

Meeting opened at 5:31pm by Shane Sali

1. Meeting attendance:

1.1 Committee attendees:

Shane Sali (Chair), Cr Kim O’Keeffe, Johann Rajaratnam, John Montagner, Malcolm Blake, Danielle Tait, Sam Lagozzino, Ron Popelier, Carrie Donaldson, Fiona Le Gassick, Geraldine Christou and Mat Innes-Irons

**1.2 In Attendance: Chris Reisner (Shepparton Chamber of Commerce)
Laura Church (Minutes)**

2. Apologies: Simon Quattrocchi, Cr Les Oroszvary and Aaron Brain

RECOMMENDATION

That the apologies of Simon Quattrocchi, Cr Les Oroszvary and Aaron Brain be noted.

Moved: Danielle Tait

**Seconded: Johann Rajaratnam
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 20th March 2017 as circulated be confirmed.

Moved: Danielle Tait

**Seconded: Sam Lagozzino
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.

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|----------------------|-----------|----------------------------|
| • Geraldine Christou | Item 13.1 | Shepparton Business Awards |
| • Chris Reisner | Item 13.1 | Shepparton Business Awards |

5. Correspondence

5.1 Correspondence Inwards

- 5.1.1 Acquittal report – Shepparton Business Awards 2016 (No presentation)
- 5.1.2 Acquittal report – Shepparton Agricultural Show 2016 (Presentation under item 6)
- 5.1.3 Acquittal report – Beach Volleyball World Tour (Presentation under item 6)
- 5.1.4 Letter – Response from Carl Hainsworth re: The Australian article - 4 March 2017

5.2 Correspondence Outwards

- 5.2.1 Letter – Carl Hainsworth (Chamber) – re: SSM Sponsorship application status
- 5.2.2 Letter – Lucy Cerrone (Chamber) – re: The Australian article
- 5.2.3 Letter – Mayor Dinny Adem – re: Chamber MOU
- 5.2.4 Adviser column – 22 March 2017

RECOMMENDATION – That the correspondence be accepted.

Moved: Johann Rajaratnam

Seconded: Carrie Donaldson
CARRIED

6. Acquittals

5:50pm

6.1 Shepparton Agricultural Show

Kelly McPherson
Committee Member
Shepparton Agricultural Society

- Kelly comments it was the best show in recent years
- Morry McKellar commends Kelly on her efforts
- Estimated attendance 17,000, an increase in sales of approximately 41.7% on the previous year
- The objectives were to: -Showcase the significance of the Agricultural industry to the community. -Widen the appeal of the Shepparton Agricultural Show. -Create a unique experience for visitors. -Provide more value for money for attendees. -Contribute to the wider community on a social, emotional, historical and economic capacity. - Highlight that “great things happen here” and have done so for over 140 years. - Engage the wider community in an organic
- The event went according to plan and there were no significant variations
- The event adhered to the budget. The only significant variation was the increased impact generated from a decreased budget compared to the year prior

- The significant increase in attendees at the Shepparton show had a direct and increased contribution to the community in an economic capacity.
- The 140th Anniversary, the creation of a book celebrating the event and other displays and activities contributed to the social, emotional and historical value of the show
- Facebook was utilised far more efficiently in the marketing strategy of the Shepparton Show in 2016
- The engagement rate of the Facebook marketing strategy for the Shepparton Show was approximately 16.35%, this included people who interacted with our posts or watched a video on our page. The global average for new media engagement is approximately 4% therefore the result achieved with this campaign was approximately 12.35% above the global average.
- Shane thanks Kelly for her presentation
- Kelly thanks SSM for the support and adds they will not need future funding

6:00pm

6.2 Beach Volleyball World Tour

Anthony Nicolaci
Team Leader – Events and Tourism
Greater Shepparton City Council

- In excess of 6000 people passed through the Beach Carnival and Beach International Volleyball over the three days
- Entry was free to day one of the qualifying matches while on the finals day, Volleyball Australia sold just over 500 tickets
- 42% of people came from interstate (WA, SA, NSW and QLD), 42% were from Greater Shepparton while 51% came from other places in Victoria including Sunbury, Port Melbourne and Werribee
- Only basic data was collected during the event. This is something that can be improved for next year. The following categorises the paid ticket data
- In addition to the attendees the following countries were represented from the 35 competing teams: Germany, Japan, New Zealand, Austria, Canada, Italy, USA, Sweden and Australia
- The volleyball event went according to plan with no major variations, with Volleyball Australia's CEO speaking glowing about how supportive everyone was before and during the event. The athletes have also stated that the beach set up was good as any courts they have played on
- There were some challenges with the extreme heat particularly on the Saturdays qualifying rounds but a schedule change allowed that to be spread out further with some matches being played at a later time slot
- The support from Shepparton Show Me was applied directly to the cover the cost of the TV broadcast coupled with some marketing and promotions of the event
- Mat asks if there is anything they will do differently next year
- Anthony says the event may be moved to February 2018 and there is an idea to create a 2 week Festival
- Johann asks if there are plans to extend the Beach Carnival
- Anthony says yes, next year we are hoping to activate the Lake and River and maybe include beach netball and beach soccer

- Kim comments it was a really hot day and there wasn't any cover, this is something that will need to be looked at for next year
 - Anthony says they had a similar issue with Nitro Circus as well. Marquees can be hired and they cost around \$10,000.00
 - Mat says well done to the Events Team for organising such a fantastic event
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7. Reports

7.1 SSM Marketing Co-ordinator Report

Mat Innes-Irons

Loyalty Program

- Mat was contacted in regards to a loyalty program
- Mat met with the organisers and felt it wasn't for SSM
- Mat has forwarded the contact details of the Shepparton Chamber of Commerce and Industry and the Community Fund to the organisers as he believes this program would be a better fit for those groups, particularly because this program targets specific businesses and it gives back to the community

Summer City Market

- Debrief organised by Tim Russell (Place Manager GSCC)
- Great turn out of traders
- Most were happy with their takings also there were some that expressed their need for change
- Others also wanted the name reverted back to the Bush Market
- And the possibility of making it a one day event

Albanian Harvest Festival

- Fantastic numbers turned out to the event
- A very successful event
- Mat comments there were three buses from Melbourne

GTHH

- Matt and Fiona met with Sherrie and Steve from Leading Agriculture (and also a number of other publications)
- There were a part of the media famil run a few months ago
- They have said they will run features on GTHH and Greater Shepparton over the next 12 months
- Fiona comments the initial feature was on the GTHH campaign and the next one will be on Furphy's then Tallis Wines
- Sherrie and Steve plan to host events and seminars here in Shepparton
- Mat comments there has been a double page spread in the Herald Sun and a feature on Cheeky Grog Cider in the Weekly Times
- Herald Sun would like to do a feature on Tallis Wines
- Mat mentions they are still filming; Last week with Peter Hall from POM Life, biggest pomegranate Orchard in the Southern hemisphere
- Sam Rachele is assisting with filming down at the Fruit Market in Epping as part of the digital prospectus

Councillor catch ups

- Simon, John and Mat have caught up one on one with the Councillors (except for Les)
- Mat says they have been talking with the Councillors to get feedback around the SSM budget for 2017/2018
- Mat says it was really beneficial catching up with them Councillors one of one and exchanging ideas
- Mat adds there is a need to communicate with the Councillors more regularly as it is lacking
- John suggests more contact with the Councillors on a quarterly or 6 monthly basis, whether it is a committee meeting or an informal meeting
- Mat thanks Simon and John for their time

7.2 Economic Development update

Geraldine Christou

- Loaded to Google Drive
- Geraldine adds she met with CARE Park newly appointed Manager of the Multi-deck car park and it was a very positive meeting
- The Manager toured the site for the first time today. Geraldine believes we will start to see some investment in that space in the near future and the Manager looks forward to working with Council
- Johann comments we were fairly blunt of what we're expecting in terms of investment and cleanliness. Public perception is here really needs to be more effort around the upkeep of the infrastructure and they were completely open to that
- John asks if anyone knows what happened to the funding they committed to the car park
- Geraldine says there was a section 173 agreement. We have gone through that agreement and determined which parts of that agreement they have not fulfilled. We are currently in discussions with them now through our Solicitor in relation to aspects of that agreement and new things they want to do outside of that agreement
- Malcolm asks if Geraldine knows the occupancy rate
- Geraldine says not very high at all. Last time it was looked at it was around 48%
- Mat did you happen to mention the prospect of SSM, Council or Chamber assisting in a bit of marketing of the car park
- Geraldine says yes she did and also mentioned things identified in the strategy for example; Utilising the car park for events such as Roof top Cinema, and they were certainly open to that as well as a street art project similar to the one that has just been completed on GV Water
- Johann says in relation to the original question from John, they were initially meant to put the money toward the elevator shaft although they had some issues and ended up with an Industrial dispute and the money was pulled
- Timeline for investment – financial allocation is for the 2017/2018 budget although they may bring it forward to the last quarter of this financial year

7.3 Tourism Greater Shepparton update

Ross Graham

- Not in attendance

7.4 Shepparton Chamber of Commerce and Industry update

Chris Reisner

- Changes with the Board, Geraldine Christou, Leanne Hulm and Stuart Gowty have resigned. Chris believes thee a couple of people the Chamber have in mind although nothing is official at this time
- A Networking event coming up on the 17 May, with Tracey Sofra, talking about superannuation. It is a lunch time event. Chamber hope to have the invitations out by late next week
- The Mall traders have formed a Committee organised by Brendan to approach Council with a proposal and the Chamber of Commerce have been asked to stay out of that proposal, so it will be the traders only putting that proposal forward
- Johann comments if the Chamber or Traders need him to come and speak, need any information or need assistance in terms of liaison back to Council, he is happy to assist

RECOMMENDATION – That the reports be accepted.

Moved: Johann Rajaratnam

**Seconded: Carrie Donaldson
CARRIED**

8. **Financial report**

8.1 **Monthly Financial report**

John Montagner

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Ron Popelier

**Seconded: Sam Lagozzino
CARRIED**

9. **Sponsorship subcommittee update**

Mat Innes-Irons

- Discussed with item 10

10. **Sponsorship Guidelines and Agreement documents**

RECOMMENDATION – To adopt the new sponsorship guidelines and sponsorship agreement documents.

Moved: Johann Rajaratnam

**Seconded: John Montagner
CARRIED**

11. Parking advocacy

Shane Sali

RECOMMENDATION/ ACTIONS ARISING

Simon Quattrocchi to send a formal letter to the Shepparton Chamber of Commerce and Industry and Tourism Greater Shepparton around forming a taskforce for a policy position on parking

IF REQUIRED ONLY

Moved: Carrie Donaldson

**Seconded: Malcolm Blake
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 the 2017/2018 SSM budget pitch and sponsorship funding.

**Moved:
Carrie Donaldson**

**Seconded:
Danielle Tait**

CARRIED

12. Budget pitch working group update

Mat Innes-Irons & John Montagner

RECOMMENDATION/ ACTIONS ARISING

ACTION: The marketing subcommittee discuss the uncommitted funding from the 2016/17 budget.

ACTION: Laura and Mat to draft a formal submission to Council around the 2017/18 budget and attach the presentation.

13. Sponsorship Discussion

- 13.1 Shepparton Business Awards
(Application was presented at the March 2017 SSM Ordinary meeting)

RECOMMENDATION – To approve the sponsorship of the Shepparton Business Awards for one year for the amount of \$6,000 plus GST.

Condition: Shepparton Show Me Committee members businesses can be eligible nominated for the Best Marketing/Advertising Campaign Award

ACTION: SSM to have discussions with the Chamber to determine how the sponsorship prize money will be allocated. (Eg: Social Media Marketing campaign)

Moved: Johann Rajaratnam

**Seconded: Carrie Donaldson
CARRIED**

ACTION: Laura to follow up a response letter from Mayor Dinny Adem in regards to clarification around the Chamber MOU

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: Johann Rajaratnam

**Seconded: Sam Lagozzino
CARRIED**

14. General Business

- 14.1 Annual Great Things Happen Here event

ACTION: Mat, Fiona and Sam to continue discussions and obtain costings on running the GTHH Annual Event

Meeting closed by Chair at: 7:47pm

NEXT ORDINARY MEETING:

MONDAY 15 MAY 2017
COUNCIL BOARDROOM