

Minutes of the AGM // Thursday 1st October 2020

OTHER BUSINESS:

Outgoing President, David Bolton announced that long time committee member, Arthur Goodwin was retiring from the committee due to health issues. The committee wishes to sincerely thank Arthur for his loyal services and wish him well for the future.

Next AGM // TBA approx. August/September 2021

Meeting Closed: 8.00pm

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APPENDIX 1 - Year in Review 2019/20

Overview

The last year has been eventful to say the least. With the uncertainty surrounding the Association's future, coupled with tough trading conditions that were made much worse by the Coronavirus upheaval, it has been a struggle to stay positive this year

We saw noticeably more business closures than openings this year, with long standing venues such as The Kings Head Hotel, Prince Albert Hotel and Tell Henry shutting their doors and adding to the already large number of vacancies throughout the Precinct.

However, the local area is resilient and CSA remains strongly affiliated with its community and has provided assistance wherever it can (a good example being our City South Support Grants Program) Throughout the year, CSA has followed its listed goals and strategies to offer opportunities and provide support during these difficult times.

Strategic Planning

Since 2015, City South Association (CSA) has worked to a two-year Strategic Plan formulated by the Committee and reviewed regularly.

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

The 2018-2020 Strategic Plan has guided our activities through the last year, with reviews at our bi-monthly Closed Committee Meetings to ensure the Association was on track with its Goals and Strategies.

In August/September 2020, a new one-year plan (2020-2021) was formulated to detail the Associations activities for the immediate future. This is due to the uncertainty around City South's future beyond 2021, with the implementation of a new City Wide Business Model.

The new Strategic Plan can be viewed on our website (About Page).

Mainstreets and Business Clusters

In our Strategic Plan, CSA identified eight Business Clusters' within the Precinct to focus our activities towards supporting business and to provide a framework for reporting business trends in the Precinct at the Lord Mayor's Forums.

Throughout 2019-2020, CSA has continued to monitor business openings and closures, rental vacancies, and general trends in each of these Clusters.

The underlying trends identified were mostly negative, with closures more common than openings in most Clusters. One of the only bright spots on the map was the Gilbert St Hotspot with successful venues like Prohibition and new pizza bar Madre giving this area a great vibe. It was unfortunate that the funky Tell Henry café fell victim to the COVID-19 shutdowns and that the Market Shed are only doing very occasional events.

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City Wide Business Model

In the last year, the City of Adelaide have been undertaking a comprehensive review of the Mainstreets Development Program with view to implementing a new City Wide Business Model to support and promote the City and its Precincts

Over this time, City South's President, Vice President and Coordinator have been actively engaging with the process by attending meetings and workshops hosted by both the City of Adelaide and the Adelaide Business Collective, completing surveys and offering input.

Whilst the Committee understands this process may end with the cessation of City South Association as it stands, we agree with the need for change and look forward to an outcome of the coming year

Zig Zag City South - Sat July 20 2019

In August 2018, CSA was successful in its application for a \$15000 Mainstreets Advancement Grant to run our second Zig Zag music event in July 2019 in conjunction with the Umbrella and Guitars in Bars Festivals.

We were able to significantly expand our program of music events to include day-time gigs in venues around and near Whitmore Square in addition to our night-time program along King William Street and surrounds.

In total we had 8 venues participating, with a mix of acoustic, DJ and band performances, as well as a come-and-try Bellydancing session. We also included another 3 venues regular evening DJ gigs as part of the promotions, along with surrounding cafes and restaurants to encourage patrons to complete their music experience with a meal nearby.

Café Outside the Square and The Kings Head were fairly quiet, and St Lukes and Bellydance Amethyst had disappointing numbers. However, the turnouts we had at the Crown & Sceptre Hotel, Irish Club, Duke of Brunswick and Sparkke At The Whitmore were all excellent and overall we feel the event's formula is working.

As such we have committed to a Springtime event on Sun Oct 20 2019 and have applied for another Mainstreet Advancement Grant to produce another winter event in July 2020.

Zig Zag City South - Sun Oct 20 2019

After managing the July 2019 Zig Zag event and working through the end of year financials, AGM, grant writing and acquittals, it didn't end up leaving a lot of time for the Coordinator to produce a program of similar scale to previous Zig Zag events.

As such, the October event had only four venues participating, and unfortunately, one of them (The Kings Head) pulled out a week out from the date due to a conflicting function booking.

Thankfully the other venues (The Astor, Sparkke At the Whitmore and Café Outside the Square) all had good turnouts on what was a beautiful Spring day.

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Yarn Bomb Christmas Tree

After three years of decorating Whitmore and Hurtle Squares with Yarn Bombs over the Christmas period, a number of the woollen patchwork squares needed to be decommissioned due to their condition (all retired squares were donated to an animal shelter for pet blankets).

However, the majority were still in reasonable condition and after discussions with the City of Adelaide and the Committee in May and June 2019, the decision was made to repurpose the squares by attaching them to a large cone-shaped frame to form a Xmas- tree installation.

The tree was displayed in the front window of the South West Community Centre for the month of December, with solar powered LED lights highlighting the tree at night time. Staff at the Centre loved having the tree onsite, and received many positive comments.

We will be displaying the tree in the SWCC again from mid Nov until Christmas this year. The Committee is also in the process of constructing another tree for display in the Minor Works Building. Many thanks to Committee Member Bri-Anne Keen for all her work on this project.

City South Business Support Grants

The COVID-19 pandemic presented a unique set of challenges for the Committee to support local businesses given events such as Zig Zag had to rescheduled or cancelled.

With Mainstreet Development grant funds remaining to be expended before the end of financial year, the Committee agreed that the most effective way to offer help was to follow the lead of State and Federal Governments and offer cash grants to our struggling and closed traders.

To show appreciation to our current Business Members, they were bestowed priority grants without an application process and were given a \$50 bonus above the amounts offered to non-Members.

Three categories of Grants were offered ranging from \$200 for traders who had been operating as normal but had experienced a downturn, up to \$400 for traders who had been closed for the duration of the COVID-19 lockdowns. Applicants only had to email the Coordinator, outlining their trading status during the lockdown and what % decrease in turnover they had experienced.

16 grants to non-Members and 6 grants to existing Members were distributed, totalling just under \$7000. Whilst the amounts they received may have been relatively small, all recipients were very thankful for the support.

The Committee was very pleased to have been in a position to offer this support to our Community during this difficult time.

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City South Coffee Shout - A Gift Voucher Pilot Program

As a forerunner to implementing a wider gift voucher program, City South decided to do a test run of the single-use QR code technology we had researched as the best option for managing such voucher programs.

We engaged popular local cafe Erb'n'Flo as the venue for recipients to redeem their voucher over a one week period in early September.

In late August, we distributed around 50 vouchers to current Resident and Business Members, as well as 10 to some recent Resident Members

Despite a failing of the QR codes for a short period of time, the trial was deemed a success with 25% of Members redeeming their vouchers.

The venue was happy with the ease of redemption, the custom and exposure they enjoyed as a result of being involved in the program.

City South is now planning to implement two programs involving multiple venues and a longer redemption period in November 2020 and March 2021.

Whistleblowers Brochure & Storyboards

Utilising grant funds provided by the Adelaide Cemeteries Authority, CSA's Committee has 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.

Progress has been gradual with a number of changes made to the wording and content over this year, based on input from the SA Police Association, the Adelaide Cemeteries Authority and the Committee. With the brochure almost ready to print, the Committee decided that storyboards would also be produced so that the story could be showcased as part of an exhibition alongside our historical canvas prints.

History Exhibition - SALA Festival, August 2020

To give the Committee a deadline to work to for finalising the Whistleblowers brochure and producing the storyboards, it was decided that CSA would host an exhibition at local café Erb'n'Flo in the August 2020 SALA Festival. However, COVID-19 put the brakes on that idea, forcing the cancellation of the festival and our proposed event

We will look to host the exhibition in the 2021 SALA Festival at a venue to be decided upon.

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Open & Closed Meetings

City South continued its format of hosting open 'Patch Catch Up' Meetings every two months with Closed Committee Meetings held in the alternative months up until the outbreak of COVID-19.

Up until then, attendance to the Patch Catch Ups had been up and down, and the Committee will review the format to encourage greater patronage.

City South aims to reinstate the Catch Ups in April 2021.

Membership & Committee

After a couple of years of solid growth in both Business & Resident Membership, numbers were slightly down until CSA has implemented its Support Grant Program in the wake of the COVID-19 pandemic.

The Grant Program offered a years free Membership to existing Business Members and to those who applied for our Business Support Grants. This has bolstered our Business Member numbers with the hope of retaining a proportion of these Members in the future.

Three of the 2018-19 Committee retired prior to the AGM in September 2019. Thankfully, we welcomed two new Committee Members at that meeting and existing member Keiran Snape became our new Vice President.

Monthly Newsletter, Website & Social Media

City South's monthly newsletter continues to get good feedback from recipients and we are slowly increasing our email database. A thorough review and update of our Mailing List was carried out during the year, with new businesses in the Precinct added and those no longer in the area removed. A number of updates were carried out on the CSA website including reworking our Gallery into separate pages for Events, Street Art and Precinct Photos as well as setting up an Archive section.

As the COVID-19 pandemic hit, businesses in the area had to either change their modes of operation or close. To keep everyone informed, we added Open For Business posts to the website, outlining who was still trading and in what format for all categories. These posts were shared via social media and in the Newsletter.

CSA has seen slow growth in both its Facebook Page and Facebook Group over the year. Volume of posts to both has been decent, but there is still room for improvement.

Brochure Updates and Printing

After increased membership as a result of our previous year's brochure distribution, the Committee decided to continue with its yearly letterbox drop of City South's promotional brochure.

The brochure was updated and 3000 were distributed across the Precinct in all letterboxes in August, along with a flier for our AGM & Coffee Shout program.

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In Conclusion

CSA's management committee is proud of what has been accomplished in the last twelve months despite the economic conditions that have been endured.

We look forward to the precinct and the economy in general moving into recovery mode, but understand the underlying trading conditions in the precinct will remain hard for the short to medium term.

We are excited about implementing our next Zig Zag event and future Gift Voucher programs and feel that this form of business support will prove to be efficient and effective whilst providing real benefits to our Members.

We also look forward to getting clarity around the Association's future once a final resolution is passed by Council around the implementation of a City Wide Business Model.

New Financial Year 2020/2021

Looking Ahead...

Zig Zag Spring 2020 - Sat 17 Oct & Sun 18 Oct

Yarn Bomb Christmas Trees - Nov/Dec 2020

Christmas Cheers! Gift Voucher Program - Nov/Dec 2020

Christmas Croon - Live Music gig at The Astor Hotel Thu Dec 10 (TBC)

Complete 'Whistleblowers' Brochure project

Fringetime Freebies - Gift Voucher Program March 2021

Zig Zag City South - July 2021

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APPENDIX 2

**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 30th June 2020. 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 30th June 2020 and the results of its operations for the year ended 30th June 2020.



Andrew Jackson

Certified Practicing Accountant

13 July 2020

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CITY SOUTH ASSOCIATION INCORPORATED

Profit & Loss Statement

1/07/2019 through 30/06/2020

Income	
Adelaide City Council Grants	
Annual Operating Grant	\$25,000.00
Advancement Grant	\$15,000.00
Xmas in the City Grant	\$440.00
Total Adelaide City Council Grants	<u>\$40,440.00</u>
Other Project Income	
Equipment Hire Income	\$100.00
Total Other Project Income	<u>\$100.00</u>
Membership Income	
Business Membership	\$136.35
Resident Membership	\$163.62
Pensioner Membership	\$72.72
Total Membership Income	<u>\$372.69</u>
Total Income	<u>\$40,912.69</u>
Expenses	
Operating Expenses	
Accounting	\$867.50
AGM Expenses	\$385.45
Bank Charges	\$144.80
Co-Ordinator	\$8,080.00
Insurance	\$1,483.64
Meetings Catering	\$1,314.44
Meeting Venue & Equip Hire	\$255.00
Postage	\$39.09
PO Box	\$191.82
Printing	\$279.88
Website Maintenance	\$168.18
Total Operating Expenses	<u>\$13,209.80</u>
Festive Lights & Xmas Expenses	
Storage	\$1,171.85
Yarnbombing	\$448.33
Total Festive Lights & Xmas Expenses	<u>\$1,620.18</u>
Zig Zag July 2019	
Coordinator	\$2,340.00
Marketing	\$1,679.18
Entertainment	\$4,534.27
Production	\$1,407.27
Total Zig Zag July 2019	<u>\$9,960.72</u>
Zig Zag Oct 2019	
Coordinator	\$480.00
Marketing	\$696.35
Entertainment	\$520.00
Total Zig Zag Oct 2019	<u>\$1,696.35</u>
City South Support Grants	
Coordinator	\$1,215.00
Member Grants	\$1,800.00
Non Member Grants	\$4,950.00
Total City South Support Grants	<u>\$7,965.00</u>
Zig Zag Sept 2020	
Coordinator	\$60.00
Marketing	\$8.93
Total Zig Zag Sept 2020	<u>\$68.93</u>
Other Project Expenses	
History Exhibition	\$140.00
Total Other Project Expenses	<u>\$140.00</u>
Total Expenses	<u>\$34,660.98</u>
Operating Profit	<u>\$6,251.71</u>
Other Income	
Interest Income	\$45.62
Total Other Income	<u>\$45.62</u>
Other Expenses	
Net Surplus / (Deficit)	<u>\$6,297.33</u>

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CITY SOUTH ASSOCIATION INCORPORATED

Balance Sheet

As of June 2020

Assets		
Current Assets		
Cash On Hand		
City South Chq Acc 4988 03723	\$572.83	
V2 Plus Acc 9064 30517	\$27,000.00	
Total Cash On Hand	\$27,572.83	
Accounts Receivable	\$40.00	
Total Current Assets	\$27,612.83	
Fixed Assets		
Total Assets		\$27,612.83
Liabilities		
Current Liabilities		
GST Liabilities		
GST Collected	\$3,021.40	
GST Paid	-\$4,384.01	
Total GST Liabilities	-\$1,362.61	
Total Current Liabilities		-\$1,362.61
Total Liabilities		-\$1,362.61
Net Assets		\$28,975.44
Equity		
Retained Earnings	\$22,678.11	
Current Year Surplus/Deficit	\$6,297.33	
Total Equity		\$28,975.44