

Committee meeting 18 May Wednesday 5.30pm MacKellar motel

Opening at 5.40pm

Present: Jamie Chaffey (chair), Ann Luke, Lauren Robertson, Stacey Thibault, Treena Daniels, George Hoddle, Tim Duffy, Jim Farquhar, Mike Broekman (arrived 6.01pm)

Apologies: Lorraine Boyce, Wendy Marsh

Motion: that the apologies be accepted Ann Luke/Treena Daniels. CARRIED

Minutes previous meeting held Wednesday 20 April 2016

Motion: That the minutes as read/circulated be adopted as a true and accurate record Ann Luke/Treena Daniells. CARRIED

Business Arising

- Update on the Murray Darling application process – Successful recipient Many Fabrication and Engineering
- As part of the process the president made contact with the people at the state department to check that the successful application had been lodged on time, which it had. This allowed the Chamber to pay out \$1000 to the successful applicant. The executive were notified and happy with the process and the remainder of the funds have been returned to council. A total of \$6000 of the \$7000 on offer.
- It was agreed that although we only had one applicant it was a good start to the process and worth it.
- Other applications have been lodged but are still to hear of the outcome of process.

Correspondence incoming

- Various re NingBo delegation
- Email from Stripes expressing interest to be major sponsor for the 2016 Business and Service Awards
- Email from Chris Frend, Gdh Shire Council, re Notice of Exhibition Draft Destination Management Plan (Tourism)
- Tender Opportunity – Plant/Equipment Hire through GSC
- Emails from Jodi Dolbel and Bridie George in relation to Event Manager position.

Correspondence Outgoing

- Various re NingBo delegation
- Murray Darling Basin Diversification Fund –re fund recipient (confidential??)
- Letter to Australia Post regarding the rental of our post office box in relation to an out dated ABN
- Email to John Michael from Tafensw regarding sponsorship

Motion: that the correspondence be accepted Jamie Chaffey/ George Hoddle CARRIED

Gunnedah & District Chamber of Commerce and Industry Inc - Bank Reconciliation

Bank Reconciliation Summary

Cheque Account CBA
 GUNNEDAH AND DISTRICT CHAMBER OF COMMERCE AND INDUSTRY
 INCORPORATED
 As at 30 April 2016

Add Summary

Date	Description	Reference	Amount
30 Apr 2016	Balance in Xero		24,351.53
Plus Outstanding Payments			
19 Apr 2016	Australia Post Gunnedah	71	71.44
Total Outstanding Payments			71.44
30 Apr 2016	Statement Balance		24,422.97

Gunnedah & District Chamber of Commerce and Industry Inc - Profit & Loss

Profit & Loss

GUNNEDAH AND DISTRICT CHAMBER OF COMMERCE AND INDUSTRY
 INCORPORATED
 1 April 2016 to 30 April 2016

Add Summary

	30 Apr 16
Income	
2015/2016 Mehlp	163.64
Events	40.91
Giftcard Related Income	198.62
Interest Received	0.50
Total Income	403.67
Gross Profit	403.67
Less Operating Expenses	
Admin Contractor	442.50
Bank Fees	11.26
Dues & Subscriptions	360.81
Postage	64.95
Total Operating Expenses	879.52
Net Profit	(475.85)

Gunnedah & District Chamber of Commerce and Industry Inc - Profit & Loss

Profit & Loss
GUNNEDAH AND DISTRICT CHAMBER OF COMMERCE AND INDUSTRY INCORPORATED
 1 July 2015 to 30 April 2016

Add Summary

	30 Apr 16	30 Jun 15
Income		
2013/2014 Mahip	0.01	0.00
2014/2015 Mahip	0.00	6,631.72
2015/2016 Mahip	9,454.29	5,822.57
Donations	2.72	0.00
Event Income Sundry	150.00	0.00
Events	27,769.05	6,611.71
Giftcard Related Income	1,421.49	3,269.99
Grants	10,000.00	0.00
Interest Received	22.63	114.46
Sponsorship	4,545.46	1,090.52
Total Income	53,355.65	23,641.37
Gross Profit	53,355.65	23,541.37
Less Operating Expenses		
Accounting Fees	0.00	350.00
Admin Contractor	12,035.45	3,822.00
Advertising & Marketing	13,038.04	11,839.93
Bank Fees	237.87	17.00
Committee Expenses	0.00	326.36
Dues & Subscriptions	2,405.54	320.45
Gift cards	4,418.18	0.00
Insurance	0.00	670.51
License Fees	54.00	0.00
Member Events	10,578.74	6,228.89
Postage	667.79	1,060.37

Printing and Stationery	3,109.36	796.76
Surveys	0.00	207.27
Total Operating Expenses	46,762.97	25,462.54
Net Profit	6,592.68	(1,921.17)

Gunnedah & District Chamber of Commerce and Industry Inc - Bank Reconciliation

Bank Reconciliation Summary

Cheque Account CBA
 GUNNEDAH AND DISTRICT CHAMBER OF COMMERCE AND INDUSTRY INCORPORATED
 As at 17 May 2016

Add Summary

Date	Description	Reference	Amount
17 May 2016	Balance in Xero		18,831.52
Plus Un-Reconciled Bank Statement Lines			
17 May 2016	JA Berry Hardware JABERRY	MIS	150.00
Total Un-Reconciled Statement Lines			150.00
17 May 2016	Statement Balance		19,081.52

Gunnedah & District Chamber of Commerce and Industry Inc

Meeting 18th May 2016

Accounts to be approved for payment - amended

Australia Post – Account 9250074	\$ 84.55
Wialla Group – various admin	\$ 645.00
Gunnible Pastoral Co – NingBo dinner 6/5/16	\$2,326.36
Mackellar Motel – NingBo dinner 5/5/16	\$ 655.65
Stripes Engineering reimbursement for:	
• Jamie Chaffey flight to Sydney for Council and Chamber meeting Mike Baird 24/2/16	\$ 550.00
Alysha White reimbursement for:	
• Fast Printing CoC member stickers	\$ 76.12
Many Fabrication – rebate on MDBRED application fee	\$1,100.00

Plus cheque to be written for Australia Post to pay next account which will include the P O Box rental before next meeting – max value of cheque agreed at previous meeting of \$250.00

Reconciled balance at bank at 30th April 2016 see attached \$24,351.53

Balance at bank 18 th May 2016 (date reports prepared)	\$19,081.52
Less cheques presented for payment – per list above	\$ 5,437.68
Bank balance once cheques presented	\$13,643.84

Accounts Receivable @ 18/5/16

NingBo Gunnible dinners invoiced \$ 132.00

Other Monies potentially to be received

Gunnedah Shire Council – yet to be applied for – Reimburse outstanding expenses NingBo visit	
Expenses	\$2,710.92
Dinner invoiced	\$1,360.00
	<u>\$1,350.92</u>

Gunnedah Shire council has announced they are willing to reimburse us for any out of pocket expenses in relation to the Ningbo tour up to \$2600 as originally agreed upon. The Chamber will invoice the council \$1350.92.

Motion: That the amended report be accepted, increase the amount for Australia Post to \$250, the accounts receivable less \$44.00 and the monies to be invoiced to the Shire Council be \$1350.92. Treena Daniells/Stacey Thibault. CARRIED.

Reports/Projects

1. Gift Card – (Ann Luke)

Gunnedah Gift Card, report from Working Group

Working Group met on Thursday 5 May and again on Monday 16 May

- We have been visiting all the stores to replace their old gift cards with new Whitehaven branded cards (each of us agreed to visit a number of the load up stores, this nearly complete)
- A few stores have pulled out of being load up stores although they are happy to stay on a redeeming stores. We need to revamp the posters and supporting material to highlight those stores which are still participating. One store pulled out of being a redeeming store
- Some of the load up stores at times do not have staff who know how to load up the cards and this has led to frustrations.
- The group felt that overall the gift card project is a disappointment, especially the lack of uptake by some of the larger coal mining concerns. We also applaud the local businesses (Council, Stripes, Gunnedah Leather Processing, Browns Tyre service) who have used the card for staff incentives
- We feel that more promotional work could be done, but this is constrained by working group member's time. This work would involve business visitation for communication and feedback; updating posters, managing bulk buys, maintaining store levels of cards, and Facebook promotions working in with stores and special events
- We feel that a further 6 months should be given to the project, and to work harder to promote it, and would request the use of paid admin support for this to the level of one hour per month
- Reassess whether to continue in 6 months (after Christmas).

- The Why Leave Town group provide some support but won't directly promote the cards to businesses and the working group is too time poor give it justice. Admin support would help here.

- The gift cards are a good option for petty cash. Various local shops involved with details available of those on the Chamber website
2. Sponsorship funding group (Jamie Chaffey)
 - Sponsorship notice has been sent out to the membership notifying that the sponsorship prospectus will be available for review towards the end of the month. Some initial responses have been received and the prospectus will be circulated online and elsewhere to help sell the remainder of the sponsorship packages. Those that have submitted letters of intent already will be given priority.
 3. Gunnedah Open for Business (Jamie Chaffey)
 - The chamber president met with minister John Barilaro who thought the project was a great idea and suggested he come up be available for its opening. The 12 nominated larger businesses will conduct a survey and once the results are collated, and John is available to do so, a Gunnedah business event will be organised whereby chamber will invite small, medium and large businesses to an opening with meal and networking style speed dating between businesses. This will give them an opportunity to meet and discuss what they can do for each other in a business sense. Encouraging especially for small and medium sized businesses who being time poor can't get out there to meet the potential businesses they'd like to do business with.
 4. Gunnedah Business and Service Awards 2016 (Mike Broekman)
 - Several meetings have taken place over the past months and in conjunction with the NSW Business chamber it has been decided that the Business and Service Awards will be held this year and linked in with the Regional Business and Service Awards the following fortnight. The date has been set for the 26th August with a potential major sponsor in Stripes for the naming rights. Some concerns about fitting the awards within the time frame using volunteers from the committee so it was decided that an event manager will run the awards. Once a successful candidate has been found work will begin over the next couple of weeks to work out the structure of the awards and go out for sponsorship. Sponsors being sought for categories, 16 in total, which will cover the advertising, venue and other related costs with a emphasis on trying to keep the cost of the meal to a minimum in order to attract a wide variety of people across the community to attend. The category winners will be able to go through to the regional awards 2 weeks after. Good support from the council. The subcommittee thought that unless we had the right person to manage the event at a reasonable cost then it wouldn't go ahead this year. The information and the project management database will be the property of the chamber which we haven't had in the past. This will be a good resource going forward. The Treasurer would like to meet with the successful candidate asap in order to get financial processes in place before they get up and running.

Motion: That the Chamber committee endorses the sub – committee's role to make the management and financial decisions in relation to the 2016 Business and Service Awards. Ann Luke/Treena Daniels. CARRIED.

Draft Committee meeting minutes Wednesday 18 May 2016

5. Networking Report – George Hoddle

Gunnedah Chamber of Commerce Networking Events Preliminary Report

I confirm that I have undertaken some preliminary investigations in respect of how the Gunnedah Chamber of Commerce could revisit the way in which we as a chamber put forward businesses through networking events.

From discussions and experience we have had mixed success from networking events and I have attempted to provide a framework whereby we can agree to a system which should maximise the return on time and money that businesses and the chamber invest in networking events.

Event Hosting

Most business owners would not have experience in event management or networking events. The chamber therefore needs to provide services to its members to ensure that the networking opportunities are maximised.

By providing assistance through a liaison officer such as Alisha White we would be able to communicate with the hosting business in periods leading up to the event. My recommendation would be that a meeting six months from the event be held between a liaison officer and a followup meeting two months later with email contact every month leading up to the event. A month out from the event a check list should be undertaken with the hosting member so as to ensure that invitations have gone out to its client base which should be then cross referenced to invitations being sent to our members.

It is important to keep a focus on one of the key benefits of networking events which is attracting new members to the chamber.

Ideas that the chamber could provide to a hosting business are as follows:

- Public speaking preparation. We could potentially partner with the local toastmaster or if there is a business coach within the chamber to have them offer one complimentary session to the hosting business.
- To incentivise attracting new members to attend the networking event, we should provide a platform where they can market their business. Other chambers allow new members, a free opportunity to undertake a one minute elevator speech at the next social event. It may be that we could also offer these new members a one-hour free coaching session.
- Remember that for a hosting business it is an opportunity for them to interact with their existing client base as well as the chamber. We should make available all points of contact that the chamber has at its disposal including but not limited to Facebook, email and database.

Ideally, we need to create a marketing strategy timeline which can be rolled out for each networking event.

Networking events highlight the need to have an agreed calendar so that we might stick to timelines.

What Can We Do To Help

Basically, the issue has been in some regards a lack of attendance.

If we can agree as a committee to divide the networking events between us and place some responsibility on the members of the committee to attract say 5 to 10 attendees each then in effect we will be able to guarantee the success of networking nights. This may only require prompting phone calls or telephone calls to ensure that we get people to go along to events.

Regards

George Hoddle

6. Ningbo Delegation visit – (Jamie Chaffey)

- Successful tour with the help of council who put a document together explaining the agenda, who the delegates were as well as a biography of chamber committee members. It was agreed that given the time constraints the visit went very well with much thanks and effort to president Jamie Chaffey for his co-ordination of the tour. Due to cost recovery and financial support from the council the chamber didn't have to spend its own budget. mygunnedah gave excellent photographic and video coverage at the events and visits and the chamber acknowledged thanks to Christoph Nagele for his contributions. 22 letters of thanks have been sent to all those who opened their businesses and gave of their time to the tour. There have been many responses to those letters thanking the Chamber for the opportunity of being involved. It was discussed a reciprocal visit to the Cixi city region would be organised with Chamber and Council representatives with the intent of developing a sister city relationship into the future. Dates of this tour are yet to be confirmed. Many chamber committee members keen to participate in this visit. If it is coordinated in conjunction with council there is a better chance of developing a sister city relationship than if chamber organises a tour independently. Other chamber members, outside the committee, have displayed interest too.

7. Survey update (Ann Luke)

- Currently 30 or 40 businesses have taken part in the survey. It was decided that it will be closed off on the 31st May. Council has sent an email to their business list also. It initially ran at 95% in favour of mining and now in addition with the public component it is down to 75% in accordance with trends over the past couple of years. Discussion was made about the responsibilities of the Chamber to represent the majority views of our membership. Some committee members thought that although this is the case Chamber should be careful about disenfranchising the percentage of the business community who are in the minority. Some concerns were raised about how the data is represented to the public but it was conceded that the chamber has an obligation to reflect the views of the public and be a voice for public opinion.

8 Tourism subcommittee (Jim Farquhar) – No report

9 Spirit of Christmas festival - Ann Luke/Jamie Chaffey

- Chamber has been contacted by council to see if we are planning to organise a Christmas festival this year. The general consensus from the committee is that we would like to hold the festival again in 2016. A few timely issues need to be addressed early including the initial paper work to council relating to the risk assessment, road closure and notifying emergency services like the police and ambulance. The date has been set for Thursday 15th December. If the festival is held too much earlier the shop gunnedah component won't work so well. It must be timely and not held too close to Christmas. The committee discussed whether it is prudent to have a working group or sub-committee to help coordinate the effective running of Shop Gunnedah and the Christmas fair. Strict management and structure within a working group or subcommittee will help negate some of the negative aspects experienced last year. It is part of our major sponsorship calendar of events so will available to any business wanting to be the major sponsor.

Motion: That we undertake the initial administrative steps to give us options about holding the Spirit of Christmas on Thursday 15th December. Ann Luke/Treena Daniells. CARRIED.

Upcoming Events

- June Networking Event – Tuesday 7th June @ 5.30pm – Gunnedah Shire Council

With upcoming local government elections Gunnedah Shire council has been asked to put on an event open not only to members of the chamber but also the community in general, especially businesses. They would have representatives giving a talk on the roles and responsibilities of being a councillor if anyone is interested in considering standing for election. Chamber would like to encourage business representatives to attend this information session or consider the opportunity of being a councillor.

- Meet the candidate federal

President Jamie Chaffey is still in discussions with the Tamworth Business chamber in relation to meeting the federal candidates here in Gunnedah before or after their visit to Tamworth on the 21st June leading up to the federal elections. Mark Coulton has been invited to attend also and will give people of Gunnedah a good opportunity to meet their candidate now we are in the seat of Parkes. Early discussions have proved positive. Some funds might be available from the NSW business Chamber to help with providing a venue and food. Committee believe it is important that the Chamber provide this information to our membership.

Calendar

Networking – June 7th – Gunnedah Shire Council

July – TBC (possibly Walker Beer in new premises)

August – Carroll Cotton visit – Saturday or Sunday. See how the gin works

Meet The Candidates – 20th or 22nd June

Gunnedah Open For Business Speed dating event – July

Chamber AGM – 20th July

Gunnedah Business and Service Award – Friday 26h August

Try a Trade – Early November

Spirit Of Christmas Fair – 15th December

Reciprocal visit to China – Possibly late September or early October

General business

1. Administration role – making it easier for next secretary

It has become apparent that due to the nature of this position Chamber will need to advertise the position to find someone willing to take on extra responsibilities in relation to managing special projects as well as general administrative duties on a contract based arrangement. Secretary Ann Luke has expressed that she is stepping back from being the fall back person for the administrative role and a new solution will need to be sought. Suggestions were made that a job description be written and expressions of interest sought on an annual basis or a contract basis.

2. Newsletter

In the past the monthly newsletter has been a means of getting new members and telling the wider business community what activities the Chamber is involved in. The cost of posting the newsletter is currently approximately \$75.00 / month. The committee discussed whether it was worth maintaining this service. It was decided that there were benefits in maintaining this service and it is value for money if it's reaching the broader community.

Membership

1. Renewals to be sent in early June – invoice from Xero with updated membership and NSW Business Chamber opt in.. ... email or snail mail?

Discussion whether the 2016/17 membership invoices should be emailed or mailed this year. Most thought it was better to send it out via email instead due to postage costs and ease. It was agreed that they would be emailed initially with a follow up hard copy if not paid within the time frame or with a follow up phone call.

Membership invoices will be sent out the 1st week in June. Alysha to coordinate the mail out with the treasurer. A renewal membership form will be sent out with the June newsletter and emailed to members as well this month.

New Members: Carroll Cotton

Motion: Carroll Cotton be accepted as a new member. Treena Daniels/Lauren Robertson. CARRIED

Next Meeting

1. Committee : Wednesday 15 June
2. Wednesday 13th July – Quick meeting for approval of reports prior to the AGM
3. AGM - set for 20 July, therefore the committee should have one more meeting prior to the AGM to approve the reports which will be presented. Approval of funds for drinks and/or nibbles at that meeting

Motion: The Committee will spend up to \$150 on nibbles for those attending the AGM at the Bowling Club. Ann Luke/Michael Broekman. CARRIED.

Meeting Closed: 7.31pm