

# Executive Meeting Minutes

Monday 23<sup>rd</sup> September 2024 | Griffith Leagues Club | 5.30pm

**ATTENDANCE:** Darryn Savage, Daniel Roller, Amanda Quarisa, John Nikolic, , Michael Rowley, Dean Owen  
**APOLOGIES:** Jason Dossetor

Meeting Open 5.37pm

## **1: MINUTES OF PREVIOUS MEETING 29<sup>th</sup> April & 27<sup>th</sup> June 2024**

**Moved:** John Nikolic

**Seconded:** Michael Rowely

## **2: FINANCIALS**

**Moved:** Daniel Roller

**Seconded:** Dean Owen

Amanda to enquire when the Term Deposit expires.

## **3: AGENDA**

### **3.1: New Committee Member**

Jason Dossetor would like to fill a casual Vacancy of Griffith Business Chamber. Was unable to attend the meeting.

### **3.2: *Subscribers of Griffith Business Chamber v Members***

Examples of 'subscribers' of Griffith Business Chamber.

Business NSW

Griffith Community Centre

Griffith Meals on Wheels

Griffith Women in Business

Big Brother Big Sister

Murrumbidgee Police District

Proposal to make the change to our Membership offering to a SUBSCRIBER of Griffith Business Chamber as needed.

**Motion:** To be classified as a SUBSCRIBER of Griffith Business Chamber; the business must be a either  
NON FOR PROFIT CHARITY Organisation

Social Enterprise

Sporting Organisation or

This is not applicable to all non for profit organisations and must be approved by the Executive committee.

Subscribers do not have voting rights but are invited to Chamber events as a "member".

Special membership pricing to events may not be applicable.

**Moved:** Amanda Quarisa

**Seconded:** John Nikolic

### 3.3: Housing Submission

The housing submission prepared by the Griffith Worker and Housing Shortage Taskforce is now out for consultation.

**Motion:** For Chamber make a submission to the effect that Council should amend its current contributions policy, so that it would extend to strata and community title developments, and thereby financially incentivise developers to undertake medium-density development. John to write submission on behalf of Chamber.

**Moved:** John Nikolic

**Seconded:** Daniel Roller

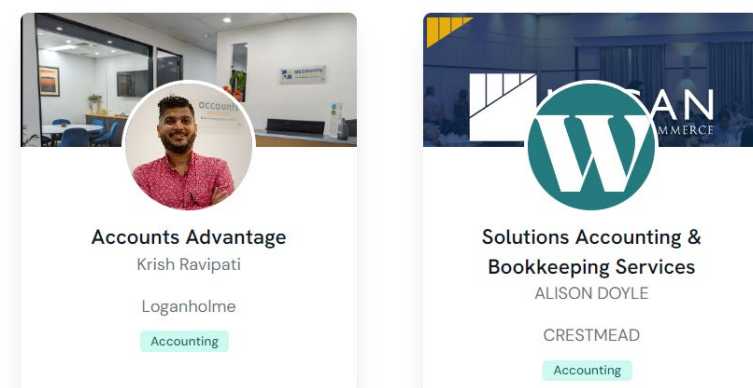
### 3.4: Wave CRM

Wave CRM specialise in CRM for Chambers. Cost is \$261 per month.

Streamlines the membership process and connects to XERO and send invoices, connect to website and can promote members visually better. Example of what a member profile can look like on the website. Also can send EDM's which look visually pleasing.

Example below of how members can appear on our website.

#### Members under Accounting



The committee spoke about the benefits of using a CRM and how it's beneficial to highlight members better on our website. Chamber will re-introduce quarterly newsletters with more content and find ways to promote members better.

**Motion:** Due to financial considerations, the WAVE CRM program is not viable at the moment, despite it's positive features.

**Moved:** Daniel Roller

**Secunder:** Dean Owen

### 3.5: Events

#### Coming up

Thursday 26 <sup>th</sup> September :	Griffith Wealth Presentation
Thursday 31 <sup>st</sup> October:	AGM & Drop In Drinks
Thursday 28 <sup>th</sup> November	Christmas Party - The Harvest

John to approach Harvest in becoming a member. Amanda to book event and logistics.

### 3.5 (a) Employment Expo Wrap Up: Friday 2 August 2024 Griffith Regional Sports Stadium

Approx 50 Exhibitors

#### Costs

Mia Party Hire	\$1,342.65
Powerboards:	\$330.00
Advertising:	\$2,200.00
Balloons	\$56.40
PA System	\$500.00
FB Advertising	\$250.00
Table cloths	\$377.00
<b>Total Costs</b>	<b>\$5,056.05</b>

Revenue: \$8,765.00

Profit: \$3,708.95

Amanda was invited to attend a combined Careers Advisor Meeting on 19<sup>th</sup> September and tabled 3 agenda items;  
Employment Expo, Workforce Crisis, Engagement with the Business Community

Amanda to meet with Katie Pastro from Grow our Own re: Transport Funding and other ideas.

2025 Employment Expo is pencilled in for 1<sup>st</sup> August 2025.

### 3.5 (b) Meet The Candidates Wrap Up -5<sup>th</sup> September 2024

16 out of 19 Candidates participated. Almost 100 attendees. No members of the Griffith Business Chamber committee was involved in formulating the questions to the candidates. The questions were developed and asked by local journalists who were assisting on the night, to ensure fairness and transparency.

Feedback was that at least one of the questions to be chosen from the category of their choice by the candidate.

#### Policy Areas:

- 1: Special rate variation (**SRV**), governance and local government services
- 2: Housing and worker shortage crisis
- 3: Griffith's liveability / amenity, including Lake Wyangan and the Cultural Precinct
- 4: Water
- 5: Business confidence and economic development

**Time Keeper & Moderator:** John Nikolic, President of Griffith Business Chamber

#### Media Partners

Cai Holroyd of the Area News

Oliver Jacques of Region Riverina

Matty Wray from Triple M Radio

### 3.5 (c) Proposed Social Media Workshop

Small Business Month is usually held in October. NSW Government is not providing funding. The presenter from last year as reached out to see if we wanted to host an event regardless.

Proposal in link:

[https://www.canva.com/design/DAGPmIWayw4/\\_fD0FGFpXGzsOr5iFDuflg/edit?utm\\_content=DAGPmIWayw4&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGPmIWayw4/_fD0FGFpXGzsOr5iFDuflg/edit?utm_content=DAGPmIWayw4&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

## Workshop Proposal One

**Topic: Online Marketing Made Easy Using AI Tools**

### Overview

The "Online Marketing Made Easy Using AI Tools" workshop introduces participants to the basics of using AI (Artificial Intelligence) to help them produce online content quicker, faster and more efficiently, do market research, create campaigns, social posts, engaging videos and more.

We will look at what tools are available, how to research other tools, the future of AI in our small businesses and more. A handy workbook with loads of extras is also provided.

### Outcome for Attendees

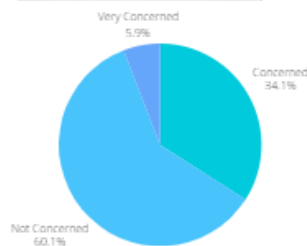
This workshop is not only to help small business owners embrace AI technology in their every day business lives, but also to ensure they know how to use it safely and take away their fears of what future marketing and the running of small businesses might look like as the "AI Era" emerges on us with haste.

### Small Business Facts

According to the Big Small Business Survey 2023, 40% of business owners are concerned about the impact that new technology and AI is having on their business. And in order to increase their knowledge around the impending AI revolution, they are reading blogs and searching online, attending educational events (like this one), listening to podcasts and watching YouTube videos on the subject.

With only 25% of small business owners saying they are using AI tools (for example ChatGPT) in their business several times a week and under 10% are using it several times a day, workshops like these are vitally important to ensure small business keeps us with big business in our fast moving tech age.

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## Pricing and Packages

**\$1,297**

excluding GST

### Workshop & Book Package

- Workshop style: Face to Face\*
- Workbooks and pens included
- 5 Signed copy of Small Town Big Impact - my new marketing book for rural and regional small businesses. Great door prices!
- Workshop Time: 2 hours with a short break (if needed)
- Exclusions: Travel and Accommodation if required

\* Webinar style workshops also available - price for webinar ONLY \$1,000

**\$2,500**

excluding GST

### Workshop and Post Workshop 1:1 Mentoring Sessions

- Workshop style: Face to Face
- Workbooks and pens included
- 5 Signed copy of Small Town Big Impact - my new marketing book for rural and regional small businesses. Great door prices!
- Workshop Time: 2 hours with a short break (if needed)
- Post Workshop One to One Mentoring Session: 30 minutes per business (up to 8 small businesses - if more are required, then again, let's chat!)
- Exclusions: Travel and Accommodation if required

### Additional Resources/Stand-Alone Products:

- The Marketing/Small Business Library - Give your small business owners access to a marketing/business resource that will help them where they are today. Whether they need help with Instagram, Email Marketing, hosting events etc, there's a resource in the Library to help them on their way. With over 73 different resources already in the Library and more added constantly, your small business owners could have access to this valuable marketing and business hub for 12 months. Access or Co-branding access is available. POA
- Copy of the Small Town Big Impact Book - RRP \$34.95 (bulk orders welcomed)
- Private Podcast just for the region, including interviewing local business owners, local stakeholders and region-tailored specific marketing advice from Jenn - 10 episodes POA

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Due to time running out for end of year, no funding provided by NSW Government for Small Business Month, Chamber will consider for 2025. Liaise with Council if they would like to partner.

### 3.5 (d) Recruitment Solutions for Employers

This idea has been in the pipeline with Chamber for a few years and would like to run an event similar to The Leeton Recruitment Summit, but with a strong focus on solving some of the issues Employers are facing in recruiting - who to go to and how to access the right information, what grants and incentives are available.

Amanda to liaise with Katie Pastro from Grow our Own as they are hosting something similar.

### 3.5 (f) Drop in Drinks

Pencilled in for February 2025 and after AGM on 31 October 2024. No event in December or January.

### **3.5 (g) Business Awards**

It was discussed that it would be ideal to inject some confidence into local businesses in the last quarter, potentially through business awards or a 'buy local' campaign.

Time is running out for 2024 to implement a Local Awards. A number of ideas were floated. An idea arose about conducting a Customer Service Award – similar format to what was run at our Business NSW Awards. Winner to be announced at our Christmas Party on 28<sup>th</sup> November. Amanda to investigate feasibility and time frame to run between now and then.

Alternatively, it was also agreed that the Chamber should promote a 'Buy Local' campaign, the size of which would depend on whether the Customer Service Awards was run.

We committee also decided in principle to run a Business NSW Awards in 2025 & then Local Awards in 2026. Alternate each year. This way it gives the committee all of 2025 to come up with terms of entry, logistics and criteria on how to run a local awards. Format of these events to be considered in due course.

### **4. NEW MEMBERS**

J & J Dossetor Farming  
Straight Lines Design & Marketing  
Limone Dining  
Regional Australia Bank  
Tremy Lawn Mowing Services  
George and Matilda Eyecare Griffith  
NSW Farmers Association  
JZ Homes

### **5. GENERAL BUSINESS**

Danny handed our Water Posters and businesses were very receptive and happy to display the signage.

**Meeting Closed:** 7.40pm