

5. Correspondence

5.1 Correspondence Inwards

5.1.1 Letter re: SSM 2017-2018 Draft Budget submission – Matt Jarvis

5.1.2 Response email from Allan Turner re: Mad Cow Mud Run sponsorship application (further detail request)

5.2 Correspondence Outwards

5.2.1 Adviser column – 21 June 2017

5.2.2 SSM E-newsletter – 29 June 2017

5.2.3 Sponsorship approval letter – Challenge Shepparton

5.2.4 Sponsorship approval letter – Emerald Bank Heritage Day and Market

5.2.5 Partnership approval letter – Greater Shepparton Basketball Association

5.2.6 Email to Allan Turner re: Mad Cow Mud Run sponsorship application (further detail request)

5.2.7 Letters of appreciation to outgoing committee members

5.2.8 Adviser column – 19 July 2017

5.2.9 SSM E-newsletter – 14 July 2017

RECOMMENDATION – That the correspondence be accepted.

Moved: Cr Kim O’Keeffe

**Seconded: Shane Sali
CARRIED**

6. Acquittals

5:40pm

6.1 Shepparton Albanian Harvest Festival

Rohan Sali & Reg Qemel
Committee Members
Albanian Moslem Society

- Rohan mention the 2017 event had 4,200 in attendance, a significant increase to last year's estimated attendance of 3000 people
- 758 surveys were recorded – 63% of those surveyed were visitors to Shepparton, 37% locals (Greater Shepparton). 54% of visitors stayed overnight, mostly one night only. The majority of visitors outside of Greater Shepparton were from Melbourne, although there were people from as far as Adelaide, Brisbane and Mareeba, QLD
- Buses travelled from Melbourne specifically for the event and stayed in Shepparton for two nights. There were also groups from Adelaide and Geelong that travelled especially for our festival
- Reg mentions this event is now one of the largest Albanian events held in Australia

*Rohan plays a video of the highlights of the event

- Rohan says all infrastructure and food and drink for the event is purchased locally
- Geraldine asks what was behind the success of the surveys
- Rohan mentions they employed someone to conduct the surveys
- Reg mentions 2018 will be the last year the Shepparton Albanian Moslem society will approach SSM
- Mat asks how the data will be used
- Reg says for communication with the database for 2018

7. Sponsorship Applications

5:45pm

7.1 Shepparton Albanian Harvest Festival

Rohan Sali & Reg Qemel
Committee Members
Albanian Moslem Society

- Reg says 18 March 2018 is the date for the 2018 Shepparton Albanian Harvest Festival
- The event will be part of the Shepparton Festival which will be great in terms of our branding exposure. Rohan mention the 2017 unfortunately couldn't be part of the Shepparton Festival as the Nitro Circus event was on and this event was a week after the Shepparton Festival finished up
- Reg mentions the previous years SSM has funded the Shepparton Albanian Harvest Festival, which we spent on marketing the event outside of the region, which has worked really well
- Reg says in 2018 we're seeking \$2,200 for targeting our database, our flyers, our mail out
- Reg says in 2019 the Shepparton Albanian Harvest Festival will continue on as a fully sustainable event although SSM will still be recognised as a supporting partner even without financial input

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 24th JULY 2017, 5.30PM – 7.30PM
COUNCIL BOARDROOM



- Primary markets: Families within a 200km radius of Shepparton, with a focus on Melbourne specifically. Secondary market: People attending the annual Shepparton Festival during the month of March who have an interest in multicultural events, community and celebration
- Rohan mentions the \$2,200 will be spent on direct marketing to our database
- Geraldine says that conflicts with what is listed in the application, which is:

Advertising (print and broadcast, including production costs)	\$1800
Printing costs (posters, flyers)	\$400
Total Cost	\$2,200.00

- Rohan says we will be doing what is listed in the application [as above]
- Fiona asks what you are doing next year to take it further
- Reg says we intend to use more space and grow the event further. We will continue on with the children's area, which was very well received, and the history display from the museum in Melbourne. Reg says the infrastructure is right and the program is right we just need to provide more entertainment, more seating areas and marquees (for shade)
- Kim says is there an opportunity to make it a weekend or two day event
- Reg says yes definitely
- Simon thanks Rohan and Reg for their presentation

5:50pm

7.2 Victorian Open Bowls Championships

Bill Chilcott
Secretary
Victorian Open Bowls Committee

- Bill mentions the event is being organised in conjunction with Bowls Victoria and the Greater Shepparton City Council, and will be held from November 18th to November 25th 2017 inclusive
- The event includes competitions to determine the Men's and Women's Singles, Pairs, as well as Mixed Pairs and Fours
- The event will make use of all bowls clubs in the municipality
- Bill mentions last year's event attracted over 2600 individual entries from nearly 1500 players which was an increase of 20% on the previous year. We expect an increase of around 10% this year, which will just about maximise the usage of all bowls facilities at 1700 players
- Bill says Council and Bowls Victoria are supporting this event
- The event was streamed live last year
- Bill mentions the funds we are seeking will be used to advertise locally. We are also looking into a 'players pack' to include discount vouchers to spend in the local businesses
- 50% of people are coming from outside the local area
- Mat asks if this event has secured a major sponsor
- Bowls Victoria have been looking for a major sponsor
- Kristina asks how much interest was there in the live streaming
- Bill can't provide any figures although he knows people from the UK and Canada were viewing it
- Simon thanks Bill for his presentation

6:00pm

7.3 Motor City Challenge

Tom Broadhurst
Producer
Long Walk Films Pty Ltd

*Tom plays a video trailer of Motor City Challenge

- Tom says this will be a branded content campaign which will take place at the Shepparton Motor Museum
- Tom explains the Motor City Challenge will consist of two teams rebuilding cars over a 14 day period for 14 hours a day with one of those teams winning the competition
- Local car builder Greg Maskell will guide the teams. Greg is one of Australia's best car builders
- This campaign will be an online campaign with the potential of becoming a television broadcast. It will be shot over a 10 week period at the Motor Museum
- The cost of production will cost \$250,000. The contribution from SSM is \$35,000 – all of which will be put back into the local economy
- 40 local businesses will benefit
- The target focus will be the male demographic aged 35-55 years
- Fiona explains SSM provide sponsorship funds for marketing of an event (marketing only)
- Tom says the money requested would be for production although most of the budget goes back into the local economy
- Fiona questions how SSM funds would be used to market this event
- Tom says the whole production is one big marketing campaign
- Fiona asks for more detail on what the funds will be used for
- Tom says for the building the website, Facebook boosted posts and going after a target audience on that platform, video production, which Tom says is part of marketing - tracking our sponsors and creating a dialogue
- Fiona says we may need to get more information from you before we make our decision
- Fiona says SSM is about bringing people to the local area to dine, stay and play and asks if people can come to the Motor Museum to watch
- Tom says yes, that is one of the main things is to draw people to the Motor Museum to watch. Tom mention almost 80% people watch video content on their device so people can watch on their phones and receive updates
- Kim asks if this is a new event
- Tom says yes, he has never run this before. He originally came to Shepparton to film a show called Garage Dreams which is about to start on the Fox network – which is also where he met Greg
- Kim asks when he plan to run it
- Tom says October
- Simon asks if Tom has secured the entire budget (\$215,000)
- Tom says he is working on it, we are in the process of speaking to sponsors but it is looking likely
- Les asks what is the point of difference between this show and the others similar to this one on Foxtel
- Tom says the point of difference is the quality – event though they will be rushed – Greg is there to advise the best way to build the cars. Creating dialogue around craft and then aligning Shepparton with that brand

- Andrew asks how will we know it is being broadcast
 - Tom says a Facebook advertising campaign in the lead up – (Facebook is the predominant video platform) , Youtube an Instagram
 - Simon thanks Tom for his presentation
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8. Partnership applications

6:10pm

8.1 Beach Volleyball World Tour

Megan Treacy
Events
Greater Shepparton City Council

- Megan says he Federation Internationale De Volleyball (FIVB) Beach Volleyball World Tour will continue in 2018 with a Shepparton leg happening on February 2 to 4 as part of a two Australia. The Shepparton event will be a key selection event leading into the t our element in Commonwealth Games on the Gold Coast which will occur in April 2018
- The event will again be hosted at the Victoria Parl Lake
- 1 day of official practise (February 2 2018), 2 days of actual competition (February 3 and 4 2018). 32 countries 16 male and 16 women - estimated to made up of 6 teams from Australia, maximum 6 teams from Asia/Oceania and a minimum 4 teams from other continents
- Estimated total economic impact - \$628,800 to \$691,680 direct spend
Estimated host broadcast value - \$500,000+ including Free to air Australian TV (7mate), two episodes of Inside Volleyball from Shepparton location (7mate), finals telecast on Fox Sports, replayed telecast within 7 days across 3 target markets - 17 million +, Asian TV tbc and live streaming (Volleyball Australia You Tube Channel) 75,000 +
- Megan adds also the state national and international media and social media a coverage
- Support events include the Beach Carnival and Beach Netball. In addition to the Beach Volleyball World Tour, Council is currently negotiating with Netball Victoria to bring a beach netball event to Shepparton the week after –February 9-11. Also the Commonwealth Games Baton Relay will also occur at the Lake on Wednesday 14 February utilising the existing beach and infrastructure
- Megan says they are seeking \$20,000 sponsorship and the partnership amount we are seeking is \$10,000 –Marketing and City activation
- Fiona suggests advertising can be negotiated – perhaps GTHH
- Simon asks if more shade will be provided
- Megan says there will be more umbrellas although they do not have the funds to fully cover the stands
- Kristina acknowledges how successful the event was last year

RECOMMENDATION

That pursuant to section 89(2)(h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be closed to members of the public for consideration of a confidential sponsorship application.

Moved:

Cr Les Oroszvary

Seconded:

Shane Sali

CARRIED

6:20pm

CONFIDENTIAL

8.2 Partnership/Sponsorship Application
Soccer Events

Megan Treacy
Events

Greater Shepparton City Council

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 Les Oroszvary

Seconded: Cr Kim O’Keeffe

CARRIED

9. Guest speaker

6:30pm

9.1 Jason Welsh

Operations
One FM

- Not in attendance

10. Reports

10.1 SSM Marketing Co-ordinator Report

Mat Innes-Irons

- Loaded to Google Drive

10.2 Economic Development update

Geraldine Christou

- Loaded to Google Drive

10.3 Tourism Greater Shepparton update

Ross Graham

- Ross says Tourism Greater Shepparton are in the process of selling ‘52 Great Things’ publication which promotes a lot of the local businesses

- Ross adds the TGS AGM is in 6 weeks. There will be two guest speakers, one of whom is Michelle Newton who has the business AOK which specialises in Holistic Healing – Ross mentions it is an amazing story
- Ross also mention Goulburn River Valley Tourism has appointed a new executive officer – Leanne Hulm

10.4 Shepparton Chamber of Commerce and Industry update Carl Hainsworth

- Carl mentions the Business Awards nominations are going extremely well with some fantastic nominations being submitted
- Carl says the Chamber is still pushing the Mall issue and have a 'town square' vision which Wendy Crowe planned
- Mat clarifies – is that the Chamber's preference over the other options
- Carl responds yes
- Carl adds the vision is to have traffic straight through and have the 'town square' which will compliment the new toilets. A safe playground area for children near the Tower area and also bringing the stage there
- Carl mentions the events Chamber has coming up. The Linked-in event which is held at the Aussie from 6pm-8pm on the 2nd August, in conjunction with GV Health
- The Gala Dinner for the Business Awards will be held the 6th October
- The Chamber AGM will be held 6 September with the Youth Foyer doing a presentation

RECOMMENDATION – That the reports be accepted.

Moved: Shane Sali

Seconded: Kristina Marko
CARRIED

11. Financial report

11.1 Monthly Financial report

- **Financial report unable to be provided due to Council's budgeting program being inaccessible**

RECOMMENDATION

That the June and July financial reports be tabled at the August ordinary meeting.

Moved: Chris Reisner

Seconded: Helen Sofra
CARRIED

Agenda Items:

12. Evolving the City Markets Simon Quattrocchi

- Mat thinks SSM need to have more input on what does evolve at the Summer and Winter City Markets

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- Mat adds if the new committee members have any suggestions around name change or anything else to do with these markets, to please let him know
- Fiona thinks because the markets are primarily funded by SSM, there needs to be SSM representation – perhaps 2 committee members and Mat form a working group
- Chris and Shane volunteer

RECOMMENDATION: Mat Innes-Irons, Shane Sali and Chris Reisner to form a working group for the Winter and Summer City Markets

Moved: Cr Les Oroszvary

**Seconded: Simon Quattrocchi
CARRIED**

13. Iconic Event subcommittee update

Mat Innes-Irons

- Simon mentions a few of the outgoing committee members were on the Iconic Event subcommittee and asks if there are any volunteers to join

RECOMMENDATION: Andrew Pogue and Kristina Marko to join the Iconic Event subcommittee (with Geraldine Christou, Simon Quattrocchi and Mat Innes-Irons)

Moved: Helen Sofra

**Seconded: Chris Reisner
CARRIED**

14. Sponsorship subcommittee nominee

Mat Innes-Irons

- Fiona asks if this subcommittee is to review applications and go back to the applicants with any guidance (not the subcommittee making a recommendation)
- Simon says it is helping the applicants fit the criteria
- Helen volunteers to be on the sponsorship subcommittee

RECOMMENDATION: Helen Sofra to join the sponsorship subcommittee

Moved: Cr Kim O’Keeffe

**Seconded: Andrew Pogue
CARRIED**

15. General Business

15.1 Spring campaign

Mat Innes-Irons

- Mat says last year Malcolm flagged the idea to have a floral display down the Mall. Through Malcolm’s contacts he is able to have florists who have in the past won the Chelsea Flower Show come to Shepparton to build a floral display as part of the Spring campaign

ACTION: Mat to get more detail from Malcolm in relation to costs and whether it fits into the SSM budget (before the marketing planning session on Wednesday night). To table at the next ordinary meeting

15.2 Chris Teitzel meeting regarding budget allocation Simon Quattrocchi

- Simon has discussed with Chris if it is possible to remove SSM budget from the differential rates (Industrial and Commercial) so there is no more confusion in regards to this. The second point raised was for our next SSM budget pitch to have a marketing plan attached which strategizes over a three year period, so there is a longer term vision
- Simon adds that nothing has come of this discussion yet and he is just informing the committee at this stage. Chris needs to look at how these things can become a possibility
- Simon says basically we want to have a more longer term plan and to remove any confusion from the budgeting process

15.3 Summer and Winter City Markets (working group) Mat Innes- Irons

- Discussed item 12

15.4 Reappointment of existing committee members Shane Sali

- Shane has discussions with Fiona and Mat around the reappointment of existing members to SSM
- Shane thinks we could potentially look at implementing a new process for existing committee members who intend to reapply
- Shane mentions currently it is the same process for new people applying as it is for existing members to reapply
- Fiona says Shane raises a valid point although mentions the recommendation (for new committee members) still needs to go to Council to be endorsed. In terms of assessment undertaken by this committee, it could maybe be a little more streamlined to renominate
- Shane asks how we go about formalising this

ACTION: Fiona to follow up and get more information in regards to revising the renomination process. Fiona to provide update at an upcoming meeting

15.5 Festive Decorations Cr Kim O'Keeffe

- Kim mentions there is no longer a Festive Decorations committee and Kim is hoping that SSM and the Chamber can work together to do something in that space. The feeling is marketing and promotion is a part of SSM and that it is something that needs to be discussed as Christmas will sneak up quickly
- Mat asks why there is no longer a Festive Decoration committee

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- Kim says the budget was cut. Kim is still waiting on the recommendation from Council in regards to the Festive Decorations budget. With the help of Shepparton Show and Chamber we can really step it up
- Shane asks who makes the recommendation. Shane believes it is clear Festive Decorations needs more funds allocated to it to step it further to what it is now
- Kim mentions when they did the business plan a lot bypassed the (Councillors) and this was one of them. So the committee has been dissolved and it was suggested by some Councillors that Council could take this on
- Simon asks if there is a dollar figure to it
- Fiona says effectively the Councillors are the Festive Decorations Committee
- Kim thinks surely this is something SSM can look at as SSM are about marketing and promotions
- Les says were looking for a partnership involvement with SSM and the Chamber to undertake the festive decorations (Council, Shepparton Show Me and the Chamber). Previously the festive decorations have not hit the mark and from feedback we (Council) have received, it needs to be improved
- Kim thinks we need to get the shop owners on board as well
- Carl mentions the Chamber would like to get on board but thinks there needs to be an audit of the current decorations and we need to know what funds are available
- Mat asks are you looking for input from SSM and Chamber or financially input
- Kim sees this as a marketing opportunity and to also get the businesses on board. Kim would like to see the festive decorations incorporated into the SSM Christmas campaign strategy
- Carl says the Chamber have been working on the businesses in the CBD getting involved by decoration their shop windows. There is a lot of apathy out there with businesses not talking to each other. Chamber would like to the painting on the shop windows and window decorations. Carl thinks this can be incorporated with the festive decorations and believes it their wouldn't be much of a cost
- Les says were looking to incorporate Mooroopna and Tatura
- Helen mentions there has been a company already going around offering their services to decorate the windows at Christmas time
- Kim adds they're quite expensive
- Shane wants to clarify – are you looking at having a few representatives of Council, SSM and Chamber and the budget gets allocated to that working group to make decisions around the festive decorations
- Kim says she is looking at more of a marketing package and incorporating the festive decorations into what SSM already do at Christmas time. Getting the businesses more involved and more excited
- Simon asks if there is an inventory of the decorations Council already has and a plan as to how it was previously undertaken
- Ross says what Kim is saying is SSM already have a marketing plan around Christmas, how can we link that to every business to make it easier for them to make that marketing strategy move forward for all businesses. It may be as simple as Mat going out and applying decals
- Geraldine mentions we have done this before where we purchased the deals and asked the businesses to place them on their windows and a lot refused to do it – then Council payed for someone to o and apply them. Geraldine would like to see a 'dress up your window' competition like it was done many years ago. There would potentially be an opportunity for SSM to sponsor the competition prize
- Carl agrees with Geraldine
- Mat says he sees it as a good opportunity to work with the Chamber
- Kim says we really need to get businesses involved and excited about Christmas

- Geraldine says we need to be upskilling the businesses rather than providing everything for them. We need to get them excited
- Kim says businesses pay their rates and some pay Chamber memberships, this is an opportunity to give back
- Kim adds that we have a really good marketing strategy in place
- Carl mentions at the last Chamber meeting it was suggested they have a Santa – the idea is shop owners can have Santa in their store where kids can get a free photo with Santa. It is getting businesses involved and attracting people to their stores
- Fiona says we need to collaborate. SSM have a Santa, Dale Wright has a Santa, Chamber as well. We don't want to be repetitious, this is a good opportunity for us to work together
- Simon suggests forming a Christmas campaign subcommittee
- Fiona suggests this should be discussed at the marketing planning session on Wednesday night and also have a commitment from Council and Chamber

ACTION: To discuss this at the SSM marketing planning session on Wednesday night

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:
Cr Kim O'Keeffe

Seconded:
Shane Sali

CARRIED

16. Sponsorship/ Partnership Discussion

16.1 Mad Cow Mud Run

RECOMMENDATION – The committee decline the sponsorship application for the Mad Cow Mud Run based on the lack of information provided. Therefore, the committee accept Allan's withdrawal of the sponsorship application.

Moved: Cr Les Oroszvary

Seconded: Andrew Pogue
CARRIED

16.2 Shepparton Albanian Harvest Festival

- Shane leaves the meeting due to a conflict of interest

RECOMMENDATION – The committee approve the sponsorship application for \$2,200 plus GST for the Shepparton Albanian Harvest Festival as specified in the sponsorship application

Moved: Cr Kim O'Keeffe

Seconded: Kristina Marko
CARRIED

16.3 Victorian Open Bowls

RECOMMENDATION – To decline financial support for the Victorian Open Bowls sponsorship application. The committee would like to offer in-kind support of the Shepparton Show Me assets and offer any assistance they may need with their marketing strategy

Moved: Cr Les Oroszvary

**Seconded: Andrew Pogue
CARRIED**

16.4 Motor City Challenge

ACTION: Geraldine mentions SSM can assist with providing the relevant groups or companies to approach in relation to sponsorship

RECOMMENDATION – To decline the Motor City Challenge sponsorship application. The committee would like to mention the concept is great and wish Tom all the best with the Motor City Challenge.

Moved: Simon Quattrocchi

**Seconded: Chris Reisner
CARRIED**

16.5 Beach Volleyball World Tour

- Geraldine leaves the meeting due to conflict of interests for items 16.5 and 16.6

RECOMMENDATION – To defer the decision until the next ordinary meeting in August upon seeking more clarification around reusing assets from last years event and negotiations around advertising placement

Moved: Chris Reisner

**Seconded: Andrew Pogue
CARRIED**

16.6 Soccer Events

RECOMMENDATION – The committee approve \$12,000 plus GST (\$6,000 Event 1 and \$6,000 for Event 2) for the Soccer Events.

Conditions: SSM promotional material is prominent for both events

Moved: Cr Les Oroszvary

**Seconded: Chris Reisner
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: Simon Quattrocchi

Seconded: Chris Reisner

CARRIED

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General discussion:

- Chris suggests reviewing the application form. There is a question that suggests a 'SSM levy', which should probably read 'SSM boundary area'
- Simon mentions this is already being looked at but that is a very good point

Meeting closed at: 8:37pm

NEXT ORDINARY MEETING:
MONDAY 21 AUGUST 2017
COUNCIL BOARDROOM