

# **ATTACHMENT TO AGENDA ITEM**

## **Ordinary Meeting**

**17 May 2016**

<b>Agenda Item 8.4</b>	<b>Shepparton Show Me Biannual Report - July - December 2015</b>
<b>Attachment 3</b>	<b>SSM Meeting ORDINARY minutes 24th August 2015..... 199</b>
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**SHEPPARTON SHOW ME COMMITTEE MEETING**  
**MEETING MINUTES**  
 MONDAY 24 AUGUST 2015,  
 BILL HUNTER ROOM – COUNCIL OFFICES



- 1.1 Attendees: Malcolm Blake, Shane Sali, Mat Innes-Irons, Geraldine Christou, Simon Quattrochi, Danielle Tait, Ed Thomas.**
- 1.2 Guests: Peter Sutherland and Michael Diffey (Alchemy Media)**
- 1.3 In attendance: Laura Church (Minutes)**
- 2. Apologies: Fiona Le Gassick, Ron Popelier, John Montagner, Cr Les Oroszvary, Johann Rajaratman, Cr Dinny Adem and Peter Radevski.**

**RECOMMENDATION -**

That the apologies of Fiona Le Gassick, Ron Popelier, John Montagner, Cr Les Oroszvary, Johann Rajaratman, Cr Dinny Adem, and Peter Radevski be noted.

**Moved: Simon Quattrochi**

**Seconded: Sam Lagozzino**

**CARRIED**

- 3. Minutes of previous Meeting**

**RECOMMENDATION**

That the Minutes of the Shepparton Show Ordinary Meeting held on July 20th, 2015 as circulated be confirmed.

**Moved: Geraldine Christou**

**Seconded: Malcolm Blake**

**CARRIED**

- 4. Declarations of Conflict of Interest**

In accordance with Sections 77A, 77B, 78 and 79 of the Local Government Act Committee Members are required to disclose a "conflict of interest" in a decision if they would receive, or could be reasonably perceived as receiving a direct or indirect financial or non-financial benefit or detriment (other than as a voter, resident or ratepayer) from the decision.

- **Mat Innes-Irons** (Springnats)
- **Geraldine Christou** (St Georges Road Food Festival)

**Disclosure must occur immediately before the matter is considered or discussed**

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
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**5. Financial Report**

Simon Quattrochi

**RECOMMENDATION**

That the financial report be endorsed by the committee

**Moved: Simon Quattrochi**

**Seconded: Danielle Tait**

**CARRIED**

**6. Sponsorship Applications**

**6.1 5.40pm Victorian Open Bowls Championships 2015**

Sandra Wallace

- Sandra Wallace is the Chair of Shepparton Park Bowls
- The event runs from the 7<sup>th</sup> – 13<sup>th</sup> November
- Shepparton have the event for the next 3 years
- The previous year (2014) saw 940 entrants, and increase of 350 on the previous year (2013)
- Bowls Victoria are expecting over 1500 entries this year
- Prize money pool is \$42,000, with \$2,000 from Shepparton Park Bowls
- 17 clubs volunteer players from the local area
- The event draws a lot of people to the area which is great for business
- Promotion for this event will be done via TV, radio, Facebook and on the website
- Application is for \$5,000 from Shepparton Show Me
- Also requiring the SSM tent

Committee to consider application.

**6.2 5.50pm St Georges Road Food Festival**

Fiona Smolenaars

- Fiona Smolenaars is from the Events Team GSSC
- The event date is the Sunday 27<sup>th</sup> September 2015, 11am – 4pm
- \*A video presentation is presented with footage from last year's event\*
- The event this year is run during school holidays. A great way to attract numbers
- Great to profile the businesses down St Georges Road
- Help stimulate the economy
- 2,000 people attended last year.
- Generated a lot of interest locally
- Lots of people sat communal
- Important for breaking down the barriers of multiculturalism in our area
- All about creating a better understanding among our cultures
- Asking for sponsorship for advertising the event (TV, radio)
- Advertising to be spread to places like Wangaratta and Benalla (outside of local area)
- Total budget \$28,000
- A lot of the money is spent on infrastructure
- Asking for \$7,800 sponsorship from SSM (\$800 – Billboard, \$5,000 – TV Commercial, \$2,000 – Radio advertisement)
- Advertising (TV & Radio) is aimed at the general public
- 'word of mouth' and Facebook will be more effective for the multicultural
- VMS boards will also be used
- Advertising cards have been made and are being distributed around the local area

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- Mat asks how many food stalls?
- Fiona replies there will be 10 food stalls brought in and 2 businesses selling food from different cultures (Filipino, Malaysian, Iraqi, Afghani, Indian to name some)
- Hoping to get more involved (Italian, Chinese, Albanian)
- Fiona is also trying to get arts & crafts to sell or display

Committee to consider application.

6.3 6.05pm Shepparton Springnats

Mat Innes-Irons

- Mat Innes-Irons presenting for Les Adams as he could not attend
- Event date is 27<sup>th</sup>- 29<sup>th</sup> of November 2015
- Event is in its 23<sup>rd</sup> year of operation
- Victoria largest performance car festival
- Free for SSM stakeholders to have space
- Asking for \$3,300 in sponsorship from SSM

Committee to consider application.

## 7. Correspondence

### 7.1 Correspondence Inwards

7.1.1 Letter from the Shepparton Chamber of Commerce re: Parking

### 7.2 Correspondence Outwards

7.2.1 Letter of decline to the Chamber of Commerce re: C.A.R.E Sales/Service and Experience program

7.2.2 Letter of acceptance to the Heritage Festival

7.2.3 Letter of acceptance to the Shepparton Agricultural Society

**RECOMMENDATION** – That the correspondence has been accepted

**Moved:** Geraldine Christou

**Seconded:** Sam Lagozzino  
**CARRIED**

### **RECOMMENDATION**

That pursuant to section 89(2)(h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be closed to member of the public for consideration of sponsorship funding and committee membership applications.

**Moved:**

**Malcolm Blake**

**Seconded:**

**CARRIED**

## 8. Sponsorship Discussion

8.1 Victorian Open Bowls Championships 2015

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**RECOMMENDATION:** To give the Victorian Bowls Championships \$3,500

**Moved:** Shane Sali

**Seconded:** Geraldine Christou  
**CARRIED**

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**SHEPPARTON SHOW ME COMMITTEE MEETING**  
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- Publicised on Facebook
- There will be Xbox with V8 Supercars set up for four people
- Mat will be on the microphone promoting businesses and the local area
- Radio ads from Thursday 27<sup>th</sup> August
- Starting promotion earlier to build more hype
- Great things happening
  - Meeting with Peter Sutherland (Alchemy Media) Friday morning to discuss project, website, logo and the stories to be told on there
  - Mat and Peter took Charles Woolley to Pactum Dairy, SPC and Radevski's
  - His interest was in the people not just the factories/plants
  - They observed that Charles knows where the interesting stories are
- Santa's Hut
  - Project has been proposed to committee
  - Mobile trailer done up as 'Santa's Hut' for the Mall
  - Plan is for the trailer to be versatile so it can be used for several events
  - Still awaiting final costing's
  - Verbal quote for trailer to be made around \$25,000. Looking at \$35,000 all up
- "Floralising" Fryers St
  - Mat has been talking with John Dryden about concept
  - John has signatures from businesses in Fryers St who want to participate
  - John would like to tie it in with spring
  - It would entail decorating every shop front up to the round about
  - John would supply flowers/plants
  - Mat suggested doing that in conjunction with other nurseries/florists also
  - John will submit application with SSM

9.2 *Investment Attraction Report*

*Geraldine Christou*

- Commercial Activity Centres Strategy
  - Activity Centres (Council) are working collaboratively with organisations
  - For the development of community facilities and to encourage a night time economy
  - All about protecting the CBD and increasing the vibrancy of it
  - Geraldine encouraged committee members to look at the strategy and provide feed back
- Shepparton Small Business Festival
  - Event is in its third week
  - Events have been well received and attended
- The Winter City Market
  - Friday 28<sup>th</sup> & Saturday 29<sup>th</sup> August 2015
  - Host of kids rides and attractions – free of charge
  - Winter wonderland
  - Live entertainment
  - Jumping castle, snow play area, kids workshops, roving entertainment, face painting and petting zoo
  - 'Grill'd' airstream bus is attending
  - Fashion, home wares, jewellery and over 50 unique market stalls
  - Win \$2,000 shopping spree on Friday
- GV BRaIN - Ahn Do
  - Successful night
  - Over 450 people in attendance

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**SHEPPARTON SHOW ME COMMITTEE MEETING**  
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- Economic Development and Tourism Strategy
  - Currently in development
  - Urban initiatives engaged to put strategy together
  - 5 year strategy
  - Currently undertaking consultations
  - There is a meeting on Tuesday 25<sup>th</sup> at the Council board room at 6pm to provide input into the strategy
- Festive Decorations Committee
  - Committee has been appointed
  - First meeting to be held in the first week of September
- New Tourism Statistics
  - Committee to read at their leisure
- Victoria Teachers Games
  - 20<sup>th</sup> – 23<sup>rd</sup> of September 2015
  - 2,500 teachers coming to the event from around Victoria to converge on a regional centre (previously Bendigo and Ballarat)
  - Tourism staff planning events for Teachers
  - Shepparton have the event for 3 years
  - Mat has placed an article in the Adviser encouraging businesses to embrace the opportunity
- Mooving Art
  - New cow to be added with a 'tourist' theme
  - Informing committee of the vandalism of some of the cows
  - Some have been repaired
  - Some were not repairable
  - \$6,000 per cow
- Visitor Centre
  - 3 year application for accreditation has been approved under the Australia Tourism Program
  - Less than 70 tourism centres across Victoria hold this accreditation
- Victorian Information Centre Summit
  - Shepparton are hosting the 2016 Victorian Information Centre Summit
  - 200 government employees converge on Shepparton
  - The event hasn't been held in Shepparton for 16 years
- Former UDP Site
  - Former UDP site has sold
  - Cassolari has purchased and will start bottling in the near future

**RECOMMENDATION –**

**Moved: Shane Sali**

**Seconded: Ed Thomas**  
**CARRIED**

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
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**10. General Business**

- |      |   |                                     |
|------|---|-------------------------------------|
| 10.1 | Marketing Planning Session –not discussed | Mat Innes-Irons<br>Fiona Le Gassick |
| 10.2 | Spring into Shepparton Campaign           | Peter Sutherland<br>– Alchemy Media |

Objective: To increase spending and broaden the appeal. Not just 'spring fashions'.  
- Spring is a time when the markets become more active

- Geraldine asked if the campaign will extend into the spring racing carnival
- Peter said yes
- Simon asked for a breakup of the figures
- Peter said Alchemy Media will provide that before the campaign starts
- Geraldine asked how long the campaign runs for
- Mat said for 2-3 weeks in October

**Meeting closed at 7:38pm**

**NEXT MEETING:**  
21<sup>st</sup> SEPTEMBER 2015  
COUNCIL BOARDROOM  
5.30PM



**SHEPPARTON SHOW ME COMMITTEE MEETING**  
**MEETING AGENDA**  
**MONDAY 21<sup>st</sup> SEPTEMBER 2015, 5.00PM – 7.00PM**  
**COUNCIL BOARD ROOM**



- 1.1 Attendees: Malcolm Blake, Shane Sali, Mat Innes-Irons, Cr Dinny Adem, Geraldine Christou, Danielle Tait, Ed Thomas, Peter Radevski, Fiona Le Gassick, Ron Popelier, John Montagner, Cr Les Oroszvary and Johann Rajaratnam**
- 1.2 Guests: Morry McKeller and Amy Dainton**
- 1.3 In Attendance: Laura Church (Minutes)**
- 2. Apologies: Simon Quattrochi and Sam Lagozzino**

**RECOMMENDATION**

That the apologies of Simon Quattrochi and Sam Lagozzino be noted.

**Moved: Ron Popelier**

**Seconded: Cr Dinny Adem**

**CARRIED**

**3. Minutes of previous Meeting**

**RECOMMENDATION**

That the Minutes of the Shepparton Show Ordinary Meeting held on August 24th, 2015 as circulated be confirmed.

**Moved: Ed Thomas**

**Seconded: Danielle Tait**

**CARRIED**

**4. Declarations of Conflict of Interest**

In accordance with Sections 77A, 77B, 78 and 79 of the Local Government Act Committee Members are required to disclose a "conflict of interest" in a decision if they would receive, or could be reasonably perceived as receiving a direct or indirect financial or non-financial benefit or detriment (other than as a voter, resident or ratepayer) from the decision.

**Disclosure must occur immediately before the matter is considered or discussed.**

- **Mat Innes-Irons (Item 8.1: Footy Friday)**

**5. Financial Report**

Fiona Le Gassick

**CONCLUSION**

The financial report was not endorsed by the committee.

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
**MEETING AGENDA**  
**MONDAY 21<sup>st</sup> SEPTEMBER 2015, 5.00PM – 7.00PM**  
**COUNCIL BOARD ROOM**



**6. Sponsorship Applications**

6.1 5.24pm Footy Friday

Martin Gleeson  
 AFL Goulburn Murray

- Martin Gleeson is the Region General Manager for AFL Goulburn Murray
- Event aim is to promote that Shepparton businesses are open for business on the public holiday on Friday 2<sup>nd</sup> of October
- With the public holiday Friday, AFL Grand Final Saturday and the local GVFL Grand Final on the Sunday. This event would promote more people to come to Shepparton to stay over the three days
- Martin feels that a lot of people still aren't aware that most businesses will be open on the public holiday
- Radio broadcast would be done on ONE FM to promote event
- Footy interviews and reviews to engage people and promote the events already organised in the Mall
- Aim is to undertake surveys to quantify who is actually attending these events and how many
- Where they are coming from? Age range? Male or Female?
- He is aware of the events already marketed by Council, the aim is not to replace what is already being marketed but to add to the promotion

Committee to consider application.

6.2 5.40pm Love Your Local Twilight Market

Stacey Anderson  
 Co-founder/Organiser  
 Love your Local Twilight Markets

- Stacey explains her and her friend Lisa are the founders of Love it Local Twilight Markets
- Council have approved four Twilight Markets to be held on October 24<sup>th</sup>, November 21<sup>st</sup>, December 5<sup>th</sup> and January 9<sup>th</sup> from 4pm - 8pm (all Saturdays)
- They applied for 7 originally
- They are asking for \$1200-\$1700 for TV, Radio and Super screen advertising
- Stacey said there was a fault in the budget and the sponsorship they're after is likely to be between \$6000-\$7000 as she didn't account for the fact there is a monthly cost to some of the advertising
- Stacey continues: They would appreciate any funding though
- Markets to be held at the Lake
- Aim is to bring these Markets to regional areas and push for local stall holders to attend
- Charge is \$65 per stall
- On average their Markets have 80 stalls, generally have between 60-100 stall holders
- These markets have a licensed bar which Stacey and Lisa run
- There are also activities for kids, music and food vans
- Aim is to make it a social evening .Stacey believes it caters to a wide range of people
- Shepp News had a story in the paper about the Twilight Markets
- SSM sponsorship money would go towards advertising the event on Radio and TV
- Currently they have 400 printed flyers which they will display around the area
- Plans on putting flyers in with a local newspaper also

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**COUNCIL BOARD ROOM**



- Stacey compared it to Bendigo's Trove Market- which is very successful and would like do the same here in Shepparton

Committee to consider application.

**7. Correspondence**

**7.1 Correspondence Inwards**

7.1.1

**7.2 Correspondence Outwards**

7.2.1 Letter of acceptance to Fiona Smolenaars re: St Georges Road Food Festival

7.2.2 Letter of acceptance to Sandra Wallace re: Victoria Open Bowls Championships

7.2.3 Letter of decline to Les Adams re: Shepparton Springnats

7.2.4 September e-newsletter to SSM Members

**RECOMMENDATION –**

**Moved:**

**Seconded:**

**CARRIED**

**RECOMMENDATION**

That pursuant to section 89(2)(h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be closed to member of the public for consideration of sponsorship funding and committee membership applications.

**Moved:**

**Malcolm Blake**

**Seconded:**

**Shane Sali**

**CARRIED**

**8. Sponsorship Discussion**

**8.1 Footy Friday**

**RECOMMENDATION – To decline sponsorship application for Footy Friday**

**Moved: Cr Les Oroszvary**

**All Committee agree**

**Seconded: Peter Radevski**

**REJECTED**

**8.2 Love Your Local Twilight Market**

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**RECOMMENDATION- To decline sponsorship for the Love Your Local Twilight Markets but support in kind**

**Moved: Cr Dinny Adem**  
**All Committee agree**

**Seconded: Shane Sali**

**REJECTED**

**RECOMMENDATION**

That pursuant to section 89(2)(h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be re-opened to members of the public

**Moved: Cr Dinny Adem**

**Seconded: Danielle Tait**

**CARRIED**

**9. Reports**

9.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

Running Festival

As part of SSM sponsorship the SSM van was used as the compare's stage (Darren Linton). No acquittal as yet but the Shepp Runner's Club were very happy with turnout. Special thanks to "Will" our Social Media Officer for his guidance.

Heritage Festival

Again the SSM van was used for announcements throughout the day. The event looked very well organised. Again no acquittal at this stage.

KidsFest

The main stage was branded Shepparton Show Me stage with 48m of SSM banners. Haven't caught up with organisers yet but huge numbers. Detailed report next meeting.

Victorian Teachers Games

Massive evening at GV Hotel. Detailed report next meeting.

Father's Day Promotion

SSM Van decked out with Dad stuff visiting two locations each day the week leading up to Sunday 4 Sept. Locations including Home Central, Marketplace, Riverside, Vaughan Central and the mall. As with similar promotions it got more popular as the week progressed with more people going to the website and Facebook to find out our location. Feedback will be sent to SSM committee next week.

Father's Day Shopping Spree of \$2,000 was won by Cheryl of Nathalia. Over 300 entries into the draw. Vast spend. Hunter's Rural, Saddle World, Horse World, Prestige Tiles, Footy Corner, Windscreens O'Brien. Great coverage by Will on YouTube.

Shepparton Motor Museum

Met with Jim Andriadis, Peter Bicknell and Carrie Donaldson to discuss the Rally of the Valley and Great Victorian Road Trip. Both were approved for SSM sponsorship but will not proceeding this year as planned. They are planning to rework them for presenting next year.

Winter City Market

A fantastic 2 days. Estimated 20,000 people. Most traders said they were up on last year's takings but all said much better than any normal Friday/Saturday. Grill'd was a hit. They said they broke even which doesn't often happen. Rohan Sali to prepare acquittal.

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Footy Friday

Have been meeting with committee to promote Shepparton on public holiday on Friday 2 Oct. 77% Mall traders say they will be open (most 10 am to 4 pm).

9.2 Investment Attraction report

Geraldine Christou

- Copy of the report has been loaded to Google Drive

Winter City Market

Held 28<sup>th</sup>-29<sup>th</sup> August. All very positive feedback was received. The Grill'd Airstream bus broke even, usually they lose money so they're very impressed.

CBD Fun

Held September School holidays. Activities in the Mall. Ice Skating at the Multi-purpose Pavilion, which generates \$4000 income from hiring it out to them. (Activities every day except Sundays)

Economic Development Tourism and Events Strategy

Had excellent input into the strategy from key stakeholders. Draft will be available in October

Inland Rail

John Anderson handed down his report to the Federal government recommending Albury/Wagga Wagga. Minister Truss has advised that the Government is currently investigating a PPP model which could potentially benefit the Food Bowl route advocates

Dookie Junior Road National Cycling

Held over 3 days. U15 and U17 – 2 days in Dookie (Friday time trials and Saturday road race) and the final day at DECA (criterium). CEO of Cycling Victoria was very impressed with the event and the support from council and community

Teachers Games

Commenced Sunday 20<sup>th</sup> September. Over 1,900 teachers in Shepparton over 4 days

Spin Out

Filming has concluded and Shepparton will feature prominently within the film. Unfortunately the engagement from the community in terms of extras and crowd shots was disappointing and producers has to bus in some extras from Melbourne

Bowls Victoria

Secured a deal with Bowls Victoria to host their annual Tournament over 3 years (until 2017). This year's tournament will be held from the 7-13 of November, involving over 1,200 players generating more than \$1M for our local economy

Met with Tim Pallas

Met with Tim Pallas Treasurer on Friday to discuss the lease of the Port of Melbourne. Opportunity to advocate for a fairer share of proceeds particularly to be directed towards inland rail or bypass. At the moment \$416M is the only direction of funds to be directed to regional Victoria. He would like a copy of the report.

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**RECOMMENDATION –**

**Moved:**

**Seconded:**

**CARRIED**

**10. General Business**

10.1 Marketing Planning Session

Fiona Le Gassick

**ACTION: Fiona will set a date for an upcoming Monday night and let the SSM committee know via email**

10.2 SSM Boundary discussion

Fiona Le Gassick

- Fiona has had a request from Jill Hayes (The Connection) to be a part of SSM
- Fiona puts to the committee: should we reconfigure the boundary to include the Connection
- Fiona continues: the process involved is developing a report for Council requesting an alteration in the boundary if the committee agree to it first
- Geraldine states that it needs to be clear that her rates will not change, a portion of them would just be allocated to SSM

**ACTION: Fiona to request boundary increase to include The Connection**

**Moved: Cr Dinny Adem**  
**All Committee agree**

**Seconded: Shane Sali**  
**CARRIED**

10.3 SSM Quizzer options

Mat Innes-Irons

**ACTION: Mat to take pictures and show committee at the next ordinary meeting to make a decision**

10.4 Christmas campaign – funds allocation

All

**ACTION: Committee to vote on Christmas Campaign funding via email**

10.5 GV RV Rally 5:50pm

Morry McKeller  
 Amy Dainton

- Morry and Amy to provide acquittal for the RV Rally Event that didn't go ahead

**ACTION – Johann and Dinny to come back to the committee with some options to deal with events that don't proceed and sponsorship acquittals**

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**Moved: Johann Rajaratnam**  
**All committee agree**

**Seconded: Ron Popelier**  
**CARRIED**

**Meeting closed at 7:04pm**

**NEXT MEETING:**  
19<sup>th</sup> OCTOBER 2015  
COUNCIL BOARDROOM  
5.30PM

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
**MEETING AGENDA**  
**MONDAY 19<sup>th</sup> OCTOBER 2015, 5.30PM – 7.04PM**  
**COUNCIL BOARD ROOM**



- 1.1 Attendees: Malcolm Blake, Mat Innes-Irons, Danielle Tait, Peter Radevski, Fiona Le Gassick, Ron Popelier, John Montagner, Johann Rajaratnam, Simon Quattrochi, Cr Les Oroszvary and Sam Lagozzino**
- 1.2 Guests: Ross Graham (TGS)**
- 1.3 In Attendance: Laura Church (Minutes)**
- 2. Apologies: Geraldine Christou, Ed Thomas, Cr Dinny Adem, and Shane Sali**

**RECOMMENDATION**

That the apologies of Geraldine Christou, Ed Thomas, Cr Dinny Adem, and Shane Sali be noted.

**Moved: Cr Les Oroszvary**

**Seconded: Johann Rajaratnam**  
**CARRIED**

**3. Minutes of previous Meeting**

**RECOMMENDATION**

That the Minutes of the Shepparton Show Ordinary Meeting held on September 21st, 2015 as circulated be confirmed.

**Moved: Johann Rajaratnam**

**Seconded: Cr Les Oroszvary**  
**CARRIED**

**4. Declarations of Conflict of Interest**

In accordance with Sections 77A, 77B, 78 and 79 of the Local Government Act Committee Members are required to disclose a "conflict of interest" in a decision if they would receive, or could be reasonably perceived as receiving a direct or indirect financial or non-financial benefit or detriment (other than as a voter, resident or ratepayer) from the decision.

**Disclosure must occur immediately before the matter is considered or discussed.**

- Nil

**5. Sponsorship Applications**

**5.1 5.40pm Mad Cow Mud Run** **Jarrod Sutherland**

- Asking for \$10,000 in sponsorship. \$6,000 radio advertising out of the Shepparton area. \$4,000 flyers and distribution outside Shepparton area targeting football/netball clubs
- Saturday 12<sup>th</sup> & Sunday 13<sup>th</sup> of March 2016
- 4<sup>th</sup> Annual event at Princess Park to Kids Town
- Admission \$75-\$100 for Adults, \$20-30 for kids
- Not for profit event. Supports local charities and groups
- Showcases the town
- Targeted at mid-range competitors (not elite) for fun and fitness
- Last year there were 1,500 adults and 1,000 kids participating
- Encouraging and enthusiastic positive team environment



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- Objective: To attract people to our town
- Pushing for people from Melbourne and Bendigo areas
- Survey undertaken resulted in a 99% success rate. (429 people)
- 62% Female
- Last year the Kids event oversubscribed. Have allowed for that next year
- Kids event Saturday 12<sup>th</sup> and Adult event Sunday 13<sup>th</sup>
- Increasing obstacles to make a more challenging/different course
- Malcolm asked if any funds were retained from last year's event
- Jarrod responds that there isn't as they donate to local charities and groups and rely on incoming funds. Fund as they go
- Mat asks: What will our SSM logo be on the if sponsorship is approved and who is used to produce the materials
- Jarrod responds on the flyers that will be distributed. For advertising they will use SCA and for the flyers use Willprint as they like to use locally owned businesses

Committee to consider application.

**6. Financial Report**

Simon Quattrochi

- Financial report loaded to Google Drive

**RECOMMENDATION**

That the financial report be endorsed by the committee

**Moved: Simon Quattrochi**

**Seconded: Sam Lagozzino**

**CARRIED**

**7. Correspondence**

**7.1 Correspondence Inwards**

7.1.1 Letter from Shepparton Chamber of Commerce and Industry: Re: Shepparton Show Me request for Chamber representation.

- Shepparton Chamber of Commerce and Industry representative- Riki Gurden
- Non-voting member

**7.2 Correspondence Outwards**

7.2.1 Sponsorship decline letter re: Footy Friday

7.2.2 Sponsorship decline letter re: Love Your Local Twilight Markets

7.2.3 October newsletter to SSM Members

**RECOMMENDATION** – That the correspondence be accepted.

**Moved: Ron Popelier**

**Seconded: Peter Radevski**

**CARRIED**

**8.**

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
**MEETING AGENDA**  
**MONDAY 19<sup>th</sup> OCTOBER 2015, 5.30PM – 7.04PM**  
**COUNCIL BOARD ROOM**



**Reports**

8.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

Teachers Games

Over 2,000 teachers in Shepparton. Highly successful event. No acquittal as yet

St Georges Road Food Festival

Over 4,000 people attended this event. Another very successful event. No acquittal as yet

Shepparton Show

Mat judged a Barista competition. Competition was of a high standard. Coffee culture is strong in Shepparton. Great event.

Mat also did a cooking demonstration. No loudspeaker installed at pavilion so it was only people wandering through the pavilion who knew it was happening. Friday wasn't successful, Saturday was.

Renew Shepparton

Currently have four tenants. Tenants are extremely grateful for the opportunity. Prominent Press have made up signs to display in the windows. Have secured the old Telstra shop also. Renovations are being done out the front currently.

Footy Friday

Mixed results from businesses. Some thrived one day and not the next. Friday being good for some and terrible for others. Mat to prepare report for Councillors next week.

Mat meeting with Jason Welsh from ONE FM

Jason would like to come in to talk the SSM Committee about ONE FM

Adviser column

Mat would like to get a photo of the SSM Committee members to add some personality to the column and show the community the faces of the SSM Committee

Santa's Hut

Hitting major hurdles. Cancelled mobile hut 2 months ago. May have a location but still to follow up. In talks with Dale Wright also.

Challenge Shepparton

Mat to talk to Liz about what area we have then can send invite out to SSM Members.

Christmas campaign

Mat has talked to Peter from Alchemy about trimming the campaign costs down even further. Trying to get the campaign down to around \$25,000. Mat to finalise with Peter tomorrow a more detailed budget.

Greater Shepparton . . . .

8.2 Great things happen here update

Mat Innes-Irons

- Alchemy has commenced filming at Tallis winery 2 weeks ago. Peter will continue next week also

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- Fiona: We have asked for a more detailed budget to be prepared and shown to the SSM Committee. Also the development of a project plan is underway which will help participating businesses know when they will be approached to film.

8.3 Communications Sub-committee report John Montagner

**Communications sub-committee members:**

**John Montagner, Mat Innes-Irons, Malcolm Blake, Fiona Le Gassick, Sam Lagozzino, Ron Popelier and Damien Willoughby.**

**ACTION: That the Communications sub-committee come back to present options to the SSM committee re: updating SSM database**

- John mentions some of the Committee members are not receiving the e-newsletter and suggests the data base needs to be updated

**ACTION: Mat and Laura to look into bounced emails and add SSM members not on the data base**

**RECOMMENDATION-** That the monthly Adviser column be approved

**Moved: Johann Rajaratnam**

**Seconded: Cr Les Oroszvary  
 CARRIED**

**RECOMMENDATION –** That the reports be accepted.

**Moved: Cr Les Oroszvary**

**Seconded: John Montagner  
 CARRIED**

**9. General Business**

9.1 Marketing Planning Session Outcomes Fiona Le Gassick

- Fiona waiting for SSM member feedback then get back to SSM committee after taking feedback to Council

9.2 Committee nomination process review All

**ACTION: Sub-committee to come back and present options to SSM Committee**

9.3 Cancellation of sponsored event recommendations Mat Innes-Irons

- Mat to come back to Committee with more info at the next ordinary meeting

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
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9.4 Marketing panel of providers update

Fiona Le Gassick

**ACTION: Fiona to come back to the Committee via email as soon as there is any more information**

**RECOMMENDATION**

That pursuant to section 89(2)(h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be closed to member of the public for consideration of sponsorship funding and committee membership applications.

Moved: Johann Rajaratnam

Seconded: Cr Les Oroszvary  
**CARRIED**

**10. Sponsorship Discussion**

10.1 Mad Cow Mud Run

**RECOMMENDATION – To approve sponsorship of \$2,500 and provide in-kind support in the form of the Thompson Kia mobile stage, the SSM 6x3 marquee and Mat Innes-Irons as compare (if required)**

Moved: Johann Rajaratnam

Seconded: Cr Les Oroszvary  
**CARRIED**

**RECOMMENDATION**

That pursuant to section 89(2)(h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be re-opened to members of the public

Moved: Ron Popelier

Seconded: Danielle Tait  
**CARRIED**

**Meeting closed at 7:04pm**

**NEXT MEETING:**

16<sup>th</sup> NOVEMBER 2015  
 COUNCIL BOARDROOM  
 5.30PM

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
**MEETING AGENDA**  
 MONDAY 23RD NOVEMBER 2015, 5.30PM – 7.30PM  
 COUNCIL BOARD ROOM



**Meeting opened: 5:36pm**

- 1.1 Attendees: Malcolm Blake, Mat Innes-Irons, Danielle Tait, Fiona Le Gassick, Ron Popelier, John Montagner, Simon Quattrocchi, Cr Les Oroszvary, Sam Lagozzino, Geraldine Christou, Ed Thomas, Cr Dinny Adem and Shane Sali**
- 1.2 Guests: Will Adams – The Adviser**  
**Riki Gurden – Shepparton Chamber of Commerce and Industry**
- 1.3 In Attendance: Laura Church (Minutes)**
- 2. Apologies: Johann Rajaratnam, Peter Radevski and Ross Graham (TGS Shepparton)**

**RECOMMENDATION**

That the apologies of Johann Rajaratnam, Peter Radevski and Ross Graham (TGS Shepparton) be noted.

**Moved: Cr Les Oroszvary**

**Seconded: Cr Dinny Adem**  
**CARRIED**

**3. Minutes of previous Meeting**

**RECOMMENDATION**

That the Minutes of the Shepparton Show Ordinary Meeting held on October 19<sup>th</sup>, 2015 as circulated be confirmed.

**Moved: Cr Dinny Adem**

**Seconded: Cr Les Oroszvary**  
**CARRIED**

**4. Declarations of Conflict of Interest**

In accordance with Sections 77A, 77B, 78 and 79 of the Local Government Act Committee Members are required to disclose a "conflict of interest" in a decision if they would receive, or could be reasonably perceived as receiving a direct or indirect financial or non-financial benefit or detriment (other than as a voter, resident or ratepayer) from the decision.

- Geraldine Christou – Item 5.1
- Fiona Le Gassick – Item 5.4
- Geraldine Christou – Item 5.5
- Cr Dinny Adem – Item 5.5

**Disclosure must occur immediately before the matter is considered or discussed.**

**5. Sponsorship Applications & Acquittals**

**5.1 SheppARTon Festival  
 Festival Club**

Ros Abercrombie

5:40pm

Festival Director

- Shepparton Festival is in its 19<sup>th</sup> year
- Festival has 37 existing sponsors and has secured 20 new relationships

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
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- 42 events across 17 days
- 25,000 people
- 11% of patrons were from outside of GV area
- Promotion of the event will be via Print, TV, Radio and Social Media
- A post on their Facebook page on average reaches 1,006 people
- The Shepparton Festival has received an RACV Bronze Winner award
- Last year's Festival Club event saw them take over the old Hunters site
- Local artists performed over 4 nights
- Very successful event which they would like to build on
- 20<sup>th</sup> year is being labelled "Be Consumed" (be consumed by arts, be consumed by food etc.)
- Currently looking for a space for Festival Club 2016 with an inside and outside space
- 4-20<sup>th</sup> of March 2016
- Looking for presenting partner (SSM), Venue partner, Alcohol partners and program partners
- Seeking \$20,000 from SSM (Major Sponsorship)
- For this investment SSM will receive:
  - Opportunity to speak at associated program
  - Logo Placement in Printed Program (level differentiated)
  - Logo Placement on Website (level differentiated) □ Opening & launch Invite
  - AGM Invite
  - Winter VIP event Invite
  - Double passes to festival produced events, as requested
  - Committee to consider application

**5.2 Shepparton Motor Museum Motor Show**  
 5.50pm

Cam Mangiameli &  
 Michelle Luscombe  
 SMM Board Members

- SMM Annual Motor Show 4<sup>th</sup> Birthday celebration
- The 2015 event was a success although there was confusion with advertising
- Had 14,000 in attendance
- Looking to get around 18,000 - 20,000 in 2016
- Fiona asks Cam what the most effective form of advertising was for this event
- Michelle said TV probably the most successful, radio is also very effective
- Michelle adds that \$10,000 in all goes to marketing
- Asking for \$5,000 from SSM
- Committee to consider application

**5.3 Big Bash on the Big Screen**  
 6:00pm

Carmen Nicholson  
 GSCC Healthy Communities Officer  
 GSCC 'Activities in the Park' Program

- No show for presentation

**5.4 Shepparton Tradies Day**  
 6:10pm

Bruce Giovanetti  
 Craig Blizzard &  
 Aaron Brain

- Craig starts by saying he associates with a lot of Tradesman who informed him they can never attend Business lunches as they are working which is where the concept for 'Tradies Day' has arisen

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
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- The organisers decided to put on a show for Tradies. They had 16 businesses pay for a site (or some in-kind)
- 140 Tradies attended
- After the event they had a lot of enquiries from businesses as to why they didn't know about this event as they would've been involved
- Craig states that SSM cover a lot of retail and accommodation although Trades people miss out
- The organisers have done their research and there aren't any other 'Tradies Day' events
- The aim is to get businesses and Trades talking to each other
- Malcolm asks if they are trying to organise a field day for Trades
- Craig responds with yes and that there is a tentative booking at the Showgrounds
- Mat asks if SSM sponsor would you open it up to SSM Members
- Craig responds yes but will open it up to others outside the area
- Shane comments that it is a great idea and asks is it one day or over a weekend
- Craig said we're planning just one day and from the feedback we've had it would be held on a Friday
- Shane asks what date the event is planned for
- February 19<sup>th</sup> 2016 – afternoon 3pm-7:30pm
- Craig is trying to secure Billy Brownless and Rex Hunt
- Malcolm asks if he intends on having ute dealers
- Craig responds yes
- Malcolm states SSM need to promote more of this sort of thing
- Sam asks why not on a Saturday
- Craig responds that on Saturday a lot play sports and the feedback from Tradies said that Friday afternoon suited best
- Shane asks if they are selling sites/spots for the event and would SSM Members get a discount
- Craig responds yes for up to \$500 and SSM Members would most likely receive 10% discount
- Geraldine asks if the organisers will refuse conflicting businesses from outside the area
- Mat asks what marketing they will be using
- Craig says TV, Press and Radio. Radio a main focus as Tradies listen to the radio all day whilst working
- Malcolm asks where the profits are going to
- Craig responds last year they made \$4,000 and it went back into the Shepparton United Footy Club but are happy to explore other options such as charities as the event becomes more established
- Committee to consider application

**RECOMMENDATION**

That pursuant to section 89(2)(h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be closed to member of the public for consideration of sponsorship funding and committee membership applications.

**Moved: Malcolm Blake**

**Seconded:**

**CARRIED**

5.5

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
**MEETING AGENDA**  
 MONDAY 23RD NOVEMBER 2015, 5.30PM – 7.30PM  
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**NAB Cup/International Netball**

Anthony Nicolaci  
 Team Leader  
 GSCC Tourism and Events

- AFL NAB Cup Challenge Essendon Vs. Geelong
- Saturday March 5<sup>th</sup> 2016 Deakin Reserve
- Anticipated crowd 8,000- 10,000
- Live TV Broadcast
- Very successful event in 2015
- Only regional city to get a pre-season AFL game 2 years in a row
  
- Netball Pre-season International Challenge
- Melbourne Vixens, Adelaide Thunderbirds and New Zealand teams to play
- Saturday March 5<sup>th</sup> – Sunday March 6<sup>th</sup>
- To be held at Wanganui Visy Stadium
- Anticipated crowd of 2,500
- Tying event in with the launch of the \$2mil sports precinct – netball courts
  
- First time for an event for elite Football and Netballers
- Both events combined set to generate 750,000 - \$1mil for the local economy
- SSM members will leverage
- John asks why Shepparton
- Anthony responds that his team had a better pitch than other regional cities, such as Gippsland and Bendigo
- Anthony adds Geelong is playing Collingwood the week before playing in Shepparton so his Tourism Team have been talking to Geelong's Tourism Team about promoting Shepparton in their CBD with our Mooving art cows etc.
- Matt asks if SSM don't sponsor the Netball, will it go ahead
- Anthony responds with no, and that he is meeting the General manager from Netball Victoria on Thursday 26<sup>th</sup> hopefully to sign off on it – after looking at the venue
- Asking for SSM contribution of \$18,000 (AFL \$12,000, Netball \$6,000) for marketing, pre event promotion and billboard
- Committee to consider application

**5.6 Teacher's Games Acquittal Presentation**

6:20pm

\*plays YouTube video on the 2015 Teachers Games event\*

- No questions
- Committee agree it was a very successful event

**6. Marketing Campaigns**

**6.1 Adviser Christmas Promotion**

Will Adams  
 Adviser

- Will states this is a small campaign but last year it tied in extremely well with the SSM SSM Christmas TV and Radio promotions
- Will says there will 3 main editions of the Adviser pre-Christmas
- The full page in the special edition which will be an extended circulation. Being distributed to towns such as Benalla - 38,000
- The cost will be \$2,600 plus GST
- Malcolm asks is it \$2,600 per edition

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- Will responds no, that is the total cost
- Committee to consider campaign

6.2 Shepp News Christmas Promotion

Mat Innes-Irons

- Not discussed

7. **Financial Report**

Simon Quattrocchi

- Financial Report loaded to Google Drive

**RECOMMENDATION**

That the financial report be endorsed by the committee

Moved: **Simon Quattrocchi**

Seconded: **Cr Les Oroszvary**

**CARRIED**

8. **Correspondence**

8.1 **Correspondence Inwards**

8.1.1 \$1200 quote for the replacement SSM marquee top (Mat Innes-Irons)

8.2 **Correspondence Outwards**

8.2.1 Mad Cow Mud Run - Sponsorship Approval Letter

**RECOMMENDATION** – That the correspondence be accepted.

Moved: **Simon Quattrocchi**

Seconded: **Cr Les Oroszvary**

**CARRIED**

9. **Sponsorship Discussion**

9.1 **Shepparton Motor Museum Motor Show**

**RECOMMENDATION** – To sponsor the Shepparton Motor Museum Annual Motor Show \$5,000 with Mat working with the organisers to ensure that this will benefit SSM Members

Moved: **Cr Les Oroszvary**

Seconded: **Ron Popelier**

**CARRIED**

9.2 **SheppARTon Festival - Festival Club 2016**

**RECOMMENDATION** – to sponsor the 2016 Festival Club \$10,000 on the condition SSM receive adequate representation and the sponsorship money is going toward the marketing of the event

Moved: **Cr Les Oroszvary**

Seconded: **Malcolm Blake**

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**CARRIED**

**9.3 Big Bash on the Big Screen**

- No discussion

**9.4 Shepparton Tradies Day**

**RECOMMENDATION – To approve sponsorship funding of \$10,000 to the Shepparton Tradies Day providing the event organisers agree to the SSM conditions**

**Moved: Shane Sali**

**Seconded: Cr Les Oroszvary**  
**CARRIED**

**9.5 AFL NAB Challenge Cup and Pre-Season International Netball**

**RECOMMENDATION – To sponsor the AFL NAB Cup Challenge and the Pre-Season International Netball event \$18,000 (\$12,000 AFL and \$6,000 Netball)**

**Moved: Cr Les Oroszvary**

**Seconded: Shane Sali**  
**CARRIED**

**10. Campaign Discussion**

**10.1 Adviser Christmas Promotion**

**RECOMMENDATION – To approve Adviser Christmas promotion 2016 at a cost of \$2,600 plus GST**

**Moved: Cr Les Oroszvary**

**Seconded: Sam Lagozzino**  
**CARRIED**

**10.2 Shepp News Christmas Promotion**

**RECOMMENDATION – To approve the Shepp News Christmas Guide 2016 at a cost of \$700**

**Moved: Simon Quattrocchi**

**Seconded: Ron Popelier**  
**CARRIED**

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
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## 11. Reports

### 11.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

**Chamber of Commerce Business Awards-** Stephen's Jewellers won the SSM sponsored Best Marketing/Advertising campaign. Stephen has been invited to the next meeting to tell his story of rebranding his shops and his business philosophies. Very good vibe in the room. A good bit of time to network.

**Victorian Open Bowls Tournament-** Run over 8 days. Lots of bowlers seen around the streets. Consistent media coverage. Looking forward to the acquittal

**Challenge Shepparton-** Excellent reports from all competitors. Great set up at the lake. VIP area was sensational. Numbers for the main race were down like many other triathlons. Hospitality venues reported good sales. Competitors fairly obvious by arm numbers.

**Telstra Tower Run-** As part of the festival SSM were given naming rights to the Tower Run. A worthwhile event and has potential to be much bigger.

**Christmas Campaign-** Alchemy have filmed a TVC for this year highlighting the mobile stage and the Santa Show. We have borrowed a spinning wheel from Star FM and having a Christmas decal made for it. TV commercials start Sunday 29 Nov. Santa show starts Wed. 2 Dec running in 2 locations every day (excluding Sundays). Shepparton Mall, Riverside Plaza, Home Central, Ray's Outdoors (general area) and Vaughan Central. Any other suggestions?

**Santa's Hut-** Confirmed location is Harris Scarfe (Mall side). Scherre Le Estrange will have Santa's Hut installed Sunday 29 November with Dale Wright commencing Thursday 3rd taking Santa photos. Gold coin gift wrapping each day.

**Renew Shepparton-** In return for lending SSM van to the Twilight market we had the renew participants under the SSM marquee. It also gave exposure for the Renew Shepparton brand but got blown away early in the evening. No new shops have come forward.

**Party Party Casino-** David Wilson approached me with a concept he would like to present to the SSM committee. He has ex-Crown Casino tables and wheels as well as a money grab machine.

### 11.2 Investment Attraction report

Geraldine Christou

- Loaded to Google Drive

**Digital Enterprise Program** - winding up for the year, targets met in all categories. Program concludes December 2015. There is some funds remaining that we will utilise in 2016 to roll out a further training program.

**Economic Development, Tourism and Events strategy** - Have had excellent input into the strategy for 2015-2019 from key stakeholders. Draft strategy not far away.

**Inland Rail** - John Anderson has handed down his report to the Federal Government, recommending Albury/Wagga Wagga. National Trunk Rail has had approaches from two US engineering firms wishing to partnership on a public private partnership. Currently advocating for the Federal Government to at least consider an expression of interest process to determine private interest. Delegations to this effect will occur in February 2016.

**Agricultural Project** - program that determines changes in production in 2030 and the most suitable commodities. Will assist Planning when considering Planning Scheme amendments and also for investment attraction purposes. Will also assist the real estate agents. Greater Hamilton have been the first in the state to undertake this project and claim to have attracted over 10 investors through the information it provides.

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**Christmas decoration** - installation is 90 per cent completed. A new sign with the word 'rejoice' is scheduled to be installed on the Multi-Purpose Pavilion at the showgrounds on Wednesday. Installation of flag infrastructure on power poles is unlikely to be approved by Powercor due to ageing infrastructure, so will instead occur in Vaughan Street. Quotes being sought to light up some trees in Fryers Street instead.

**CBD Fun / Rotary Market** - held on 14th November was a huge success. Over 40 stalls and feedback from traders was very positive. Rotary alone tripled what they make at the Queen's Gardens. Next Market is being held on 5th December and will kick start the Christmas activities through the Mall.

**Next GV BRaIN event** - Peter Alexander - 9 March 2016.

**Investment Attraction and Committee for Greater Shepparton** - met with Werribee South Growers on Friday 13th November in Werribee South to continue discussions regarding the Shepparton opportunity. Currently putting together some greenfield calculations for the growers for their consideration. They are still not getting traction from the Victorian Government in relation to eradicating the 'green wedge' and providing them with a cash windfall they could utilise for relocation.

**Tourism Branding** is being finessed at the moment and will be presented to Council shortly for consideration.

**RACV Victorian Tourism Awards** - Visitor Centre was a finalist in a very tough visitation category won by Phillip Island.

**51 Days of Major Sporting Events** - this campaign highlights that 12 state national and international sporting events over a 51 day period generating approximately 20,000 external visitors, 30,000 bed nights and around \$7-\$9M in economic stimulation is going strong. Key highlights include the Australian Football Skools International championship in October with a record number of 106 teams (1200 players and approximately 3500 people), 30 per cent increase in bowls entries for the Victorian Open and a fantastic Challenge Shepparton Triathlon, BMX State Championships saw 2,500 visitors with Spring Car Nats and Junior Basketball still to come.

**AFL Game secured for 5 March 2016** - Essendon and Geelong

Close to signing off on four significant national events for 2016 (March, June long weekend, September school holidays and Cup weekend in November). Once these are confirmed we will reprint the events calendar and distribute to businesses.

Two new staff - Sam Saracino (formerly Win TV and Shepp News) - sports events officer role and Jeremy Roberts as Events Facilities Coordinator - overseeing Shepparton Showgrounds and Tatura Park, looking to develop significant new business to leverage from significant capital works undertaken at both these facilities (formerly worked on Melbourne Cup and Australian Open).

11.3 Communications Sub-committee report

John Montagner

- John proposes a time for the sub-committee to get together to discuss ideas
- John proposes the following Wednesday (2<sup>nd</sup> December)
- Sub-committee agree on time

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
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- John says the venue is to be confirmed
- John also proposes the idea SSM should provide an event calendar on the website, not just for Show Me events, but all events happening in the area
- Mat also suggests getting input from others eg. Chamber of Commerce
- Mat adds he will talk to Will (GSCC Social Media Officer) in regards to this

**Action: Mat to talk to Will (GSCC Social Media Officer) in regards to an events calendar**

**RECOMMENDATION** – That the reports be accepted.

**Moved: Cr Les Oroszvary**

**Seconded: Sam Lagozzino**  
**CARRIED**

## 12. General Business

12.1 Fruit Fly Baiting Program

Peter Radevski

- Not discussed (Peter was an apology)

12.2 Development of an Annual Shepparton Show Me Event

**Action: Mat to send out email to the SSM Committee with a list of events which they will prioritise from most to least likely to proceed with**

- Fiona suggests a working group should be formed to develop an Annual 'Show Me' Event

### **Annual 'Show Me' Icon Event Working Group:**

- **Mat Innes-Irons, Ed Thomas, Sam Lagozzino, Simon Quattrocchi and Geraldine Christou**

**Meeting closed at 8:56pm**

**NEXT MEETING:**  
 14<sup>th</sup> DECEMBER 2015  
 LOCATION TBC  
 5.30PM

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
**MEETING AGENDA**  
 MONDAY 14<sup>TH</sup> DECEMBER 2015, 5.30PM – 7.30PM  
 UPSTAIRS: THE AUSSIE HOTEL



**1.1 Attendees: Malcolm Blake, Cr Les Oroszvary, Johann Rajaratnam, Mat Innes-Irons, Fiona Le Gassick, Geraldine Christou, Simon Quattrochi, John Montagner, Ron Popelier, Shane Sali, and Ed Thomas.**

**1.2 Guests: Stephen Schneider – Stephens Jewellers**

**1.3 In Attendance:**  
**Laura Church (Minutes)**

**2. Apologies: Cr Dinny Adem, Peter Radevski, Sam Lagozzino and Danielle Tait.**

**Riki Gurden (Shepparton Chamber of Commerce and Industry) and Ross Graham (TGS Shepparton)**

**RECOMMENDATION**

That the apologies of Cr Dinny Adem, Peter Radevski, Sam Lagozzino, Danielle Tait, Ross Graham (TGS Shepparton) and Riki Gurden (Shepparton Chamber of Commerce and Industry) be noted.

**Moved: Cr Les Oroszvary**

**Seconded: Ron Popelier**  
**CARRIED**

**3. Minutes of previous Meeting**

**RECOMMENDATION**

That the Minutes of the Shepparton Show Ordinary Meeting held on November 23rd, 2015 as circulated be confirmed.

**Moved: Shane Sali**

**Seconded: Simon Quattrochi**  
**CARRIED**

**4. Declarations of Conflict of Interest**

In accordance with Sections 77A, 77B, 78 and 79 of the Local Government Act Committee Members are required to disclose a "conflict of interest" in a decision if they would receive, or could be reasonably perceived as receiving a direct or indirect financial or non-financial benefit or detriment (other than as a voter, resident or ratepayer) from the decision.

**Disclosure must occur immediately before the matter is considered or discussed.**

**5. Sponsorship Applications**

**5.1 5:40pm Big Bash on the Big Screen**

**Belinda Conna**  
 Healthy Communities Coordinator  
 Greater Shepparton City Council

**Carmel Nicholson**  
 Healthy Communities Officer  
 Greater Shepparton City Council

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
**MEETING AGENDA**  
**MONDAY 14<sup>TH</sup> DECEMBER 2015, 5.30PM – 7.30PM**  
**UPSTAIRS: THE AUSSIE HOTEL**



- This event is a part of the Activities in the Park program
- The program has been running 5 years with over 200 free events this year, all throughout Greater Shepparton - October through March
- Cricket Victoria come to them with the idea that they wanted Activities in the Park program to run this event in Shepparton. A trial event had been run in Bendigo - received good positive feedback.
- The event is organised to be held at the Victoria Park Lake, Monday 11th of January 7:30pm
- Cricket Victoria and the Renegades will be attending
- Development staff will be there on the night to do Cricket activities also
- Activities in the park program struggles to engage men in the program and this would be an opportunity to engage men
- The aim is to encourage families to grab some food from the food restaurants and come down to the lake for a picnic
- The game will be displayed on a 5x3 meter screen good quality screen
- Carmel says you might ask why Monday 11th as its not ideal night. They wanted to organise to hold the event at the Lake but it has been out of action from November – December 2015 Also, it was a matter of getting the Renegades to come on their away game because they provide a lot of collateral
- The Renegades are providing one of their Rookies
- Carmel believes it will be a perfect time of the year as people aren't working and can get there
- They are wanting to promote event to people outside Shepparton area so they come to the event but also so local SSM businesses can leverage
- Feedback from other events Activities in the Park program have run have shown that attendees coming from outside of the area give more positive feedback. A lot of the support for this program is coming from people from outside of Shepparton
- Budget wise the Activities in the Park program is contributing and Cricket Victoria are as well
- The sponsorship from SSM that the program is seeking is to encourage people from the surrounding areas to come to Shepparton and ultimately to this event
- The event will run without SSM support although SSM contribution will help in bringing more people in
- Evaluation will be taken on the night by University of Melbourne
- Mat states very few food places will be open on a Monday night. Very limited SSM businesses will leverage.
- Carmel says she understands but unfortunately this was the only date that suited
- Simon asks who are the Cricket teams playing
- Carmel responds the Melbourne Renegades and Sydney Thunder. This also works well as Aiden Blizzard (local) signed with Sydney Thunder. This will bring locals in to support our local star
- Fiona states concern with Newspaper advertising. A once off ad in Newspaper is not ideal when you're targeting families. Would you look at Cinema advertising in Shepparton

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or Benalla? Ideal time of year for cinema advertising as a lot of families go and there are multiple rotations. Or even TV - more exposure.

- Carmel responds they definitely would consider other forms of advertising for the event
- Simon agrees more coverage with television
- Shane asks Carmel about the \$4,500 asked for from SSM. What will this add to the event and how will this help more as you (Carmel) said it would go ahead regardless of SSM sponsorship
- Carmel responds it will go ahead although without SSM sponsorship/support we will not get the volume of the people we are trying to attract; it would get the word out more basically.
- Les adds that basically the support from SSM will increase your advertising coverage area basically
- Malcolm thanks Carmel and Belinda for the presentation and adds that the committee will give it due consideration

**Guest Speaker**

6:00pm Stephen Schneider – Stephens Jewellers

**6. Correspondence**

**6.1 Correspondence Inwards**

6.1.1 Mad Cow Mud Run invoice for \$2,500

**6.2 Correspondence Outwards**

6.2.1 NAB Cup AFL Challenge & Netball Pre Season Challenge 2016 approval letter

6.2.2 Shepparton Arts Festival approval letter

6.2.3 Shepparton Motor Museum Annual Motor Show approval letter

6.2.4 Shepparton Tradies Day 2016 approval letter

**RECOMMENDATION** – That the correspondence be accepted.

**Moved: Cr Les Oroszvary**

**Seconded: Ron Popelier**  
**CARRIED**



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**7. Financial Report**

Simon Quattrochi

- Financial report loaded to Google Drive
- Simon states there was an imbalance of the funds which would have left SSM with no money for sponsorships
- Simon adds that he has factored in Summer City Market (\$30,000 - not approved as yet) and additional operational costs for next 6 months
- Simon says overall SSM have \$90,000 until the end of this financial year to go towards sponsorship, marketing and promotions

**RECOMMENDATION**

That the financial report be endorsed by the committee

**Moved: Simon Quattrocchi**

**Seconded: Cr Les Oroszvary**

**CARRIED**

**8. Reports**

**8.1 SSM Marketing Co-ordinator report**

Mat Innes-Irons

Christmas Campaign

The Christmas campaign is going extremely well. Data is being collected at each show and we have been receiving positive feedback. A lot of people are using Facebook to follow the show locations. We will not need to spend more money on prizes, we have enough.

Renew

Mat is meeting with the Renew Committee Tuesday 15<sup>th</sup> December. The concern is we're losing momentum. Jamie is taking a backseat. The Chamber is taking more of a driving seat. Geraldine states Investment Attraction have agreed to support Lucy and the Renew committee administratively. Geraldine adds she has had discussions with Real Estate agents also.

Great Things Happen Here

Fiona went on site to SPC today. Charles is set to be here January, still in the process of locking in the date. Alchemy has filmed seasonal shots (canola, fruit, wheat etc.). Fiona adds SPC are excited to be a part of it.

John asks for the eta

Fiona says March 2016 is the launch date of Great Things Happen Here

Fiona adds she has had a discussion with Matt Nelson today around Regional Living expo.

Geraldine states that the Regional Living Expo may be in jeopardy and that the State Government may be looking at something else in place of that.

Fiona states we can leverage off that

**8.2 Communications Sub-committee report**

John Montagner

- No report as the sub-committee did not meet. John will organise a date in late January.

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**8.3 Investment Attraction report**

Geraldine Christou

Rotary Markets

General feedback has been very positive from the Traders. Rohan has talked to them saying that the November market especially was the most successful. Traders think it would be great to keep them going. Rohan is going to do a specific formal survey in the next 2 weeks about the Markets and CBD Fun. Rohan will be presenting at the next SSM meeting about school holiday activities and working with the Rotary Markets again.

GV Brain

Peter Alexander will be here on the 19th March. We should encourage all of our retail business to come along. Great mentor.

New business

A new business moving into the old 'Not just cupcakes' shop on Fryers St.

Summer City Market

The Summer City Market will be held 26th & 27th February. Sam Ludeman is featuring in the ads. Also, the police band are coming back to perform after 4 years. In talks with SPC to have the 'perfect fruit' van there.

Launch for Pre-season International Netball event

Launch for netball is Tuesday 15<sup>th</sup> December at Monash Park. The Vixens, Thunderbirds and NZ teams will be playing at the event which is the same weekend as the AFL NAB Cup Challenge.

Mat tells committee they need to respond to events they are invited to and asks if anyone is going as we need representation. He asks if all committee members could please respond yes or no.

Simon adds he will be attending the Netball launch at Monash Park.

**RECOMMENDATION – That the reports be accepted.**

**Moved: Cr Les Oroszvary**

**Seconded: Ron Popelier**  
**CARRIED**

**9. Sponsorship Discussion**

**9.1 Big Bash on the Big Screen**

- Malcolm states he can't see return on investment for SSM stakeholders
- Les adds the program has been going for years and this event will go ahead without SSM support

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- Mat thinks it will be a great event and with SSM support it would boost numbers although he agrees it doesn't benefit our stakeholders
- Geraldine adds what they're asking SSM to sponsor (advertising) will not bring people to Shepparton. The Billboard- only locals will see it. Newspaper ad won't be effective for that reason either.
- Les recommends the committee decline sponsorship application

**RECOMMENDATION – To decline sponsorship of \$4,500 for Big Bash on the Big Screen**

**Moved: Cr Les Oroszvary**

**Seconded: Shane Sali**  
**CARRIED**

**10. General Business**

**10.1 Marketing Plan for endorsement**

**All**

- Malcolm: We went through the plan at the last meeting but did not formalise/ endorse it
- Fiona adds the Marketing Plan is ready to endorse with the committee approval as per recommendations from the committee at the last meeting
- Malcolm asks if anyone would like to move a motion to endorse the Marketing Plan

**RECOMMENDATION – To endorse the Marketing Plan for 2015-2016**

**Moved: Cr Les Oroszvary**

**Seconded: Ron Popelier**  
**CARRIED**

- Fiona explains in terms of the Marketing plan it forms Mat and Fiona's work plan so that the planned event comes to fruition

**10.2 January Meeting**

**All**

- Fiona thinks we should discuss the January meeting as attendance might be an issue
- Les doesn't think SSM should have one
- Mat thinks if there won't be an ordinary meeting there should be a wedgie meeting
- Fiona adds that there will be things that will need to be discussed. For example: Twilight Fishing and our iconic event
- Malcolm adds that there is the Summer Market in February to consider
- Mat states Rohan has applied to do his application for that at the next meeting
- Malcolm suggests if there isn't a January meeting that we bring the February one forward a week. The second Monday instead of third Monday of the month.
- Mat adds the SSM committee still need to be active on the emails
- Mat says the 8th of February for the next ordinary meeting
- All committee agree next meeting on the 8th February

**\*Action: The next Shepparton Show Me Ordinary meeting will be held February 8<sup>th</sup> 2016\***

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### 10.3 Summer City Market

- Geraldine suggests we need a resolution on how much is allocated for the Summer City Market as Investment Attraction thought the allocation was \$40,000
- Fiona states the marketing plan (just endorsed by SSM Committee) allocated \$30,000 for each Market
- Geraldine asks if that has been communicated to Rohan as he may have already planned things for the February market. Is it this financial year (\$40,000) and next Winter City (\$30,000)
- Fiona responds it includes this financial year (\$30,000)
- Geraldine adds that we need have a discussion with Rohan to inform him of this as a matter of priority
- Johann states that can be communicated to Rohan by Geraldine or Mat and that it is clear he has \$30,000 to work with
- Geraldine adds that Rohan thinks he has \$40,000
- Fiona adds that it (the marketing plan) has just been endorsed
- Johann suggests a conversation with Rohan letting him know it's \$30,000 not \$40,000
- Geraldine suggestion (even though there is a conflict) would be to leave this market with \$40,000 and then next financial year \$30,000 as he will already have plans in concrete
- John asks where would that leave us (SSM) with money
- Geraldine responds \$10,000 less (\$80,000).
- Geraldine adds it may not be an issue but she thinks a quarter of the allocation budget probably will be
- Mat suggests maybe cutting back as it has been said we (SSM) over-do it
- Geraldine says it may not be an issue but we need a resolution
- Geraldine will have a conversation with Rohan and if there is an issue he will talk to Mat and then we'll leave it with Mat to determine whether
- Johann states the committee has approved \$30,000, it is not negotiable. What are the impacts of that budget and if there are issues we need to open it up the committee again for discussion.
- Geraldine adds that given the next meeting is in February, that is an issue
- Johann states he would rather have a conversation first to cut the budget then determine whether the committee make a decision via email or a committee meeting be called
- John asks if we allow it (the extra \$10,000) can that be done via email
- Johann responds yes (and others agree)
- Johann suggests we find out the details first of what has been planned and if we have an issue, then we will explore it
- Mat adds that SSM funds are for marketing costs and not infrastructure
- John says if there is an issue, Mat will call a meeting and we'll discuss with Rohan

**\*Action: Geraldine and Mat to discuss SSM funds allocation for Summer City Market with Rohan Sali, if there is an issue Mat will let the committee know via email\***

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**Meeting closed at 7pm**

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8<sup>th</sup> FEBRUARY 2016  
COUNCIL BOARDROOM  
5.30PM