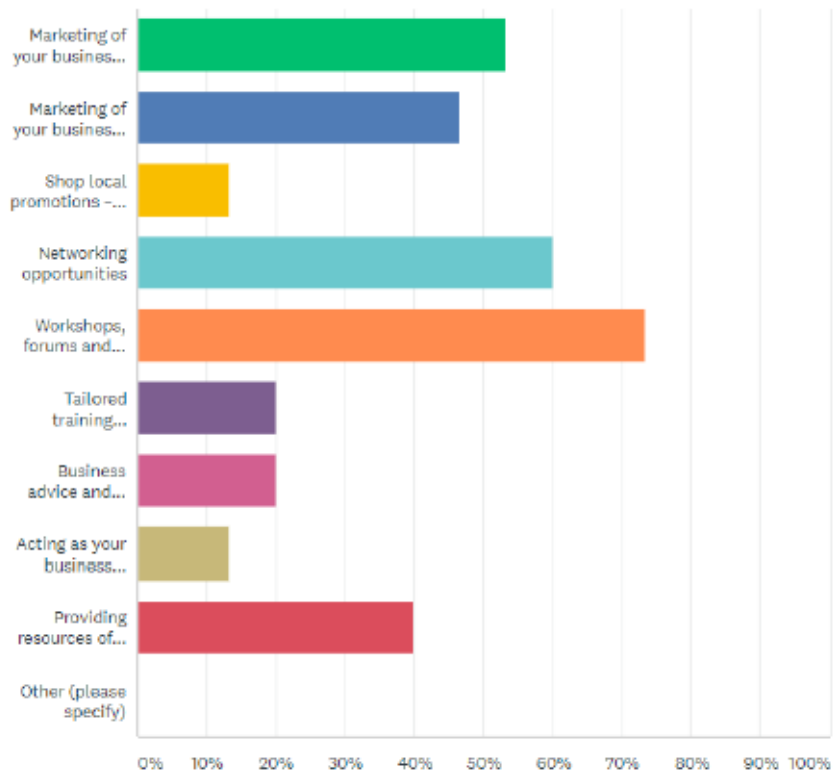
How did you hear about the GBDG?



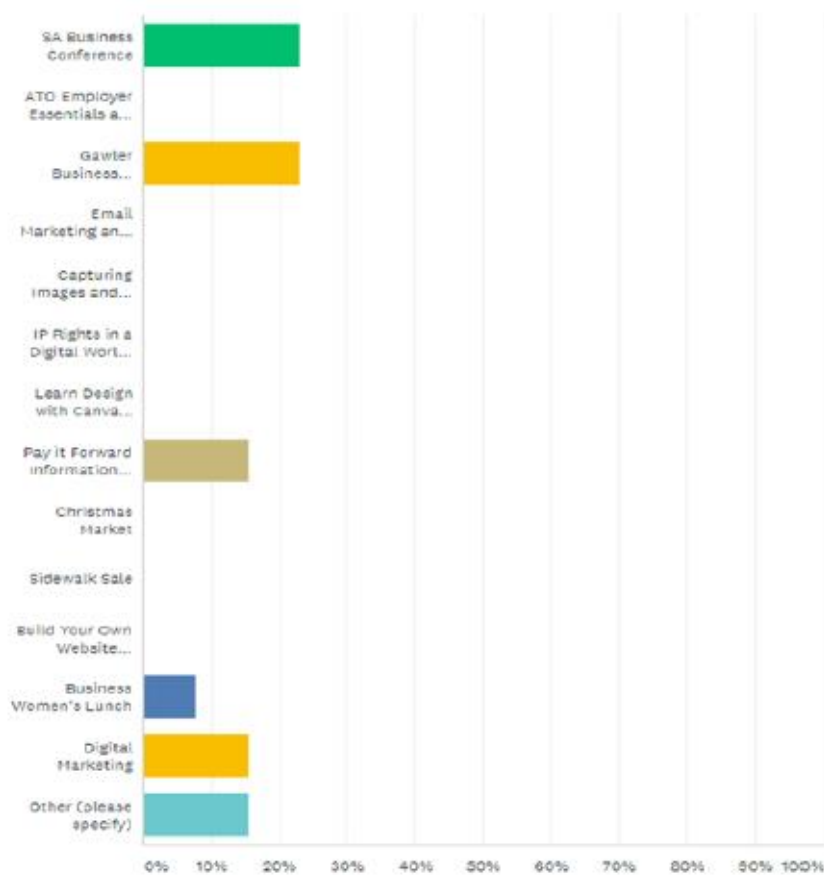
Are you a member of the Gawler Business Development Group?



The Gawler Business Development Group provides various marketing and business development opportunities to its members. What member benefits do you find most valuable? Please tick all that apply



Have you participated in any of our events in the past year? If you have attended more than one listed below, please write all of those you attended in the other section



Other:

Showing 2 responses:

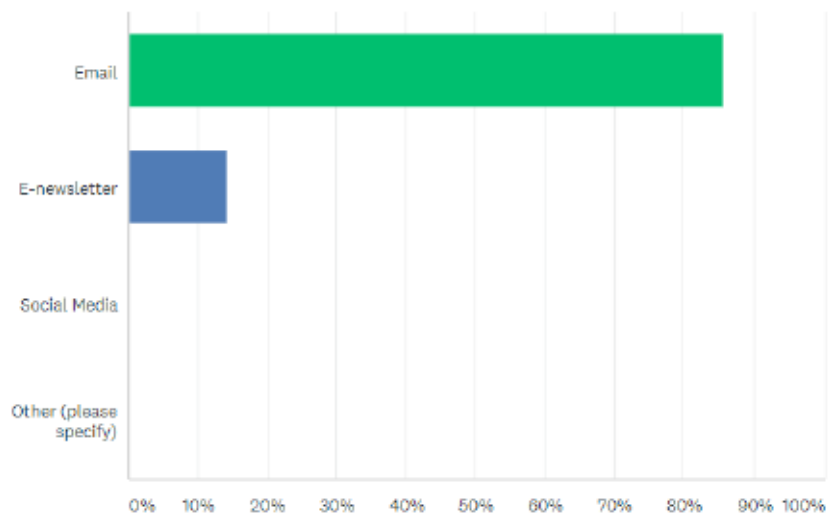
- Business breakfasts, SA Business Conference, Pay It Forward, Business Women' Lunch
 9/19/2019 6:27 PM [View respondent's answers](#) [Add tags](#)

- SA Business conference, Business Breakfasts, Capturing images & videos with your iPhone workshop, IP Rights Workshop, Design with Canva workshop, pay it forward info session, Build your own website workshops, Business Womens lunch, Digital Marketing
 8/27/2019 1:27 PM [View respondent's answers](#) [Add tags](#)

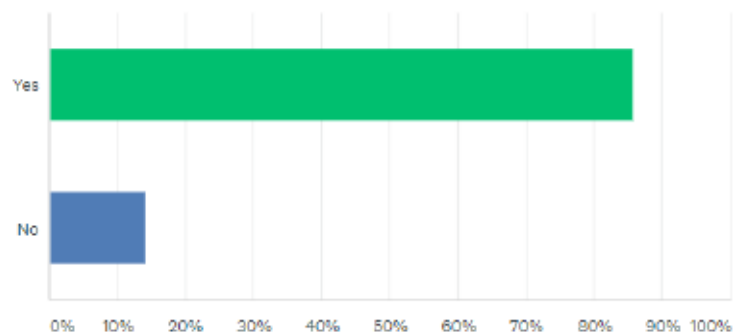
What types of events or workshops would you like to see us host in the future?

- Self development, Team development, Better business management systems
11/8/2019 3:09 PM [View respondent's answers](#) [Add tags](#) ▼
- Keep up the variety of workshops - I don't go to all, but everyone has different priorities.
9/19/2019 6:27 PM [View respondent's answers](#) [Add tags](#) ▼
- A full Community Businesses forum so we can all ask one another why we don't buy from each other. Why do we buy elsewhere, what can we do about it, can we commit to being a community of doing business together instead of just talking about it, what is the future for our business community from the impacts by not buying from one another.
8/28/2019 12:22 PM [View respondent's answers](#) [Add tags](#) ▼
- Further networking
8/28/2019 11:20 AM [View respondent's answers](#) [Add tags](#) ▼
- Similar as in the past
8/28/2019 10:56 AM [View respondent's answers](#) [Add tags](#) ▼
- I think you have done a great job thus far well done ! No suggestions
8/27/2019 6:14 PM [View respondent's answers](#) [Add tags](#) ▼
- Marketing setting up visual display in retail shop
8/27/2019 1:29 PM [View respondent's answers](#) [Add tags](#) ▼
- More digital based workshops around advertising, promotion and how best to utilise which digital space that suits you best.
8/27/2019 1:27 PM [View respondent's answers](#) [Add tags](#) ▼
- Retail skills: phone, body language, listening, ticketing
8/27/2019 12:43 PM [View respondent's answers](#) [Add tags](#) ▼
- Digital, dealing with government, how to save money
8/19/2019 4:13 PM [View respondent's answers](#) [Add tags](#) ▼

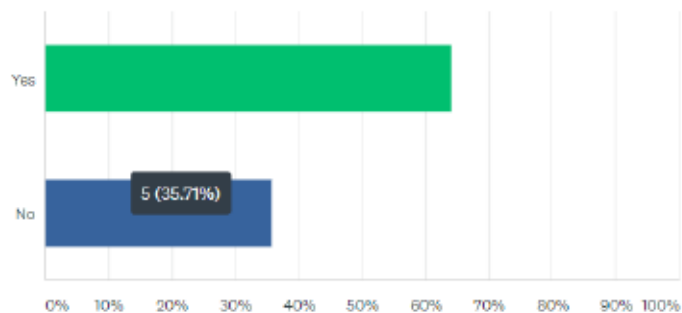
How do you prefer to receive news/announcements from our organisation?



Are you aware that GBDG recently commissioned a television commercial and an episode on South Aussie with Cosi, to showcase the Town of Gawler?



Have you seen the television commercial or the featured episode on South Aussie with Cosi?



Comments:

- As a general introduction to Gawler it is fine.
9/19/2019 6:27 PM [View respondent's answers](#) [Add tags](#) ▼
- It is great to place Gawler on the map by doing these commercials and bring people here, but we still need to look at each other why we do not buy from one another.
8/28/2019 12:22 PM [View respondent's answers](#) [Add tags](#) ▼
- Looked great and well organized
8/28/2019 11:20 AM [View respondent's answers](#) [Add tags](#) ▼
- Was to focused on the Gawler Main Street
8/27/2019 6:14 PM [View respondent's answers](#) [Add tags](#) ▼
- good
8/27/2019 5:32 PM [View respondent's answers](#) [Add tags](#) ▼
- Great presentation of Gawler
8/27/2019 1:29 PM [View respondent's answers](#) [Add tags](#) ▼
- I think its an amazing space for Gawler to be a part of and it really gives people a fabulous snap shot of what Gawler has to offer these days
8/27/2019 1:27 PM [View respondent's answers](#) [Add tags](#) ▼

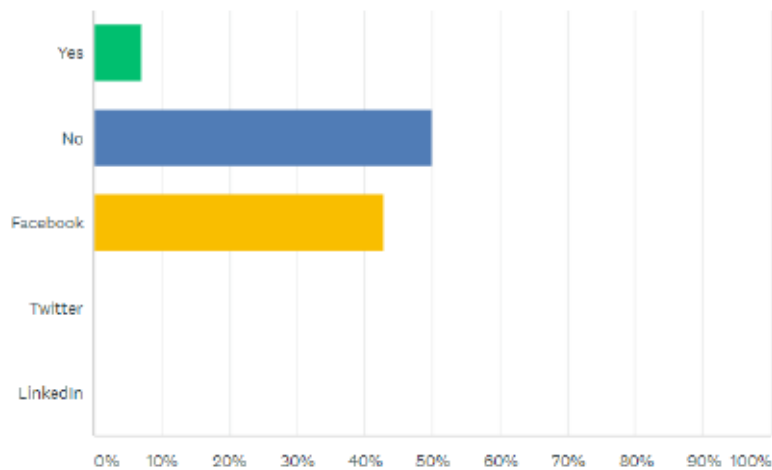
love cosi
8/27/2019 12:17 PM

[View respondent's answers](#) [Add tags](#) ▼

It was great
8/19/2019 4:13 PM

[View respondent's answers](#) [Add tags](#) ▼

Do you currently follow our organisation on social media? Please tick any that apply



What suggestions do you have to help us improve?

Keep on surveying and encouraging feedback - It is the only way to grow
9/19/2019 6:27 PM

[View respondent's answers](#) [Add tags](#) ▼

We need to all share our businesses services, if the price is the issue lets talk about it. Why can we not have a business professional code of doing the business local to give our town prosperity.
8/28/2019 12:22 PM

[View respondent's answers](#) [Add tags](#) ▼

Nil
8/28/2019 11:20 AM

[View respondent's answers](#) [Add tags](#) ▼

Doing a great Job status quo
8/27/2019 6:14 PM

[View respondent's answers](#) [Add tags](#) ▼



none

8/27/2019 5:32 PM

[View respondent's answers](#)

Add tags ▼



I would love to see more of an emphasis shone on the home-based business' as they are also a large part of the Gawler business sector

8/27/2019 1:27 PM

[View respondent's answers](#)

Add tags ▼



copy of meeting summary

8/27/2019 12:43 PM

[View respondent's answers](#)

Add tags ▼



Keep it up

8/19/2019 4:13 PM

[View respondent's answers](#)

Add tags ▼

As a follow up to the results of this survey GBDG has engaged a professional marketing company to conduct a much more in-depth survey to assist with the development of an ongoing marketing strategy.

The results of the new survey will be included in the 2021/22 Annual Report.

Google Analytics 2020/21



Analytics All Web
Site Data Audience (



Analytics All Web
Site Data Pages 2020

GBDG Audited Financials 2020/21



Audited Financial
2020 - 2021 6 Sept 2

GBDG 2020/21 Board Members

Chair – Louise Drummond

Deputy Chair – Raff Stomaci

Public Officer/Secretary – Debra Veltman

Treasurer – Rob Milanese

General Members

Kevin Fischer, Ali Eberhard, Kate Cowell, Leon Budden, Leanne Stovell, Tony Piccolo, Gary Iremonger,

Council Representative

Cr. Paul Koch

Proxies

Akram Arifi

ENDORSEMENT

The Board of the Gawler Business Development Group passed a motion to endorse the 2020/21 Annual Report
its Annual General Meeting dated 16th November 2021.

Signed: 

Chairperson

Gawler Business Development Group