

Minutes of the AGM // Wednesday 8th September 2021

Treasurer	Andrew Peters	Yes
Vic President	David Bolton	Yes
Committee	Janet Giles	Yes
Committee	Sasha Dragovelic	Yes
Committee	Simone McDonnell	Yes

Next AGM // TBA approx. August/September 2022

Meeting Closed: 7.40pm

Appendix 1.

City South Association Annual General Meeting 2021

- 01 Open Meeting
- 02 Apologies
- 03 Minutes of Previous Meeting
- 04 Guest Speaker - Councillor Greg Mackie (OAM)
- 05 Year in Review 2020/21
- 06 Looking Ahead 2021/22
- 07 Treasurer's Report 2020/21
- 08 Committee Election
- 09 Next Meeting
- 10 Close Meeting

Minutes of the AGM // Wednesday 8th September 2021

Year in Review 2020/21

Overview

- The ongoing effects of COVID-19 has made 2020-21 another tough year for City South Businesses and the community in general. The lockdowns imposed during November 2020 and July 2021 forced businesses to close, events to be cancelled or rescheduled and affected everyone's lives.
- Capacities for hospitality venues have fluctuated between 50 and 75% for the much of the year, causing ongoing hardship for these businesses. Higher percentages of people working from home has affected footfall and visitation in the City too.
- City South has continued to provide support where possible, stay true to its goals and strategies and strengthen its ties to the local Community during these trying times. Whilst they may not have been grand, we feel we've continued to make positive contributions to those around us over this last year.

Year in Review 2020/21

Strategic Planning

- Since 2015, CSA has utilised a Strategic Plan to guide its operations. The plan was formulated by the Management Committee and is updated and reviewed regularly to ensure adherence to the plan's listed fundamentals.
- 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.*
- In May 2020, the process of formulating the 2020-2021 Strategic Plan began and the document was completed in September 2020 and presented at our AGM on Wed 1 Oct 2020.
- Reviews of our progress were carried out at our bi-monthly Closed Committee Meetings.
- The Plan was again updated over the last month to reflect our Goals and Objectives for 2021/22 and can be viewed on our website (About Page).

Minutes of the AGM // Wednesday 8th September 2021

Year in Review 2020/21

Mainstreets and Business Zones

- As part of CSA's strategic planning process in 2018, eight 'Business Zones' within the precinct were identified to help guide business support activities and provide a framework for reporting on business trends at the Lord Mayor's Precinct Forums.
- Whilst the Forum's format has changed and have no longer required us to report on trends, CSA has continued to monitor rental vacancies, business openings / closings and general changes in these zones throughout 2020-2021.
- The current status of these Business Zones are stated in our 2021/22 Strategic Plan.

Year in Review 2020/21

Introduction of the Adelaide Economic Development Agency

- After a long consultation process to implement a new City-Wide Business Model, the Adelaide Economic Development Agency was launched in January 2021.
- Up until March this year, the Precinct groups were of the understanding that the introduction of AEDA would mean the end of funding for Precincts, and as such, their likely demise. However, an email received that month stated that AEDA itself was now budgeting to fund the Precincts for the 2021/22 financial year.
- This funding has now been approved by Council and City South is in the process of putting forward its application.

Minutes of the AGM // Wednesday 8th September 2021

Year in Review 2020/21 - Projects

City South Coffee Shout - A Gift Voucher Pilot Program

Mon Aug 31 to Sun Sept 6 2020 at Erb'n'Flo Coffee Bar

- 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 2020.
- 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.

Year in Review 2020/2021 - Projects

association 

Zig Zag City South - Sat Oct 17 and Sun Oct 18 2020

- With the July 2020 Umbrella Festival falling victim to the COVID shutdowns, City South also cancelled its planned Zig Zag City South event. Originally rescheduled for September, the event finally went ahead across two days in mid-October (Sat Oct 17 and Sun Oct 18) with 4 venues involved on the Saturday night and three for the Sunday.
- Venue capacities ran at 50% and there was still some trepidation amongst some in the Community around heading out to venues. As such, turnout numbers were affected but the vibe was still good at the venues and patrons glad to be able to experience some live music again after a long period without it.
- The Irish Club had enthusiastic chair-dancing going on to The Flaming Sambucas, the Crown & Sceptre patrons enjoyed the global groove of Local Revolution, and there was a full house for the hip hop and funk vibes of Tervete Collective at 55ML on the Saturday night.
- Sunday was more low-key at Prohibition Liquor, Café Outside the Square and 55ML.

Minutes of the AGM // Wednesday 8th September 2021

Year in Review 2020/2021 - Projects

Yarn Bomb Christmas Tree - Dec 2020

- After successfully repurposing our Yarnbomb Squares in 2019 to form a unique Christmas Tree, the Committee (in consultation with our Crocheting Queen Bri-Anne Keen) decided that we could build another tree and as such, be able to have displays at both the South West Community Centre on Sturt St and the Minor Works Building.
- Both Christmas-themed trees looked great and were on display for the month of December, with solar powered LED lights highlighting them at night. Received many positive comments on them.
- **Many thanks to Committee Member Bri-Anne Keen for all her work on this project.**

Year in Review 2020/2021 - Projects

Christmas Cheers Gift Voucher Program Nov 30 - Dec 13 2020

- After the successful trial of the single-use QR Code technology via the Coffee Shout pilot, we felt confident running a larger gift voucher program for Christmas 2020.
- The Christmas Cheers program involved 4 local hospitality venues (Seoul Sisters, Sibling, Fine Choice Coffee Solutions and Café Outside the Square) as redemption outlets over a two-week period for \$20 vouchers (distributed to Members) and \$10 vouchers (distributed to people on our Mailing Lists).
- Redemption rates were around 20% for Members (slightly down on the Pilot figures) and low for the Mailing List recipients

Minutes of the AGM // Wednesday 8th September 2021

Year in Review 2020/2021 - Projects

Christmas Croon - Thu Dec 10 at The Astor Hotel

- With the Astor Hotel was not able to participate in the October Zig Zag event, the decision was made to utilise some leftover funds from that event to put on a Christmas live music event on the Astor's Balcony and program it as part of Council's Christmas-themed outdoor music series being held in December.
- On a warm sunny evening, the Balcony was the perfect place to enjoy City South favourite Lucifers Lounge, with a (COVID reduced) capacity crowd in attendance.
- Patrons found a solution to the enforced No Dancing policy on the night, by grooving away on the footpath downstairs!

Year in Review 2020/21 - Projects

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.
- After many months working on this, the Brochure was finally completed and printed in April 2021, and 8 A2 storyboards were also produced so that they could be displayed as part of our May 2021 History Month Exhibition. The brochures have also been distributed to the West Terrace Cemetery, local schools and State Library.

Minutes of the AGM // Wednesday 8th September 2021

Year in Review 2020/21 - Projects

City South History Exhibition - History Month May 2021

- COVID-19 forced the cancellation of the 2020 History Festival and our planned Exhibition at that time. However, we were able to go ahead with the History Exhibition at Erb'n'Flo in the 2021 History Month program.
- The display included around 25 of our canvas mounted images from the late 1800s and early 1900s, as well as the newly printed storyboards of our Whistleblowers story.
- The Cafe reported good numbers of around 70 patrons visiting to see the Exhibitions.

Year in Review 2020/21 - Projects

Zig Zag City South - Fri July 23 2021

- With a smaller budget allocated to this Zig Zag than previous July events, the focus moved from high profile live acts to programming smaller bands, acoustic duos and DJs across as many venues as possible. Running the event on a Friday night for the first time also meant that we were able to support a number of venues that host ongoing Friday night entertainment.
- Nine venues chose to be involved, acts were booked and promotion was done. Then, only four days out from the event, Adelaide was put into lockdown due to a Delta-variant COVID outbreak (with Precinct restaurant The Greek on Halifax one of the prime exposure sites).
- As such, the event was cancelled. However, determined to still realise the aim of supporting the artists and our local venues, the Committee decided to offer 50% cancellation fees to the performers, and \$250 Support Grants to the participating business to recognise their lost trade due to the lockdown. All the venues and artists were very appreciative of this gesture.

Minutes of the AGM // Wednesday 8th September 2021

Year in Review 2020/21 - Projects

Whitmore Square Winter Lights - July 6 to Aug 10 2021

- Having not utilised the Festive Lights infrastructure for 2 years, as well as facing the prospect of no funding for the Association after the 2021 Financial Year, the Committee decided to organise one last installation of the lights on Whitmore Square. The timing of this would coincide with the inaugural Illuminate Adelaide Festival in late July / early August 2021.
- Thankfully funding for the next year has been approved, but the idea was still a good one. Approval from Council was sought and granted to do a month-long display of our colour-changing LED Festoon lights and large green floods to add some colour to our Precinct, given that no official Illuminate events were occurring in our area.
- The lights were installed on Tues July 6 and remained in place until Aug 10.

Year in Review 2020/21

Open & Closed Meetings

- CSA's committee members meet every second month in a Closed Meeting format (elected committee members only) to work through current projects, share updates from Council and review our goals and strategies.
- In the alternate months, CSA had been hosting informal *Patch Catch* gatherings where all stakeholders in our Precinct are welcome to attend to discuss ideas and issues. However, with the onset of COVID, these meetings were suspended and only reconvened in April and June 2021.
- The Annual General Meeting held on Wed Oct 1 2020 at Duke of Brunswick Hotel with a very good turnout including the Hon. Rachel Sanderson and Cr Franz Knoll

Minutes of the AGM // Wednesday 8th September 2021

Year in Review 2020/21

Membership & Committee

- In June 2020, CSA implemented a Support Grant program in the wake of the COVID-19 pandemic, and offered a one year free Membership (2020-21) to existing business members and to those who applied for our Business Support Grants. This has bolstered our Business Membership numbers to 27, and CSA hopes that we can retain a good proportion of these members in the upcoming 2021-22 year.
- Resident / Pensioner Membership remained steady around 20 compared to the previous years.
- After many years of City South's President, David Bolton stepped down from the role at the October 2020 AGM but has continued his involvement in the group by staying on as a Committee Member. City South acknowledges his valuable contribution to the Association and the Precinct in general.
- After a year as Vice President, Keiran Snape stepped up as President for the 2020-21 year and Briony Hunt became the new Vice President. Long-time secretary and public officer Bri-Anne Keen continued on her role, as did the rest of the Committee Members from 2019-20.

Year in Review 2020/21

Monthly Newsletter, Website & Social Media

- CSA's monthly newsletter continues to receive positive feedback from recipients, and we are slowly increasing our email database. CSA has also seen steady growth in both its Facebook Page and Facebook Group over the year.
- A number of changes were made to the City South website over the last year, including updates to the Photo Library and Event Archive pages.

Minutes of the AGM // Wednesday 8th September 2021

Year in Review 2020/21

Networking with Community Groups

- CSA continued to support the projects associated with the South West Community Centre and the South West City Community Association by helping to promote their events through our newsletter and social media.
- CSA is committed to engaging with local community groups as much as possible, and encourages local groups to attend our Patch Catch Up gatherings.

Year in Review 2020/21

Brochure Updates and Printing

- Our promotional brochure was updated in June 2020 and 3000 copies distributed in August 2020 along with a promotional flier for the AGM and Gift Voucher Pilot Program. Whilst most of our marketing concentrates on social media and online, CSA has found that it received positive results and feedback from this hardcopy form of promotion.
- Our brochure was again updated in July 2021 and distributed in Aug/Sept 2021 along with our AGM flier.

New Financial Year 2021/2022

Looking Ahead...

- Strategic Plan 2021/22 (can be viewed at www.citysouth.org.au)
- Whitmore Square Lights Nov-Jan 2021
- Christmas Live Music gig Nov/Dec 2021
- Xmas Yarn Bomb Trees Dec 2021
- Gift Voucher Program Mar/Apr 2022
- History Exhibition May 2022
- Zig Zag City South July 2022

Minutes of the AGM // Wednesday 8th September 2021

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 June 2021. 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 June 2021 and the results of its operations for the year ended 30 June 2021.

Andrew Jackson
Certified Practising Accountant

7 July 2021

Minutes of the AGM // Wednesday 8th September 2021

Profit & Loss [Last Year Analysis]

July 2020 through June 2021

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	This Year	Last Year
Income		
Adelaide City Council Grants		
Annual Operating Grant	\$25,000.00	\$25,000.00
Advancement Grant	\$0.00	\$15,000.00
Xmas in the City Grant	\$0.00	\$440.00
Total Adelaide City Council Grants	\$25,000.00	\$40,440.00
Other Project Income		
Equipment Hire Income	\$0.00	\$100.00
Total Other Project Income	\$0.00	\$100.00
Membership Income		
Business Membership	\$45.45	\$136.35
Community Membership	\$18.18	\$0.00
Resident Membership	\$236.34	\$163.62
Pensioner Membership	\$90.90	\$72.72
Total Membership Income	\$390.87	\$372.69
Total Income	\$25,390.87	\$40,912.69

Expenses

Operating Expenses		
Accounting	\$872.50	\$867.50
AGM Expenses	\$364.09	\$385.45
Bank Charges	\$183.56	\$144.80
Co-Ordinator	\$7,402.50	\$8,080.00
Insurance	\$1,483.64	\$1,483.64
Meetings Catering	\$1,391.17	\$1,314.44
Meeting Venue & Equip Hire	\$40.00	\$255.00
Postage	\$0.00	\$39.09
PO Box	\$195.45	\$191.82
Printing	\$546.36	\$279.88
Website Maintenance	\$263.60	\$168.18
Other Expenses	\$56.36	\$0.00
Total Operating Expenses	\$12,799.23	\$13,209.80

Minutes of the AGM // Wednesday 8th September 2021

Winter Lights Expenses		
Admin	\$90.00	\$0.00
Storage	\$376.36	\$1,171.85
Total Winter Lights Expenses	\$466.36	\$1,171.85
Christmas Project Expenses		
Yarnbombing	\$560.75	\$448.33
Christmas Croon	\$909.95	\$0.00
Total Christmas Project Expenses	\$1,470.70	\$448.33
Christmas Cheers Voucher Prgrm		
Coordinator	\$792.50	\$0.00
Voucher Redemptions	\$330.91	\$0.00
QR Codes	\$156.59	\$0.00
Total Christmas Cheers Voucher Prgrm	\$1,280.00	\$0.00
Zig Zag July 2019		
Coordinator	\$0.00	\$2,340.00
Marketing	\$0.00	\$1,679.18
Entertainment	\$0.00	\$4,534.27
Production	\$0.00	\$1,407.27
Total Zig Zag July 2019	\$0.00	\$9,960.72
Zig Zag Oct 2019		
Coordinator	\$0.00	\$480.00
Marketing	\$0.00	\$696.35
Entertainment	\$0.00	\$520.00
Total Zig Zag Oct 2019	\$0.00	\$1,696.35

City South Support Grants		
Coordinator	\$0.00	\$1,215.00
Member Grants	\$0.00	\$1,800.00
Non Member Grants	\$0.00	\$4,950.00
Total City South Support Grants	\$0.00	\$7,965.00
Gift Voucher Pilot Program		
Coordinator	\$1,012.50	\$0.00
Voucher Redemptions	\$227.27	\$0.00
Promotion	\$92.72	\$0.00
QR Codes	\$82.08	\$0.00
Total Gift Voucher Pilot Program	\$1,414.57	\$0.00
Zig Zag Oct 2020		
Coordinator	\$4,162.50	\$60.00
Marketing	\$2,750.96	\$8.93
Entertainment	\$6,002.28	\$0.00
Production	\$1,740.25	\$0.00
Total Zig Zag Oct 2020	\$14,655.99	\$68.93
Zig Zag July 2021		
Coordinator	\$472.50	\$0.00
Marketing	\$1,618.62	\$0.00
Total Zig Zag July 2021	\$2,091.12	\$0.00
Other Project Expenses		
History Exhibition	\$731.33	\$140.00
Whistleblowers Project	\$1,816.68	\$0.00
Total Other Project Expenses	\$2,548.01	\$140.00
Total Expenses	\$38,725.98	\$34,660.98
Operating Profit	-\$11,335.11	\$6,251.71
Other Income		
Interest Income	\$3.41	\$45.62
Total Other Income	\$3.41	\$45.62
Other Expenses		
Net Surplus / (Deficit)	-\$11,331.70	\$6,297.33

Minutes of the AGM // Wednesday 8th September 2021

CITY SOUTH ASSOCIATION INCORPORATED

Balance Sheet

As of June 2021

Assets			
Current Assets			
Cash On Hand			
City South Chq Acc 4988 03723	\$1,755.80		
V2 Plus Acc 9064 30517	\$15,000.00		
Total Cash On Hand		\$16,755.80	
Accounts Receivable		\$40.00	
Total Current Assets			\$16,795.80
Fixed Assets			
Total Assets			\$16,795.80
Liabilities			
Current Liabilities			
GST Liabilities			
GST Collected	\$4,331.53		
GST Paid	-\$5,179.47		
Total GST Liabilities		-\$847.94	
Total Current Liabilities			-\$847.94
Total Liabilities			-\$847.94
Net Assets			\$17,643.74
Equity			
Retained Earnings		\$28,975.44	
Current Year Surplus/Deficit		-\$11,331.70	
Total Equity			\$17,643.74