



Meeting opened: 5:36pm

1. Meeting attendance:

1.1 **Committee attendees: Malcolm Blake, Cr Les Oroszvary, Mat Innes-Irons, John Montagner, Ron Popelier, Sam Lagozzino, Danielle Tait, Aaron Brain and Carrie Donaldson.**

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

2. **Apologies: Cr Dinny Adem, Johann Rajaratnam, Shane Sali, Simon Quattrocchi, Geraldine Christou and Fiona Le Gassick**

RECOMMENDATION

That the apologies of Cr Dinny Adem, Johann Rajaratnam, Shane Sali, Simon Quattrocchi, Geraldine Christou and Fiona Le Gassick be noted.

Moved: Cr Les Oroszvary

**Seconded: John Montagner
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on July 18th 2016 as circulated be confirmed.

Moved: Ron Popelier

**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.

Malcolm Blake - Item 10.1 – Spring Flower Festival



5. Correspondence

5.1 Correspondence Inwards

5.1.1 Sponsorship application – St Georges Road Food Festival

5.1.2 Sponsorship application – Shepparton Agricultural Show

5.2 Correspondence Outwards

5.2.1 SSM August E-newsletter

5.2.2 SSM Committee appointment letter – Carrie Donaldson

5.2.3 SSM Committee appointment letter – Aaron Brain

5.2.4 SSM End of committee term thank you letter – Peter Radevski

5.2.5 SSM End of committee term thank you letter – Ed Thomas

RECOMMENDATION – That the correspondence be accepted.

Moved: Cr Les Oroszvary

Seconded: Danielle Tait
CARRIED

6. Sponsorship Applications & Acquittals

6.1 St Georges Road Food Festival
(Sponsorship application)

5.45pm

Bonnie McIntosh
Festival and Events Officer
Greater Shepparton City Council

- Bonnie introduces herself
- This is the third consecutive year for the St Georges Road Food Festival event
- The event is very well supported from community groups within Shepparton
- This year the organisers are trying to engage a wider audience; eg: Albury
- Also to encourage return visitation
- In the previous years a main objective was to encourage a local audience, this has been achieved
- Benefits are it will get people business ready, educate people about business eg: financials, permits and customer service

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 15th AUGUST 2016, 5.30PM – 8.30PM

COUNCIL BOARDROOM



- It will profile local business, which will benefit not just St Georges Road but the whole community
- Bonnie says; food always brings people together, everyone has this in common
- Local community embracing an opportunity to come together, breaking down barriers and increase local pride
- Asking for \$3,000.00 in sponsorship to market the event more broadly. TV advertising through WIN network
- Bonnie adds the council's budget is \$4,000.00 making the total marketing spend \$7,000.00. Council's money will be used for print media, social media and building relationships.
- Total event budget is \$31,000.00
- Malcolm asks where the rest of the money comes from
- Bonnie says the rest is from Council's budget and is used for infrastructure and services
- Mat asks if the format is any different this year
- Bonnie says the layout of the event has changed and Council is working on getting AFL involved
- Carrie asks; Targeting somewhere such as Mildura. Carrie's concern that is far to travel. Carrie also asks; what work has been done to identify other residential areas or localities?
- Bonnie says her department have started working in with the community department, developing strong ties
- Malcolm suggests targeting Griffith or the Craigieburn Sikh Temple- very large Indian community
- Megan says they have been working with the local Sikh community
- Megan adds AFL players will be attending the event
- John says his personal feedback for the 2015 event is that the hospitality was fantastic and the event was very well attended. John adds it was an extremely hot day last year and suggests using the oval down the road to set up tables and umbrellas
- John mentions he now shops regularly at St Georges Road after attending the event
- Ross asks what Council are doing to educate the businesses on what to do eg; business management and potential external functions
- Bonnie says this event gives Bonnie the opportunity to go out and talk directly with them. She adds some of them have never owned a business before or set up a stall before or know what the legal requirements and procedures are eg; testing and tagging, so this gives them the chance to work closely again with Council who have built a relationship/trust with them already
- Ross adds for example the stalls holder need to know feed 300 people in a short period of time, time and motion
- Bonnie agrees and says for example we are looking at the menu's and instead of serving 12 dishes we've advised to cut it to five and suggesting the right price to be charging etc.
- Ross adds they need to be advised on how to serve the food in an efficient time frame and how to be more successful
- Bonnie agrees and adds in previous years they haven't been as certain of attendance numbers although now they are and will be able to provide better advice
- Bonnie says the event is on a Sunday, 6th November.
- Malcolm suggests approaching Cricket (State or National)
- Bonnie says they did, although declined this event
- Malcolm thanks bonnie and says the committee will give it due consideration

6.2 Shepparton Agricultural Show
(Sponsorship application)

5.55pm

Kelly McPherson
Committee member
Shepparton Agricultural Society

- Kelly introduces herself and adds she is representing the Shepparton Agricultural Society
- Kelly says she has been asked to help revise the Shepparton Agricultural Show as there have been issues in the last few years
- Issues out of their control for example increasing overheads and competition in event market
- They have refined the strategy to change the experience of the show so attendees get more value for money and from a marketing point of view they're using a different approach to previous years, a combination of new and traditional media
- This year is iconic, the Shepparton Show is celebrating 140th year
- Agricultural industry has been the backbone of the area for 150 years, none of us would be in business or living here if it wasn't for the agricultural sector
- This year we really would like to focus on the Agricultural community
- Kelly mentions there were 15,000 people in attendance last year and this year hope to attract more than 20,000
- Over 1000 trade and sideshow exhibitors come to the Shepparton Show every year and over 1,000 exhibitors (dogs, livestock)
- Kelly finds as a parent the Shepparton Show didn't really provided value for money so we have invested in a lot of free activities in the vicinity of around \$45,000. They will include things like free camel rides, free circus, free activities for parents and kids to enjoy at the show – value for money for ticket price
- 140th anniversary is significant - Would like to use the event as a platform to show how great Shepparton really is so we're implementing new strategies, one of those is a 140th year street parade, the first one in over 30 years
- Start in the Maude Street Mall with a traditional smoking ceremony from the Bangerang and Yorta Yorta tribes then go down Fryers Street
- Kelly says they have engaged 46 schools, we're encouraging those schools to line the streets and wave their Australian flags as the parade travels along. Lead by the Aboriginal people and then people on horseback with the Australian flag and then horse and cart and vintage tractors, big trucks and all the different phases of 140 year worth of agricultural history
- Arrive at the Showgrounds at 11am, free lunch for people involved the parade and then do the official opening
- Kelly is also excited to say they have implemented what will be Australia's largest Paint Fight. There will be a selfie booth at the entrance and exit, so a before and after shot. Pay for ticket into the paint fight is also a ticket to the Show and will also include a t-shirt, goggles and wrist band which Kelly we're hoping SSM will help pay for some of the merchandise (logo on merchandise – branding opportunity)
- Kelly believes they have over 500 people wanting to participate and it has not yet been marketed
- Everybody will wait outside the gates, we'll do a countdown, there will be camera's set up and live feeds, selfie booths (so people will put themselves all over Facebook), then open the gates, Shepparton cadets will be manning. All about mixing the colours, showcasing our diversity.
- We will be finishing the night with a bang. Hicks Transport has donated two trucks to use for a stage for Australia's best ACDC tribute band. The last song that they sing will be thunderstruck – and in sync with that the fireworks will go off

SHEPPARTON SHOW ME COMMITTEE MEETING

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- The idea is we want to make it really interactive and value for money, so people walk out on a high and talk about it, word of mouth or Facebook, Twitter and Instagram
- Kelly mentions she is doing this for free (voluntarily) as she would like to see the Show successful once more and fears if it isn't a success there won't be a show at all
- Kelly mentions Top Gun has donated a lot of space
- They have great rates from WIN, Shepp News and the Adviser
- Asking SSM to help with the costs of Youtube, newspapers (Shepp News, Adviser, Top Gun newspaper) social media and the t-shirts
- Kelly talks about Top Gun multimedia platform. Top Gun released a free newspaper, first interactive newspaper in Australia, this is included in a multimedia approach (billboard, newspaper, website, Facebook) as of this morning it reached 773,000 people engagement 11.63%, 4 weeks after launch
- Malcolm asks if they have received any sponsorship from the major dairy farmers
- Kelly says no, although is working on it
- Malcolm asks if it is a Friday/Saturday event
- Kelly says yes it is. Traditionally Friday has been the poorer day so that is why they have organised the street parade, hoping to engage more people
- Les asks what is the cost associated with Youtube
- Kelly says the cost is the production, creating the footage
- Mat asks what they plan on putting in the Youtube video
- Several video's – hope to get major sponsors saying they have been supporting the Shepp Show – 30 sec each. Also go to the Agricultural places like Furphy's and SPC, Dairy. Mawson's etc. Word of mouth endorsement, support the Agricultural industry
- Carrie asks who is managing the street parade
- Kelly says herself in conjunction with the Police, CFA and Global Traffic management
- Kelly adds, we are at the stage of getting Council approval and says she is pretty sure they are going to approve
- Les asks where the fireworks will be situated
- Kelly says to clarify; the problem with fireworks is that you need 100m clearance. They have decided to do the fireworks from a different location. The park behind the Archer St Woolworths. By doing so, they can let off bigger fireworks
- John asks about the PA system and toilet issues and what work will be done for those to be resolved this year
- Kelly said there are more toilets and the PA system will be brought in and Kelly will make sure it's top notch
- Malcolm asks if there will be a wash down bay for the paint fighters
- Kelly said yes. They have asked CFA to squirt them down.
- Paint being used is Organic paint or food colouring (non-toxic)
- From an environmental point of view, there will be a lot of broken balloons so we will get the cadets on cleaning those up
- John asks Kelly about the amount requested for sponsorship. John is confused as the total sponsorship amount requested is \$25,000. Above that, it states \$22,000 and then previous to this it asks for a percentage of what it is expected to generate for the local economy (estimated economic impact) which is \$42,000. Which is it?
- Kelly says she just noticed the typo and explains how she calculated the \$42,000. Kelly continues to talk about sponsors and free rewards that will be given out
- Carrie asks where the overall budget is in regards to the Show
- Kelly does not have the overall budget but says the Treasurer of the Shepparton Agricultural Society is finalising it tonight and she can then forward it through to SSM
- Kelly adds her marketing budget is \$13,000 plus \$10,000 she is contributing, very small which is why they are asking for help from SSM
- Carrie asks if the paint fight is directly attached to this sponsorship application



- Kelly says no although the t-shirts are
- John asks how many schools have you got commitment from
- Kelly says 46 schools on the Friday to attend the street parade
- Carrie asks when the total Show budget will be sent in to SSM
- Kelly says when she can, as soon as she gets it
- Malcolm thanks Kelly and says the committee will give it due consideration

7. Financial Report

7.1 Monthly financial report

Mat Innes-Irons

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Cr Les Oroszvary

Seconded: Danielle Tait

CARRIED

8. Reports

8.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

- Loaded to Google Drive

8.2 Economic Development update

Geraldine Christou

- Loaded to Google Drive

8.3 Great Things Happen Here update

Report Provided

RECOMMENDATION – That the reports be accepted.

Moved: John Montagner

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.

Moved: Malcolm Blake

Seconded: Ron Popelier

CARRIED

9. Sponsorship Discussion

9.1 St Georges Road Food Festival

RECOMMENDATION – To approve sponsorship of \$3,000.00 for the marketing of the 2016 St Georges Road Food Festival

Moved: Sam Lagozzino

Seconded: Carrie Donaldson
CARRIED

9.2 Shepparton Agricultural Show

RECOMMENDATION – To decline sponsorship funding for the Shepparton Agricultural Show although would like to provide guidance and in-kind support of all the Shepparton Show Me assets.

Reasoning for the declined sponsorship;

- No detailed budget was submitted (item 2.7 on sponsorship application), therefore the sponsorship application was not complete
- No council approval for street parade or fireworks

If a completed sponsorship application can be provided then sponsorship can be reconsidered.

Moved: John Montagner

Seconded: Ron Popelier
CARRIED



10. General Business

10.1 Spring Flower Festival Malcolm Blake

- Committee agree to proceed next year

10.2 Campaign Briefs Campaign Sub-committee

- Mat talks about the proposed Spring Festival. The Campaign Sub-committee discussed a calendar of events for spring, even a fashion parade. Although caretaker period has put a stop on proceeding with this
- Father's Day – TVC being made (Alchemy). Proposed media spend will be sent out by Mat via email. Talk of Dad Joke – through radio station. Damien Willoughby - social media activation. No activation as last year we found people were coming to the van but not spending dollars in the shops
- Christmas - next meeting Mat will put a recommendation in to the committee.

10.3 Quotes Mat Innes-Irons
(SSM Marquee top, weights and GTHH skins)

- Repairs and maintenance – Mat says the SSM marquee top is essential as it is used regularly
- Mat says he tried to obtain quotes for weights locally, not much luck.
- SSM Van reskinned (Mat passes pic around of GTHH skin on truck). Mat to send out to get quotes.

ACTION: Mat to send the quote out to committee via email (reskin)

- John suggests to go ahead with the top and weights

RECOMMENDATION – The committee approve the quotes for the Marquee top and Weights

Moved: John Montagner

Seconded: Danielle Tait
CARRIED

10.4 Delicious Magazine Sam Lagozzino

- Sam wanted to make the committee aware of some positive exposure and publicity to the region. 'Delicious' magazine is the highest selling food magazine in Australia and recently issue they did an article on Shepparton restaurants, a 7 page spread on Shepparton

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

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- Les asks if it's a current issue
- Sam says yes, this is the September issue
- Committee agree, it's fantastic
- Sam says the article includes; Teller, Fryers St Food Store, Cobram Estate (Oils), Cheeky Grog Co, Mooroopna Farmers Market, Lochelien Farmhouse Cheese, Tallis Wines, Noble Monks, Higgins Bakery and Little Lipari
- Sam mentions they have over 175,000 followers on Instagram and over 700,000 on Facebook, perfect timing with GTHH
- Carrie suggests getting an electronic copy and promoting it
- **ACTION: Mat to suggest to Will (GSCC Social Media Officer)**

Meeting closed: 8:04pm

NEXT MEETING:

SHEPPARTON SHOW ME AGM

19th SEPTEMBER 2016

LOCATION TBC