

**SHEPPARTON SHOW ME
ORDINARY MEETING AGENDA**
MONDAY 17th OCTOBER 2016, 5.30PM – 7.30PM
COUNCIL BOARDROOM



Meeting opened: 5:36pm

1. Meeting attendance:

1.1 Committee attendees: Simon Quattrocchi, Malcolm Blake, Fiona Le Gassick, Mat Innes-Irons, John Montagner, Sam Lagozzino, Shane Sali, Ron Popelier, Danielle Tait and Carrie Donaldson

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

1.3 Not in attendance: Ross Graham (Tourism Greater Shepparton)

2. Apologies: Cr Les Oroszvary, Cr Dinny Adem, Johann Rajaratnam, Geraldine Christou and Aaron Brain

RECOMMENDATION

That the apologies Cr Les Oroszvary, Cr Dinny Adem, Johann Rajaratnam, Geraldine Christou and Aaron Brain be noted.

Moved: Danielle Tait

**Seconded: Shane Sali
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on September 19th 2016 to be confirmed at the next Ordinary Meeting to be held Monday 21st November 2016. This is due to the committee members not being able to view the Minutes because of technical issues with Google Drive

Moved: Carrie Donaldson

**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.

- **John Montagner** **Item 10.3** **GV Suns**
- **Shane Sali** **Item 10.4** **Shepparton Albanian Harvest Festival**

5. Correspondence

5.1 Correspondence Inwards

5.1.1 Mad Cow Mud Run 2017 – Sponsorship application

5.1.2 Out in the Open Festival – Sponsorship application

5.1.3 GV Suns - Sponsorship application

5.2 Correspondence Outwards

5.2.1 Sponsorship approval letter – Shepparton Motor Museum Annual Motor Show

RECOMMENDATION – That the correspondence be accepted.

Moved: Malcolm Blake

**Seconded: Ron Popelier
CARRIED**

6. Sponsorship Applications

6.1 Mad Cow Mud Run 2017
5.50pm

Geoff Cobbledick
Event Administrator
Mad Cow Mud Run

- The 2017 event will be entirely based at Kidstown
- The organisers are trying to reinvigorate the event by changing the location and start time
- The event is set to be held on a Saturday rather than a Sunday
- 3 Objectives. 1. To encourage people to participate in a challenging and physical event. 2. To promote Greater Shepparton. 3. To support local charities/community groups
- The event is run completely by volunteers
- Data collection indicated a 99.7% satisfaction rate. 62% of participants were female. 90% of participants were in teams. 10% of participants were from Melbourne and 50% were from Greater Shepparton
- Geoff reports the event has steady growth from the first event held in 2013 although in 2016 there was a decrease. Geoff believes this is due to similar events being held around the same time
- Geoff hopes with the support of SSM the event can be marketed to people outside the area (Melbourne etc.)

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- Malcolm asks how much profit was made last year.
- Geoff says \$25,000 was donated to Give Me 5 for Kids, other profits went to community groups
- Sam asks if they will use a local business to print the flyers/posters
- Geoff says they use Will Print
- Fiona asks if they have looked into electronic form or e-newsletter
- Geoff says they do send out emails on a regular basis to their database with updates. He comments they use Twitter and Facebook and are also looking into Instagram
- Fiona asks if they cross promote
- Geoff says they have tried although the event security have put a stop to it (twice)
- Shane asks; Why Saturday? Why Kidstown??
- Geoff says the event is heavy on volunteers and feels it can be run more efficiently over one day rather than two. He adds the obstacles have to be assembled and taken down and this would also be easier if the event is run over one day
- Carries asks if there are any changes to the budget
- Geoff says it is largely the same
- Carrie asks if it indicates in the survey if they stay overnight, if so is there a figure on how many did
- Geoff says he doesn't have a figure although he know some participants did stay overnight
- Simon thanks Geoff for his presentation
- Geoff thanks SSM for their support

6.2 Out in the Open Festival
6:00pm

Damien Stevens
PR Officer & Festival Director
Goulburn Valley Pride

- GV Pride is a support group for the LGBTQIA Community and their family and friends formed 11 years ago

Damien plays a video highlighting last year's event (4 minutes)

- The event is entirely run by volunteers
- Aim is to get 'out in the open' and create a family friendly festival
- The 2016 event is to be held from the 3 – 6 November 2016
- The event activates the CBD with 13 events, supports local businesses and tourism
- This year they have introduced a Festival pass for \$50. 50% of those passes have already sold and largely to people from outside of Shepparton
- Damien mentions stickers have been made to place in local business windows to show Shepparton's support for the LGBTI community
- 150 surveys were undertaken last year and it was found that on average people spent \$400 in the local businesses
- Damien mentions GV Pride are asking for \$1,600 to market the event from Shepparton Show Me to promote locally and across Victoria
- Carrie asks how many visitors? Is there an estimate on how many attended
- Damien says they had stickers for people that came to the Queen's Gardens, all 500 of those were given to visitors. Damien adds this year they intend to undertake surveys at all the events not just the carnival day

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- Sam asks if the event is the same duration
- Damien says there is an additional night (Thursday 3rd)
- Carrie asks where do you plan to promote the event outside of Shepparton
- Damien says on social media, Investing \$600 into a lesbian only publication (Lesbians on the loose or LOTL) which has very good reach, Joy radio, Marketing with Star Observer who are based in Sydney but promote nationally and locally Adviser and Shepp News. Star FM will be broadcasting from the carnival event
- Carrie asks how SSM will be recognised
- Damien says he's open to suggestions. He can place the SSM logo on the website and any media releases moving forward. Happy to have marquees and banners present at Carnival day or any of the 13 events

6.3 GV Suns
6:10pm

Paul Uniacke
Committee Member
GV Suns Football Club

- Paul says the GV Suns play in the winter and in 2017 have 18 home games an increase (13 last year)
- A huge benefit to Shepparton as these games will bring a minimum of 8,000 people to Shepparton
- Paul says we need to develop a way to get these people to stay the night before. All teams are from the Melbourne area
- Paul estimates if just 30% of people stayed that would generate \$1M for the local economy
- Sports tourism is a huge driver for Shepparton and this would be a way to showcase Shepparton through sports tourism
- Proposing a partnership with SSM using the SSM branding and assets
- He adds they would like to directly email people who will be coming to Shepparton a month in advance and suggest places to stay and things to do (link to Discover Shepparton)
- Also to create a professional short film around promoting Shepparton as a place to dine, stay and play
- Paul adds the GV Suns website is in development
- He adds we're not inviting them as they are coming to Shepparton regardless, we're just showing them what they can do
- *Paul plays a video created by LA Vision about the GV Suns and has junior players enter the boardroom to demonstrate their skills*
- Paul says the facilities are the best regionally and A League matches will be played here next year
- Carrie asks if the \$30,000 requested is for 2 years or is it \$60,000 total
- Paul says its \$30,000 each year. A lot of money will be spent developing the projects
- Carrie asks who will take care of the administration
- Paul says the volunteers involved on the committee of GV Suns
- Sam asks for clarity around the contact with the other clubs members. Would the contact be directly to them or to the club who need to then send the message out?
- Paul says the clubs will send the message out to their members, we can't directly contact them
- Fiona asks if the League have a website or app where we could advertise
- Paul says yes, Fox Pulse. It's a website where you can find the fixture and results of games
- Carries asks if Paul has approached Council regarding this
- Paul responds yes although they were pointed in this direction (SSM)

- Paul thanks SSM for the opportunity to present
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7. Financial report

7.1 Monthly Financial report

John Montagner

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Malcolm Blake

Seconded: Carrie Donaldson

CARRIED

8. Reports

8.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

- Report not provided

8.2 Economic Development update

Geraldine Christou

- Report loaded to Google Drive

RECOMMENDATION – That the reports be accepted.

Moved: Shane Sali

Seconded: Carrie Donaldson

CARRIED

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9. General Business

9.1 Maintenance of the Shepparton Show Me Database Sam Lagozzino

RESOLUTION: To table this at the next Ordinary meeting. Fiona and Mat to provide costs and how many people will be needed

9.2 GV RV Rally Mat Innes-Irons

ACTION: sponsorship subcommittee (Sam, Carrie, Shane and Mat) will table the criteria process they have been working on at the next meeting

9.3 Marketing Planning Session Fiona Le Gassick

- Fiona says the committee need to have a Marketing Strategy Workshop for 2017/2018 and asks the committee members to propose a date
- Fiona to confirm this via email

9.4 Untidy state of the CBD Malcolm Blake

- Malcolm says the Caravan AGM (GV RV Rally) currently at the showgrounds is fantastic. The showgrounds looked at full capacity with caravan's/RV's,
- Malcolm brings to the committee's attention the untidy state of the CBD and passes his phone around with pictures he has captured of this at Vaughn Central
- Malcolm comments that it is disgraceful and the Council is letting the community down in this regard
- Ron agrees the CBD does look generally untidy

ACTION: Malcolm to send photo's to Fiona to get a response from Steve Bowmaker (Director of Infrastructure)

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:
Simon Quattrocchi

Seconded:
Ron Popelier

CARRIED

10. Sponsorship Discussion

10.1 Mad Cow Mud Run 2017

RECOMMENDATION: The committee decline financial sponsorship of the Mad Cow Mud Run 2017 although would like to provide in-kind support of the Shepparton Show Me assets. The committee suggest the event be promoted to directly to Football/Netball clubs

Moved: Sam Lagazzino

**Seconded: Ron Popelier
CARRIED**

10.2 Out in the Open Festival

RECOMMENDATION: The committee approve financial sponsorship of \$1600.00 for the Marketing of the Out in the Open Festival 2016

Moved: Carrie Donaldson

**Seconded: Danielle Tait
CARRIED**

10.3 GV Suns

RECOMMENDATION: The committee agree more discussion is needed. There are concerns around how the message will be delivered to the visitors and additionally SSM would like to engage Council to be involved to discuss a partnership between the three parties.

The SSM committee would also like to acknowledge the fantastic presentation.

Moved: Carrie Donaldson

**Seconded: Danielle Tait
CARRIED**

10.4 Shepparton Albanian Harvest Festival update

RECOMMENDATION: The committee approve sponsorship to the amount of \$4,000.00 with the priority of marketing the event outside of Shepparton and to provide in-kind support of the SSM assets

Moved: Malcolm Blake

**Seconded: John Montagner
CARRIED**

10.5 Shepparton Festival Update

- Simon says the concerns were raised with Amanda and Fiona

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- Simon relayed the committee members concerns with the pop-up club and said SSM is more interested in sponsoring the Festival, not a pop-up club that competes with SSM members
- Amanda and Fiona have been asked to put a proposal together of what SSM could be associated with
- Simon adds they are currently in the process of this now and we are now awaiting their response

Meeting closed at: 8:36pm

NEXT ORDINARY MEETING:
MONDAY 21st NOVEMBER 2016
COUNCIL BOARDROOM