



MINUTES OF THE MEETING OF THE
ANGASTON MANAGEMENT GROUP COMMITTEE
held at the Yalumba Winery training room commencing at 6:30pm 19th November
2013

WELCOME

Steve Falland, Chair, welcomed everyone to the meeting. Steve welcomed Ann Moroney from RDA (Rural Development Australia) Barossa.

PRESENT

Steve Falland (Chair), Andrew Plush, Annabel Hill Smith, Shirley Rohrlach, Mark Thomas, Barry Chinner, Leo Leggett, Ted Hopkins.

APOLOGIES

Pauline Hakala, Charlotte Williams, Michael Teakle, Cr. Susie Roehr, Kristin Wohlers, Anthony Male

GUESTS

Sarah Barrett, Brad Reynolds, Bill Biscoe.

CONFLICT OF INTEREST

Steve called for declarations of conflicts of interest.

No declaration of conflicts of interest

CONFIRMATION OF MINUTES FROM PREVIOUS MEETING

Moved: Shirley that the Minutes of the meeting of September 2013 as circulated be confirmed as a true and correct record of the proceedings of that meeting.

Seconded: *Andrew Plush*

CARRIED

MATTERS ARISING FROM PREVIOUS MINUTES

CORRESPONDENCE

In

Financial Statement

- The Barossa Council
- Letter from Sam Lawrence, Principle Angaston Primary School
RE: Moculta Road Crossing
- Letter from Sam Lawrence, Principle Angaston Primary School
RE: Angaston Community Garden

Out

AMG Minutes September 2013

Steve outlined that the financial statement from Barossa Council is still incomplete. Current statement shows that there are still errors such as the \$4,500 showing as a balance from the rose show, which should be \$1,000.

Steve requested that the committee do not move to accept the financial statement because of the continuing errors –

CARRIED CONSENSUS

Business Arising from the Previous Meeting

1. Moculta Road – Road Safety Issue

AMG endorse the Angaston School's concerns regarding the dangerous road conditions and need for footpath provision for school students.

Action: Steve to forward correspondence from APS to Council Works and Engineering. CC Cr Roehr.

GENERAL BUSINESS

1. Christmas Parade: Bill updated the group, there are many stall holders confirmed and around 18 floats including:

- Yalumba Wines
- Barossa Valley Machinery
- Gully Gardens
- Barossa Cheese Company
- Barossa Quarries
- Nuriootpa Town Band
- Barossa Pipes
- Tour Down Under Mascot? Steve to check.
- McKoy Mitchell – pending

Major sponsors are Sorby Adams, Adelaide Brighton Cement and Shirley Rohrlach.

Bill tabled some bills resulting from costs in running the parade

Steve thanked Bill and his committee for their hard work in bringing this event together.

2. Ann Moroney: RDA

Ann outlined ideas for economic development workshops individually catered for each town. They have been run before in other towns and consist of 2-3 workshops over consecutive weeks. The first workshop being an informative session exploring some ideas such as the 'Totally Locally' awareness campaign.

This campaign gives guidance to shoppers and traders alike to find ways to contribute to the economic sustainability of their town. The second workshop is a SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis culminating in an Action Plan.

The outcomes envisaged are a Liveability Guide for Investment – why it's worth investing in the town. With the sudden announcement of Angas Park Fruits closing completely this could be timely. The Future Leaders have adopted the 'Totally Locally' campaign as their number one recommendation.

Leo outlined the lack of enthusiasm from local businesses in the past. Andrew noted that the timing is very crucial in getting people along. Ann indicated that she is ready to run the workshops whenever we can get a suitable date. There will be no cost to businesses. There have been some collaborations resulting from previous workshops at Kapunda with Businesses networking, getting together and even discussing co-locating. This initial exercise would be primarily about Angaston while realising that community collaboration across the Barossa is important.

The group discussed the potential disadvantages for Angaston in running this workshop and getting the enthusiasm to drive it. Ann has suggested using the 'Totally Locally' as a conversation starter or a 'hook' to get traders talking and potentially leading into the workshops.

The Committee discussed Ann's proposal at length.

ACTION: Steve suggested that we agree to the concept of running these workshops and that we put the item on the agenda to determine who will champion it and drive it. (Annabel asked if a strategic plan 5-10 year would be an outcome – Ann agreed that it could be an outcome).

The group discussed the possibility of early February for running the workshops.

Ann also outlined other RDA projects currently proposed:

- New entry signs for the Barossa and 26 locality signs for better directions
- Events Strategy – Event Coordinator possible
- Walk & Cycle Barossa – trial guides

3. Tour Down Under

Steve outlined that Council have significantly reduced their budget for TDU activities, as first indicated, for AMG to utilise to run the events and activities of the day. Steve explained the Councils stated financial position as being very constrained as far as new expenditure goes with the tight annual budget as approved by Council. Council are unwilling to provide AMG with funds for expenditure other than entertainment and decoration.

Therefore Barossa Council will not put forward funds for our event coordinator – Daniela Hongell, who AMG employed to manage planning and administering - months ago, while under the impression that sufficient TDU funds would be available to cover all costs. Steve stressed the onus of managing/overseeing this event himself as Chair was not possible, due to business commitments interstate during the period.

Daniela Hongell from “hongell&me” provided a detailed scope and a fee for just under \$4,000 to manage the meetings and the administering of the event.

We have been instructed by Council to use funds from the AMG accounting line - direct purchases; with a budget allocation of \$5,000 to cover that cost.

Steve has asked the committee to reflect on this as we need to make a decision if we continue with professional management of this significant event.

The committee noted that it was difficult to make financial decisions given that our financial statements are unable to be ratified by the committee because of continual errors.

After recognising the size of the event and the amount of work involved in fulfilling the expectations of stakeholders, with significant efforts in building momentum and showing innovation in employing an event coordinator, the committee expressed that they now felt let down.

The group expressed that they were disappointed in the lack of funds, the lack of consultation to begin with in hosting the tour, and the lack of an event organising person supplied by Council given the significance of the event.

Andrew alerted the committee to the fact that we have been asked by Council to put together the Event Application which we were to pay Daniela for, however they stipulate that they won't pay for that function. The late notice in alerting AMG to this decision has added to the difficulty of putting on a memorable event.

The group discussed the difference in creating a 'great' event, rather than a mediocre attempt run on limited resources. The group lamented why Barossa Council would not want to make the most of this opportunity.

Motion: Ted Hopkins moved that we engage an event manager for the TDU up to a budget of \$4,000

Seconded: Andrew Plush

9 for

1 against

Carried

Barry spoke against the motion in regards to TDU being a disruption to many businesses in the main st.

AMG needs to determine if we really want TDU as a regular event, considering the lack of financial resources offered by TDU to manage the event and the considerable administration involved. If not we need to express this to Council.

4. **Community Gardens Project:** Annabel gave the group a quick update. Sam and Kristin met today and Sam has been getting good support from the school community.

5. **Town Brochures:** Annabel tabled a new refined design to fit onto a DL. It is a work in progress but should be ready for TDU.

6. **Strategic Business/Marketing Plan:** Annabel spoke to the group about an updated strategic plan. Barry suggested a brain storming session. Bill Gransbury, have indicated their involvement. We could also include RDA and it was suggested Susie, as a council representative could assist in refining material (perhaps from a brainstorming session) into a document.
Redefining our role – Do we really want to be a section 41 committee?

OTHER BUSINESS:

Bank SA Building: Shirley has brought it's condition to the attention of the building. It is an abandoned building in disgrace.

ACTION: Steve to write a letter to Bank SA asking if they can please pay some attention to the building and the asset.

Carried forward:
Town Clock, Keightley Plaque, Geo-Caching

NEXT MEETING: December 17th @ 6:30pm Yalumba Training Room.

CLOSURE

There being no further business, the meeting closed at 8:30pm

Confirmed

Date:

Chairman: