

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

17 September 2019

Agenda Item 9.1	Appointment of Members to the Shepparton Show Me Committee	
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2019 Committee of Management Appointment Process

Background:

Shepparton Show Me (SSM) is the marketing body within Greater Shepparton City Council. It is tasked with driving demand for rate paying businesses from both within the Shepparton region and its core catchment, of regional centres within a 150 km radius including North Eastern Victoria and Southern Riverina NSW.

It works with Council, business and industry organisations to deliver a series of strategic programs which support the vision of positioning Shepparton as the premier location in Northern Victoria to do business, shop, dine, play and stay.

The SSM Committee was established by Council under section 86 of the *Local Government Act 1989*. An Instrument of Delegation delegates specific functions to the special committee, and the guidelines govern how this delegated power is exercised.

SSM is funded through the annual Council budgeting process and delivers on a five-year strategic marketing plan.

Composition and Eligibility:

The SSM Committee is representative of the local business community through its nine appointed voting members, two Councillors and a Council Officer and three non-voting Council Officer Members.

Those nominating must be either an owner or employee of a business that is located within Shepparton as a rate paying business. The positions are held by individuals who are nominated based on their merit.

Home based businesses are ineligible as they do not contribute to the rate funding that supports the SSM initiative.

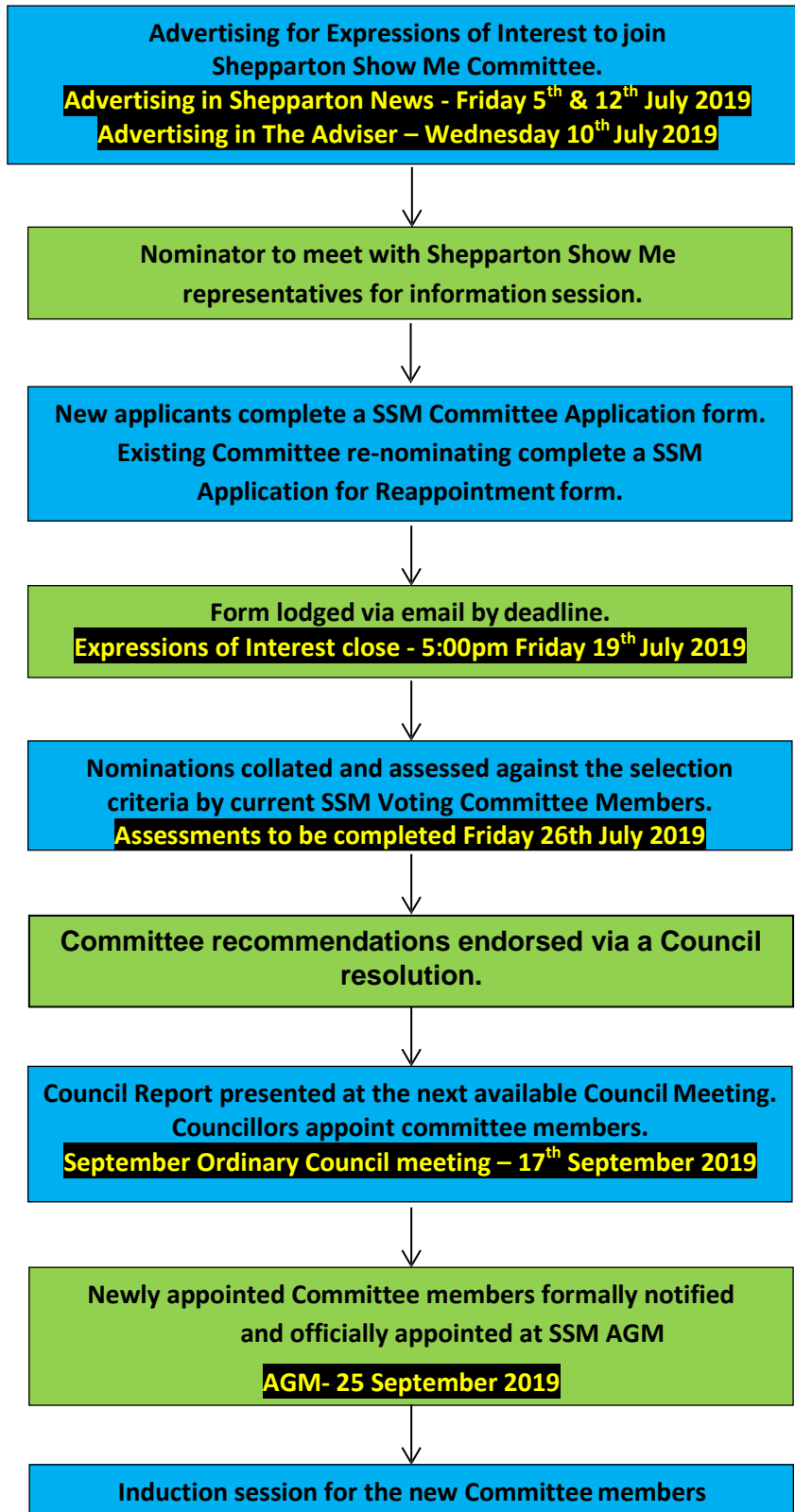
Media/advertising companies and their representatives are also ineligible due to avoid any conflict of interest issues.

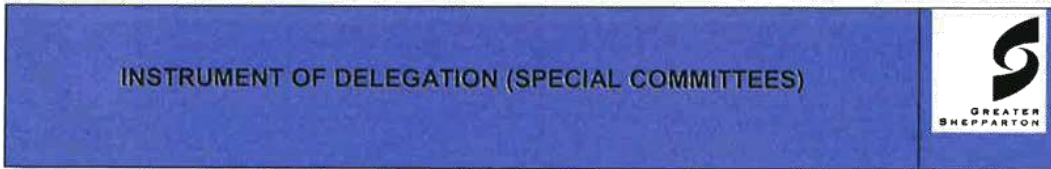
Skills and Experience:

As a Section 86 Committee responsible for overseeing a strategic marketing plan and management of rate-funded budget is it desirable for the board to have a mix of the following skills, experience and/or qualifications in the areas of marketing, governance, finance/financial management/financial literacy, business operation, business engagement, data collection and analysis and tourism.

Committee members should also have a passion and want to be actively involved in contributing to the continued prosperity of Shepparton.

The Committee should also be diverse in terms of representation of a variety of different cultures, genders, values, opinions and perspectives.





**GREATER SHEPPARTON CITY COUNCIL
 INSTRUMENT OF DELEGATION
 SHEPPARTON SHOW ME
 SPECIAL COMMITTEE**

Greater Shepparton City Council (Council) delegates to the special committee established by resolution of Council passed on 19 February 2013 and known as the Shepparton Show Me Special Committee (the Committee), the powers and functions set out in the Schedule with the objective of stimulating economic activity for stakeholders, and declares that:

1. this Instrument of Delegation is authorised by a resolution of Council passed on 17 October 2017.
2. the Delegation:
 - 2.1 comes into force immediately the common seal of Council is affixed to this Instrument of Delegation;
 - 2.2 remains in force until Council resolves to vary or revoke it; and
 - 2.3 is to be exercised in accordance with the guidelines or policies which Council from time to time adopts; and
3. all members of the Committee will have voting rights unless specified otherwise within the Guidelines pertaining to this committee.

THE COMMON SEAL of the GREATER)
 SHEPPARTON CITY COUNCIL was)
 affixed on the 14th day of November 2017)
 in the presence of the Chief)
 Executive Officer being a delegated officer)
 pursuant to Local Law No. 2 of the)
 Council.



.....
 CHIEF EXECUTIVE OFFICER
 Peter Harriott

INSTRUMENT OF DELEGATION (SPECIAL COMMITTEES)



SCHEDULE TO INSTRUMENT OF DELEGATION

POWERS AND FUNCTIONS

To exercise Council's functions and powers to perform Council's duties for the following purposes:

1. The power to determine and implement a Marketing Plan for the Shepparton Show Me brand ensuring that:
 - all retail and non-retail business contributing to the differential promotion rate receive equitable treatment relative to their level of contribution;
 - provision is made for the most cost-effective use of resources for all stakeholders.
2. The power to incur expenditure not exceeding the amount collected from the differential rate, or from other legal funding sources, for implementation for the Shepparton Show Me Marketing Plan.
3. The responsibility to refer to the Council any applications from special interest groups for assistance towards promotional programs, ensuring consistency with the goals and objectives of Shepparton Show Me and the coordination of programs.
4. The power to seek additional funding sources or other forms of assistance, including by way of sponsorship, to be directed towards activities and programs that are consistent with, or complementary to, the Show Me Marketing Plan.
5. The function of monitoring and assessing the operation of the Shepparton Show Me Marketing Plan.
6. The responsibility to maintain an awareness of the current activities of the Council's Investment Attraction and Arts, Events and Tourism Branches in respect of projects, campaigns, events and promotions in so far as they relate to Greater Shepparton.
7. The power to enter into contracts and to incur expenditure, within the limits noted below.
8. The power to do all things necessary in order to perform all functions, duties and powers outlined above.

EXCEPTIONS, CONDITIONS AND LIMITATIONS

The Committee is not authorised by this Instrument to:

1. Enter into contracts, or incur expenditure, for an amount which is not included in the budget
2. Award a contract exceeding the value of \$100,000

INSTRUMENT OF DELEGATION (SPECIAL COMMITTEES)



3. Award a contract other than to the lowest conforming tenderer, unless authorised by Council
4. Exercise the powers which, by force Section 86 of the Act, cannot be delegated

Vision

5. To position Shepparton as the premier place in Northern Victoria to do business, shop, dine, play and stay.

Mission

To advance the growth and promotion of business and services in Shepparton.

