

Gunnedah & District Chamber of Commerce & Industry Inc.
Committee Meeting Tuesday 25 August 2020 5.30pm
MINUTES
Namoi Valley Brickworks Meeting Room

Present: Juliana McArthur, Michael Broekman, Susan Frater, Paul O'Donnell, Bill Ashford, Benita Anderson, Gail Paddison, Andrew Garratt, Tracie Finlay, Amanda Heinemann (Admin)

Apologies: Stacey McAllan

Chair: President Juliana McArthur opened the meeting at 5.43pm

1. New Committee Goal Setting

The Committee members were asked to note down

- a. Their goal as to their own contribution on the Committee
- b. The main thing Chamber should do this year
- c. What they see as the role of the Chamber Committee

The notes were held over for the President to review and to discuss at the September meeting.

2. President's Report

- Juliana welcomed everybody and thanked new Committee
- Two speeches this week – to Rotary – talking about getting through difficult times
- Seeing the benefits now of JobKeeper and Temporary Cashflow Boosts for businesses dealing with COVID-19 but they will come to an end
- Sees an important task for the Committee to determine to invigorate Gunnedah and find out what our members want – more diverse and representative - Get members applying for Invigorate Program and look at ways to get a feeling for what members think – how to report back to Council
- Member Emails – Mail Chimp – what to distribute – Futurise, VendorPanel, Localise
- Priorities – Saleyard Complex, Skills - PreEmployment Course at TAFE

Discussion of issues with Gunnedah TAFE, Committee members commented on problems their own businesses are having, can't find out what courses are being run at Gunnedah TAFE, and issues with the name and promotion of the PreEmployment PreApprenticeship course.

Whitehaven Coal is arranging a meeting with Kevin Anderson to discuss the courses and opportunities at Gunnedah TAFE. President Juliana and Mike Broekman requested to be invited – Andrew from Whitehaven to action.

3. Christmas Fair

Tracie Finlay, contracted Christmas Fair Coordinator, reported she was unhappy to hold the actual event as planned in late November and felt a decision to not hold it was required at this month's meeting.

Tracie noted 3,500 people attended last year and feels it is too much risk to gather the community together in case of ongoing community transmission of COVID-19. Instead, she recommended the development of a community-led Shop Local Christmas campaign, promoted in the media, and with a major promotion such as a major raffle prize.

The Committee discussed some general options to boost businesses and services, showcase local products, looking at a major hamper or more, smaller prizes. Street decorations, lights and banners were suggested. A minimum spend on an entry form for this year (last year no minimum spend in the lucky draw). Fair Trading to be checked for requirements for lucky draws given large prize discussion. Potentially keep shopping campaign going until mid-December, past proposed Christmas Fair date. More work to be done to work out how to announce that the event is off and what will replace it.

It was moved Juliana seconded Gail that the Chamber not hold the Christmas Fair on 27 November and replace it with a local Christmas campaign. Carried.

4. Whitehaven tour of Vickery Mine Extension

Following a request from President Juliana, Andrew advised as soon as Procurement office staff are allowed to travel from the Hunter Whitehaven will host a site tour – of mine area and Kurrumbede - and information evening. Existing suppliers, Chamber members and potential suppliers of goods and services will be encouraged. Andrew will keep Committee informed.

5. Membership Drive

Susan advised Chamber's application for \$4000 from the Business Partner Program had been partly successful, with funding of \$1400 granted. The budget for the Membership Drive had been agreed with Tracie as \$5000, the grant plus \$1000 from Chamber funds. New memberships of \$180 each were expected to return this investment.

In discussion it was noted that Tamworth membership for large firms was \$660 and there were tiers of lower fees for membership and higher contributions as sponsorship. It was felt the 2020-21 rate was set but that next year a lower rate for sole traders and some kind of tiered e.g. Gold, Silver, Bronze and potentially a Junior Chamber rate could be considered by the Committee.

After discussion it was moved Michael seconded Susan that the Chamber top up the amount required to the originally agreed \$5000 for the Membership Drive coordinator. Carried.

The committee also encouraged the Christmas Fair Coordinator to consider the use of the available bank balance to support media spending for the new Christmas Campaign noting it will be an investment and assist in gaining traction for membership.

6. Payments for Approval

The following invoices were discussed and moved for payment by Susan seconded Benita. Carried.

- Stacey McAllan \$97.50
- Gunnedah Hotel \$129.00
- Amanda Heinemann \$187.00
- Elders Insurance \$938.00

7. Landline at Wayne Cadman's office – Issue

It was noted by the President and Secretary that the landline, local phone number listed on our website is disconnected. President asked Amanda to remove the number from the website. Secretary to contact Wendy Marsh for an update and/or Wayne Cadman. Secretary to contact Wayne Cadman to thank him for the number for these many years and confirm future arrangements for Chamber items in storage. Membership has been extended to Wayne Cadman & Associates again in 2020-21 as per the previous arrangement.

8. Media Policy

The President advised the Committee of the current Media Policy which is not to speak to the media or put anything out on any media representing the Chamber's position without the President's agreement. A committee member is expected to be appointed as Publicity Officer. The President has a column in the NVI monthly. New admins have been added to the Facebook page and previous admins removed.

9. New Bridge Charity Opening Idea

Michael Broekman had been approached with an idea for a raffle to raise funds for a dialysis machine in Gunnedah with the prize to be the first person to walk and/or drive over the overpass bridge. After discussion it was felt this was a worthy cause and to be supported but better managed by one of the service clubs or other organisations e.g. PRAMS in town. Michael was OK to pass that on.

10. Small Business Month

October is Small Business Month and Chamber will co-host a Business Breakfast on Wednesday 14 October. There is a grant of \$2000 but a significant effort is required to complete the application process. No Committee members were keen and it was not felt to be worthwhile to pay for a grant writer given the low amount of the grant. Secretary undertook to try to complete by 31 August if work allows.

11. Next Meeting

The September Committee meeting will be held on Tuesday 15 September at 5.30pm at Namoi Valley Bricks.

Meeting closed at 7.13pm.