



## Minutes of the AGM // Wednesday 2<sup>nd</sup> August 2018

### 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	Ted Farley	Arthur Goodwin	Yes
Vic President	Eric Liccardi	Colin Campbell	Sue McKay	Yes
Secretary	Bri-anne Keen	Robbie Porter	Sue McKay	Yes
Public Officer	Bri-anne Keen	Robbie Porter	Sue McKay	Yes
Treasurer	Andrew Peters	Arthur Goodwin	Bri-anne Keen	Yes
Committee	Sue McKay	Bri-anne Keen	Ted Farley	Yes
Committee	Arthur Goodwin	David Bolton	Andrew Peters	Yes
Committee	Colin Campbell	Arthur Goodwin	Andrew Peters	Yes
Committee	Serafina Tane	Andrew Peters	David Bolton	Yes
Committee	Keiran Snape	Colin Campbell	Arthur Goodwin	Yes

After ?? years Ted Farley has stepped down from the committee.

**Next AGM // TBA approx. August 2019**

**Meeting Closed: 8.00 pm**

## **Minutes of the AGM // Wednesday 2<sup>nd</sup> August 2018**

### **YEAR IN REVIEW 2018-19**

#### **Strategic Planning**

Since 2015, City South Association (CSA) has used a Strategic Plan, formulated by the Committee and reviewed regularly, to guide the operations of the Precinct Group.

The five Strategic Pillars that were identified in 2015 are still guiding our current goals and strategies. These pillars are: *Business & Mainstreets Focus, Marketing & Events, Community Engagement, Art & Culture, and Safety & Environment Sustainability.*

The 2016-18 Strategic Plan was updated in September 2017 to reflect the activities planned for the 2017-18 year. This document was reviewed every second month during Closed Committee Meetings this year to ensure the Association was on track with its Goals and Strategies.

Work on formulating a 2018-2020 Strategic Plan began in June 2018, and was finalised at the July 2018 Closed Meeting, so that the new plan would be ready to present at the August 2018 AGM.

#### **Mainstreets & Business Clusters**

As part of our Strategic Planning process this year, CSA identified eight 'Business Clusters' within the Precinct in order to better focus its activities towards supporting and growing these hotspots where possible, and to provide a better framework for reporting on Business trends and developments at the quarterly Lord Mayor's Forum meetings. CSA will now monitor rental vacancies, business openings/closings and general changes in these Clusters, and also identify new and developing Clusters as they arise. The Business Clusters document has been included as an Appendix to our 2018-2020 Strategic Plan.

Through this process, we identified the two Zig Zag events are covering seven out of the eight Clusters, with the 'Pulteney Patch' being the one left out. Planning has begun in 2017-18 to engage with this Cluster through a new Christmas promotion concept to be implemented in 2019.

#### **City South Traders Task Group**

After a disappointing turnout to the November 2017 City South Traders meeting, the decision was made to suspend the Task Group for short to medium term. However there was much to be positive about in regards to the Precinct Group's engagement and support of Business in the area. And CSA feels that through our new Strategic Plan and events like Zig Zag, the Committee is as committed to supporting Business as it is the Community now, and as such, the need for a separate task group has lessened.

Business Membership showed positive growth in the 2017-18 year, as the work done to create benefits to Members (the Online Business Directory and articles in the Newsletter) started showing a return. A dedicated Email marketing campaign in September 2017 highlighted these benefits to Precinct businesses and helped spike Membership numbers. This growth saw CSA achieve its highest Membership in the last 8 years.

But the major achievement for the year in regards to providing benefits to Precinct Businesses has been the implementation of the Zig Zag City South events. The Zig Zag concept gives us the opportunity to promote a large number of local businesses and bring patrons into hospitality venues and community spaces through free entertainment and activities.

## **Minutes of the AGM // Wednesday 2<sup>nd</sup> August 2018**

With a daytime event concentrated around our Sturt Street Mainstreet, and a night-time event based along the King William Street Mainstreet, we are able to include a very high percentage of the hospitality businesses in the Precinct. The beauty of this Project is that it also provides great benefits to local residents who can enjoy free music, art and entertainment on their doorsteps. Overall, it achieves four of our five Strategic Pillars.

### **Zig Zag Sturt Street & Whitmore Square**

After a number of incarnations during the planning stages in 2016 and 2017, the first Zig Zag City South event was to occur on Saturday July 22 2017, with CSA successful in its application for a \$5000 Splash Adelaide Winter grant. The initial timeline for staging this ambitious event proved too short and a later date in October 2017 was planned. Unfortunately, after liaising with venues and reworking the event concept and budgets, CSA reluctantly decided not to go ahead with the proposed October date and forfeited the Splash grant.

Not giving up on the Zig Zag idea, CSA planned and produced a revised version, concentrating on the western end of Sturt Street and Whitmore Square on Saturday April 14 2018. Occuring during the School Holidays, the event included a 'Beans & Sprouts' Family Day event at Sturt Street Community School, a Whitmore Square Activation, Street Art tour and more. The event was successful in its application for a \$2500 Splash Adelaide Summer grant.

Unfortunately, in the days leading up to the Zig Zag event, the weather forecast predicted significant rain and high winds and CSA made the decision to cancel the event after discussions with key stakeholders. Numerous other events were cancelled that day and a post event review by the Committee agreed the right decision was made. The event has now been rescheduled for Sunday November 4.

### **Zig Zag King William Street & Surrounds.**

After the April event's cancellation left funds available in the 2017-18 Budget, CSA saw the opportunity to produce a Zig Zag night-time event as part of the Umbrella Festival on Saturday July 14 2018. In a short time period, the concept of organising multiple free-entry 'Tribute' gigs in venues along and near King William Street came together.

In the end, five venues took part – The Kings Head Hotel, Crown & Sceptre, Hotel, Rob Roy Hotel, Irish Club and 55ML Bar – each running live music or DJ tributes to famous artists and classic genres with production and artists supplied by CSA. Restaurants and Cafes nearby were also promoted via the Event Map and website, with patrons encouraged to grab a meal in the Precinct before heading to a show.

The event had a excellent response overall, with solid crowd turnouts at all venues, and a great vibe throughout. We feel like it's a great start, and look forward to making many improvements in coming events.

### **Festive Lights Display**

CSA's Festive Lights display was once again installed on Whitmore Square at the end of November 2017 and stayed up until the end of the Fringe Festival in mid-March 2018. 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.

A review of Festive Lights concept was undertaken in June 2018, and a decision was made for the display to go on hiatus after the 10 Year Anniversary Installation in November 2018. There were a number of reasons for this decision - primary among those being that the display is essentially a Community project with limited

## **Minutes of the AGM // Wednesday 2<sup>nd</sup> August 2018**

Business benefit. This is despite the Christmas in the City grant that funds it now requiring that there be identifiable benefits flowing to local Business. Furthermore, significant changes to Whitmore Square are being planned by the City of Adelaide for the near future. Including improved lighting installations.

As mentioned in the City South Traders evaluation, CSA is now working towards a new Christmas promotion concept to utilise our Christmas in the City grant in 2019 and beyond.

### **Christmas Yarn Bombing**

In addition to the Festive Lights, Yarn Bombs 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. We envisage continuing this low cost project in Christmas 2018.

### **Adelaide Cemeteries Authority Donation**

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 Committee has since been developing an illustrated brochure concept around Mary Sullivan, one of the first female police officers in South Australia (who is buried in the West Terrace Cemetery) and the story around the inauguration of women into the Police Force. The aim is to help bring this unique story to a wider audience.

Robert Pitt, CEO of the ACA, has given initial approval to the 'Whistle Blowers' concept we presented to him and has engaged with stakeholders, such as the Police Association of South Australia and the South Australia Police Historical Society, for their approval.

In the latter months on the 2017-18 year, CSA has been researching artists to commission the illustration work.

### **Networking With Community Groups**

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.

Whilst a Community Networking event had been initially planned to occur at some point during the year, it did not happen due to the increased work commitments of a number of our Committee Members.

CSA is still committed to engaging with local Community groups as much as possible, and will look to do a Networking event in the coming year.

## **Minutes of the AGM // Wednesday 2<sup>nd</sup> August 2018**

### **Open & Closed Meetings**

The CSA Committee meets every second month in a Closed Meeting to work through current projects, share updates from Council and review our Goals and Strategies.

In the alternate months, CSA has been hosting Open Meetings, where all stakeholders in our Precinct are welcome to attend to discuss ideas and issues. These meetings will occasionally have guest speakers discussing issues of importance to residents and businesses in the area.

However the Committee felt we needed to change to format of these Open Meetings to make them less formal and more conjusive to discussion and networking. As a result, CSA held its first Patch Catch Up in April 2018 and a noticeable increase in attendance has been achieved. CSA intends to continue this format, and host more guest speakers in the future.

### **Newsletter, Website & Social Media**

City South's monthly Newsletter continues to get good feedback from recipients, and we are slowly increasing our email database.

CSA has seen steady growth in its Facebook Group over 2017-18 and a CSA Facebook page has now also been established (thought the Group page is where most posts continue to be made).

The CSA website has seen noticeably more traffic due to the Zig Zag events, and we continue to look for ways to make the site more interactive and relevant.

### **Brochure Updates & Printing**

Our promotional brochure was updated in June 2018 to reflect our recent project successes and current strategic plans. The brochure was then distributed as part of the marketing campaign for the July Zig Zag event with three thousand copies hand-delivered across the Precinct along with a promotional flier for CSA's Annual General Meeting (AGM) and the Zig Zag brochure.

Whilst a high percentage of marketing nowadays concentrates on social media and online, we've found we still get positive results and feedback from this type of promotion.

### **In Conclusion**

In last year's Conclusion, we stated the following...'City South has 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'.

City South can proudly say that this prediction has proven accurate, and that the 2017-18 year has seen noticeable growth in membership and engagement with both Businesses and Residents in the Precinct. We can happily say our overall Membership is at its highest level in last 8 years.

CSA's Management Committee is proud of what has been accomplished in the last twelve months and is excited about the year ahead.

## Minutes of the AGM // Wednesday 2<sup>nd</sup> August 2018

### Looking Ahead 2018-19

Strategic Plan 2018-2020 - Full document on our website.

- Submit Grant Application for Zig Zag July 2019
- Rescheduled Zig Zag daytime event Sun Nov 4 2018
- ACA Grant Project - 'Whistleblowers'
- Festive Lights 10th Year Installation Nov 2018 - Mar 2019
- Yarn Bombing Installation December 2018
- Fork on the Road / Festive Lights 10 Year Celebration TBC
- Zig Zag night-time event July 2019

## Minutes of the AGM // Wednesday 2<sup>nd</sup> August 2018



**PAUL SALLIS**  
CHARTERED ACCOUNTANT

214 - 216 Sturt Street,  
Adelaide SA 5000

Tel: (08) 8212 0622  
Fax: (08) 8212 0377  
Mobile: 0412 085 104  
Email: paul@psca.net.au  
Web: www.psca.net.au

### 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 2018. 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.

#### 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 2018 and the results of its operations for the year ended 30<sup>th</sup> June 2018.

PAUL SALLIS  
Chartered Accountant

3 July 2018



# Minutes of the AGM // Wednesday 2<sup>nd</sup> August 2018

## CITY SOUTH ASSOCIATION INCORPORATED

### Profit & Loss Statement

1/07/2017 through 30/06/2018

Income	
Adelaide City Council Grants	
Annual Operating Grant	\$25,000.00
Splash Adelaide Grants	\$1,579.73
Total Adelaide City Council Grants	<u>\$26,579.73</u>
Other Project Income	
Christmas in the City	\$8,000.00
Total Other Project Income	<u>\$8,000.00</u>
Membership Income	
Business Membership	\$409.05
Community Membership	\$36.36
Resident Membership	\$218.17
Pensioner Membership	\$45.45
Total Membership Income	<u>\$709.03</u>
Total Income	<u>\$35,288.76</u>
Expenses	
Operating Expenses	
Accounting	\$1,240.00
AGM Expenses	\$484.57
Bank Charges	\$126.40
Co-Ordinator	\$7,612.00
Insurance	\$1,483.64
Meetings Catering	\$1,195.51
Meeting Venue & Equip Hire	\$340.00
Postage	\$9.09
PO Box	\$182.73
Printing	\$604.99
Website Maintenance	\$405.45
Total Operating Expenses	<u>\$13,684.38</u>
City South Traders Expenses	
Coordinator	\$1,280.00
Meetings Catering	\$35.73
Total City South Traders Expenses	<u>\$1,315.73</u>
Festive Lights & Xmas Expenses	
Admin	\$300.00
Bump In	\$2,459.00
Bump Out	\$655.00
General	\$105.45
Infrastructure	\$109.29
Insurance	\$732.16
Globes	\$1,890.00
Lifter Hire	\$535.00
Maintenance	\$900.00
Promotion	\$170.00
Storage	\$1,042.58
Yarnbombing	\$36.90
Total Festive Lights & Xmas Expenses	<u>\$8,935.38</u>
Zig Zag Sturt St Expenses	
Coordinator	\$3,280.00
Marketing	\$1,083.86
Entertainment	\$1,218.18
Production	\$133.73
Total Zig Zag Sturt St Expenses	<u>\$5,715.77</u>
Zig Zag King William St Exp	
Coordinator	\$2,880.00
Marketing	\$987.48
Entertainment	\$200.00
Production	\$2,600.00
Total Zig Zag King William St Exp	<u>\$6,667.48</u>
Total Expenses	<u>\$36,318.74</u>
Operating Profit	<u>-\$1,029.98</u>

## Minutes of the AGM // Wednesday 2<sup>nd</sup> August 2018

### CITY SOUTH ASSOCIATION INCORPORATED

#### Balance Sheet

As of June 2018

---

Assets		
Current Assets		
Cash On Hand		
City South Chq Acc 4988 03723	\$1,635.46	
V2 Plus Acc 9064 30517	\$15,000.00	
Total Cash On Hand	<u>\$16,635.46</u>	
Accounts Receivable	\$150.00	
Total Current Assets		<u>\$16,785.46</u>
Fixed Assets		
Total Assets		<u>\$16,785.46</u>
Liabilities		
Current Liabilities		
GST Liabilities		
GST Collected	\$2,237.33	
GST Paid	<u>-\$3,253.79</u>	
Total GST Liabilities		<u>-\$1,016.46</u>
Total Current Liabilities		<u>-\$1,016.46</u>
Total Liabilities		<u>-\$1,016.46</u>
Net Assets		<u>\$17,801.92</u>
Equity		
Retained Earnings	\$18,773.46	
Current Year Surplus/Deficit	<u>-\$971.54</u>	
Total Equity		<u>\$17,801.92</u>