



## Minutes of CSA's AGM | Wednesday 2<sup>nd</sup> August 2017

### COMMITTEE ELECTION:

David Bolton declared all positions vacant. Positions elected as follows:-

Position	Nominee	1 <sup>st</sup>	2 <sup>nd</sup>	All in Favour
President	David Bolton	Andrew Peters	Edward Farley	yes
Secretary	Bri-anne Keen	Sue McKay	Andrew Peters	yes
Public Officer	Bri-anne Keen	Sue McKay	Andrew Peters	yes
Treasurer	Andrew Peters	David Bolton	Arthur Goodwin	yes
Vic President	Vacant			
Committee	Edward Farley	David Bolton	Bri-anne Keen	yes
Committee	Sue McKay	David Bolton	Bri-anne Keen	yes
Committee	Arthur Goodwin	David Bolton	Bri-anne Keen	yes

**Next AGM – TBA approximately August 2018**

**Meeting Closed: 8.17pm.**

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### YEAR IN REVIEW – 2016-17

#### Strategic Planning

In 2015-16, City South Association (CSA) produced a detailed Strategic Plan for the period 2016-2018, outlining our five Strategic Pillars, which are *Business & Mainstreets Focus; Community Engagement; Art & Culture; Marketing & Events; and Safety & Environment Sustainability*.

The Strategic Plan was updated in September 2016 to reflect the activities planned for the 2016-17 year. This document was reviewed regularly during Closed Committee Meetings this year to ensure the Association was on track with its Goals and Strategies. The document will be revised again in August / September 2017 as part of the Committee's planning for the 2017-18 financial year.

#### City South Traders

The City South Traders was launched at the Minor Works Building on Wednesday 26 October 2016 with South Ward Councillors Alex Antic and Priscilla Corbell, who both spoke at the event, and Rachel Sanderson (State Member for Adelaide) in attendance. With approximately ten business owners from the Precinct attending and another eight expressing interest, but unable to be present at the launch, we felt this was a reasonable result.

Our initial City South Traders meeting was held on Wednesday 16 November 2016 and had five business owners in attendance. Subsequent to the initial meeting, a Task Group was established (City South Traders Task Group) in order to focus on overall planning and organisation for City South Traders. The Task Group met in January 2017 to review recommended projects and plan for the next City South Traders meeting.

The second City South Traders meeting was held on 29 March 2017, which had a disappointing turnout. The Task Group concluded that some definable projects need to commence or be completed before we can expect to improve engagement by the Business Community. Nevertheless, we have seen a slight increase in Business Membership for 2016-17 year.

With the Online Business Directory now implemented, 'Zig Zag' events soon to be up and running and 'City South and Proud' branding being developed, we are hoping this will help show that we are committed about engaging and supporting Businesses within the Precinct. In 2017-18, we will be actively marketing to Businesses in the area to highlight the benefits we are now able to offer.

#### Zig Zag Event Planning

In 2017, plans were put together to organise a cluster of day and night events along Sturt and Halifax Streets with the aim of increasing patronage to the area and promote Precinct businesses alongside a number of headline events. Based on this concept, CSA was successful in its application for a \$5000 Splash Winter Program grant.

After some initial setbacks and timeline changes, CSA is working towards a Zig Zag event focused around Halifax Street and the eastern end of Sturt Street on Saturday 14 October 2017.

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Negotiations are in place to utilise the old Robinsons Warehouse in Halifax Street for a daytime indoor Beans & Sprouts event that would lead into a live music event in the evening. In addition, CSA is liaising with relevant stakeholders to carry out large-scale projections, which will appear on the Credit Union SA building. A Zig Zag Club event with DJs and live music at the Kings Head Hotel would finish up the night.

After engaging with representatives from the Sturt Street Community School, they are keen to host a Beans & Sprouts event there; however, this will not occur in 2017. As such, our second Zig Zag event concept has been built around the western end of Sturt Street for either April or October school holidays in 2018.

### **Beans & Sprouts October 2016**

On Saturday 15 October 2016 (during the school holiday period), CSA hosted its third Beans & Sprouts Family Day event at the Glover Playground on South Terrace (previous two events were held at Princess Elizabeth Playground).

Sponsored by Splash Adelaide, the event had a reasonable turnout of three to four hundred attendees who enjoyed, albeit windy, a warm sunny day. There was a petting zoo, face painters, balloon animals, music and games to keep everyone entertained throughout the event. The barbeque, coffee and ice cream proprietors reported less trade than our previous events due to lower numbers and a less prominent site location.

Events such as Beans & Sprouts Family Day are a wonderful opportunity for the CSA Committee to work together, engage with the local community / general public and socialise at the same time.

With the planned Zig Zag events, we hope to leverage the success of previous Beans & Sprouts Family Days by relocating the event to specific areas where they can draw patrons towards Precinct businesses.

### **Festive Lights Display**

CSA's Festive Lights display was once again installed on Whitmore Square at the end of November 2016 and stayed up until the end of the Fringe Festival in mid-March 2017. The display consisted of Festoons with colour changing LED globes, four large colour-changing LED fixtures and four large Green flood lights. This display has proved very popular with local residents as an uplifting Festive Season drawcard. In addition, the lights have added an increased safety measure for the Square. With the display in place for almost four months, the Council gets considerable value for money from its Grant.

### **Christmas Yarn Bombing**

In addition to the Festive Lights, Yarn Bombing with a Christmas theme were again installed in both Whitmore and Hurtle Squares from the end of November 2016 to the beginning of January 2017. These woollen patchwork squares in red, green and white adorned every light pole and park bench in both Squares. The effect was highly visible and was a fun and quirky idea that resonated with residents and visitors.

The majority of the woollen patchwork squares are still in good condition; they've been washed and are ready for installation this upcoming festive season. All damaged woollen patchwork squares will be repaired or replaced as necessary.

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### City South History Exhibition

After rediscovering our stock of historical prints (sourced from the SA Archives) in storage, we produced an Exhibition of twenty-eight images at the Pulteney Grammar School's administration building (two storey bluestone mansion on South Terrace) as part of History Month in May 2017. The Exhibition was displayed alongside the School's own War Memorial for Alumni and attracted approximately sixty-five viewers over the month. The venue was chosen after 'putting the word out' to local organisations and vetting the final candidate's locations. The School's administration building proved to be an outstanding venue and the staff were very supportive.

### Networking With Community Groups

In 2016-17, CSA continued its support for Catherine House (an organisation within our precinct that assists women experiencing homelessness) by assisting in sourcing appropriate furniture for their properties and provide general maintenance support. Feedback indicated that staff and client were very appreciative of our efforts.

CSA continued to support the projects of the South West Community Centre and the South West City Community Association by helping to promote their events through our Newsletter and Social Media.

### Monthly Newsletter

CSA's monthly newsletter is now being received by over 1,000 residents, businesses and other stakeholders via our Mail-Chimp email database, Twitter and Facebook social media platforms. CSA's various projects are promoted through the Newsletter along with relevant council press releases and YourSay updates. Precinct venues and businesses participating in major festivals such as Fringe, History Festival, Umbrella & SALA were also promoted.

As part of our new membership structure, Business Members are entitled to a feature article in our newsletter, and a number of businesses have been featured this year. We have received numerous commendations from other Precincts Groups and Adelaide City Council about the content and format of our monthly newsletter.

### Brochure Updates & Printing

Our promotional brochure was updated in September 2016 to better reflect our recent project successes and current strategic plans. The updated brochure was then distributed as part of the marketing campaign for the City South Traders launch. The brochure was further updated in June 2017 and three thousand copies were produced and hand-delivered across the Precinct along with a promotional flier for CSA's AGM.

### Website & Social Media

One of the first priorities set by the City South Traders Task Group was the establishment of a Business Directory on the CSA's website. The format for the Directory was decided upon in May 2017 and the contracted Graphic Designers have recently completed implementing the Directory, which has prominent

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listings for Business Members with logos, descriptions, photos and contact details. Listings for Non Member businesses will simply feature name, address and website.

After some targeted marketing to Precinct businesses and members, we have experienced a slight uplift in the number of followers on our Facebook page, and the number of uploading posts is growing steadily.

### **AGM & Meetings**

Open Meetings (every two months) were available for all stakeholders in our precinct to attend and are a valuable forum to update attendees, share ideas and establish new projects. These meetings hosted a number of guest speakers discussing issues of importance to residents and businesses in our precinct.

For the month when an Open Meeting was not scheduled, CSA's elected Management Committee met in a 'Closed' forum to discuss projects and upcoming events in greater detail.

### **Documentation & Governance**

Some changes to CSA's Constitution and Bi-Laws were made at our 2016 AGM, mostly around Membership rates and class definitions.

A new Code of Conduct for Members was finalised and approved by CSA's Management Committee in April 2017.

### **Cash Donation to CSA**

In February 2017, CSA kindly received a \$2,500 cash donation from Adelaide Cemeteries Authority as part of their Recycled Cremation Metals Donation Program.

CSA's Management Committee has discussed a number of ways to utilise the money such as restoring the grave of a prominent local resident, manufacturing and erecting a plaque depicting a well-known local person, purchasing a permanent inscription for an unmarked grave, and developing a brochure containing illustrations / quotes / descriptions about inaugurating women into the South Australia Police.

A Task Group has been established to formulate an achievable concept including pecuniary details.

### **In Conclusion**

CSA's Management Committee is proud of what has been accomplished in the last twelve months and is excited about the year ahead. We have been strategic in our activities and believe we are about to witness growth in both engagement and membership (particularly with Businesses) as a result of our new event ideas and member benefit offerings. We see our organisation entering an exciting new phase just as the Precinct itself enjoys a period of significant new residential growth.

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### LOOKING AHEAD – 2017-18

- Business Directory to be complete.
- Business Membership marketing push.
- First Zig Zag event proposed for 14 October 2017.
- Festive Lights installation November 2017.
- Yarn Bombing installation December 2017.
- Adelaide Cemeteries Authority Grant Project.
- Second Zig Zag event proposed for April or October 2018.

#### **Zig Zag - Saturday 14 October 2017 – Sturt & Halifax Streets.**

##### **Aim:**

- To attract patrons to hospitality businesses along Sturt Street and Halifax Street during the day and night by organising a number of headline events and promoting local businesses.

##### **Proposed Headline Events**

- Robinsons Warehouse – Zig Zag kids disco and play space from 10am-4pm; then Zig Zag live bands and DJs from 5pm-11pm.
- Large scale visual images projected onto the Credit Union SA; commence from 7:30pm-12 midnight.
- Kings Head Hotel – Zig Zag Club with DJs from 8pm-2am.

##### **Precinct Businesses that will be approached to be involved**

- Credit Union SA.
- Kings Head Hotel.
- Number 12 Café.
- Vego Sizzle.
- La Tratorria.
- Nishiki.
- East of Norman.
- Cantina Sociale.
- Rob Roy Hotel.
- Greek on Halifax.
- Panacea.
- Etica Pizza.

#### **Zig Zag - April or October 2018 – Sturt & Halifax Streets.**

##### **Aim:**

- To attract patrons to hospitality businesses along western end of Sturt Street during the day by organising a number of Headline events and promoting local businesses.

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### Proposed Headline Events

- Beans & Sprouts Family Day at Sturt Street Community School with Bouncy Castle, face-painters, petting zoo, music and games.
- Various family activities in Whitmore Square e.g. Basketball Competition, Come'n'try, BMX display.

### Precinct Businesses to approach and how they could be involved with Zig Zag event

- Sturt Street Community School – Beans & Sprouts hosting site.
- West Terrace Cemetery – interactive tours.
- CMI Toyota – balloon giveaway to children.
- Windmill Theatre – interactive tours, theatre sports.
- Ladle of Love – hospitality venue
- Sturt Street Café – hospitality venue.
- Ebb & Flow Breakfast Bar and Coffee – hospitality venue.
- Vietnamese Laundry – hospitality venue
- Little Black Bike – BMX display on Whitmore Square.
- Café Troppo – hospitality venue.
- St Lukes – historic / community venue.
- Adelaide Salvos Store – retail outlet.



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**PAUL SALLIS**  
CHARTERED ACCOUNTANT

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### INDEPENDENT AUDIT REPORT TO THE MEMBERS OF THE CITY SOUTH ASSOCIATION INCORPORATED

#### SCOPE

I have audited the accompanying special purpose financial statements, being the Statement of Income and Expenditure and the Statement of Funds for the year ended 30<sup>th</sup> June 2017. The committee members are responsible for the preparation and presentation of the financial statements and the information they contain. I have conducted an independent audit of these financial statements in order to express an opinion on them to members of the association. No opinion is expressed as to whether the accounting policies used are appropriate to the needs of the users.

My audit was conducted in accordance with Australian Auditing Standards to provide reasonable assurance as to whether the financial statements are free from material misstatement. My procedures included an examination, on a test basis, of evidence supporting the amounts and other disclosures in the financial statements. The audit opinion expressed in this report has been formed on the above basis.

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#### AUDIT OPINION

In my opinion the financial statements of the City South Association Inc fairly and accurately represents the financial position at 30<sup>th</sup> June 2017 and the results of its operations for the year ended 30<sup>th</sup> June 2017.

PAUL SALLIS  
Chartered Accountant

7<sup>th</sup> July 2017

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### CITY SOUTH ASSOCIATION INCORPORATED

#### Balance Sheet

As of June 2017

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Assets		
Current Assets		
Cash On Hand		
City South Chq Acc 4988 03723	\$683.32	
V2 Plus Acc 9064 30517	\$16,000.82	
Total Cash On Hand	<u>\$16,684.14</u>	
Accounts Receivable	\$50.00	
Total Current Assets		<u>\$16,734.14</u>
Fixed Assets		
Total Assets		<u>\$16,734.14</u>
Liabilities		
Current Liabilities		
GST Liabilities		
GST Collected	-\$178.61	
GST Paid	<u>-\$1,860.71</u>	
Total GST Liabilities		<u>-\$2,039.32</u>
Total Current Liabilities		<u>-\$2,039.32</u>
Total Liabilities		<u>-\$2,039.32</u>
Net Assets		<u>\$18,773.46</u>
Equity		
Retained Earnings	\$16,284.00	
Current Year Surplus/Deficit	\$2,489.46	
Total Equity		<u>\$18,773.46</u>

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## CITY SOUTH ASSOCIATION INCORPORATED

33 STURT ST  
ADELAIDE  
SA 5000

### Profit & Loss [Last Year Analysis]

#### July 2016 through June 2017

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	This Year	Last Year
<b>Income</b>		
Adelaide City Council Grants		
Annual Operating Grant	\$25,000.00	\$25,000.00
Xmas in the City Grant	\$8,000.00	\$8,000.00
Total Adelaide City Council Grants	\$33,000.00	\$33,000.00
Other Project Income		
Beans & Sprouts Revenue	\$195.73	\$126.50
Adelaide Cemeteries Grant	\$2,500.00	\$0.00
Total Other Project Income	\$2,695.73	\$126.50
Membership Income		
Business Membership	\$318.15	\$72.72
Community Membership	\$18.18	\$0.00
Resident Membership	\$90.90	\$99.99
Pensioner Membership	\$54.54	\$13.65
Total Membership Income	\$481.77	\$186.36
<b>Total Income</b>	<b>\$36,177.50</b>	<b>\$33,312.86</b>
<b>Expenses</b>		
Operating Expenses		
Accounting	\$1,092.00	\$1,170.91
AGM Expenses	\$536.82	\$261.82
Bank Charges	\$148.00	\$148.80
Co-Ordinator	\$8,100.00	\$8,797.27
Insurance	\$1,483.64	\$1,550.80
Meetings Catering	\$1,173.16	\$1,538.94
Meetings Hire Equip	\$188.18	\$0.00
PO Box	\$178.18	\$215.75
Printing	\$499.72	\$76.79
Website Maintenance	\$177.23	\$183.21
Other Expenses	\$63.50	\$50.00
Total Operating Expenses	\$13,640.43	\$13,994.29
City South Traders Expenses		
Coordinator	\$1,840.00	\$880.00
Launch Marketing	\$484.88	\$0.00
Launch Catering	\$323.66	\$0.00
Launch Coordinator	\$750.00	\$0.00
Meetings Catering	\$381.50	\$0.00
Total City South Traders Expenses	\$3,780.04	\$880.00
Festive Lights & Xmas Expenses		
Admin	\$300.00	\$321.82
Bump In	\$2,515.00	\$3,067.50
Bump Out	\$735.00	\$1,222.50
General	\$85.00	\$189.03
Insurance	\$732.16	\$665.00
Globes	\$1,190.33	\$1,749.08
Lifter Hire	\$470.00	\$0.00
Maintenance	\$860.00	\$900.00
Promotion	\$70.00	\$0.00
Repairs	\$250.00	\$0.00
Storage	\$2,361.84	\$366.59
Yarnbombing	\$34.55	\$439.80
Total Festive Lights & Xmas Expenses	\$9,603.88	\$8,921.32
Beans & Sprouts		
Marketing	\$417.71	\$895.65
Production	\$986.83	\$1,548.85
Childrens Entertainment	\$1,720.00	\$3,018.18
Event Management	\$1,660.00	\$4,080.00
Total Beans & Sprouts	\$4,784.54	\$9,542.68

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### CITY SOUTH ASSOCIATION INCORPORATED

#### Profit & Loss [Last Year Analysis]

#### July 2016 through June 2017

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	This Year	Last Year
Zig Zag Expenses		
Coordinator	\$1,080.00	\$0.00
Marketing	\$22.73	\$0.00
Other Project Expenses		
History Exhibition	\$853.71	\$0.00
Compton St Mural	\$0.00	\$500.00
Total Other Project Expenses	\$853.71	\$500.00
Total Expenses	<u>\$33,765.33</u>	<u>\$33,838.29</u>
Operating Profit	<u>\$2,412.17</u>	<u>-\$525.43</u>
Other Income		
Interest Income	\$77.29	\$83.69
Total Other Income	<u>\$77.29</u>	<u>\$83.69</u>
Other Expenses		
Net Surplus / (Deficit)	<u>\$2,489.46</u>	<u>-\$441.74</u>