

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 19th JUNE 2017, 5.30PM – 7.30PM
COUNCIL BOARDROOM



1. Meeting attendance:

1.1 Committee attendees:

Simon Quattrocchi (Chair), Cr Les Oroszvary, Johann Rajaratnam , John Montagner, Shane Sali, Malcolm Blake, Carrie Donaldson, Danielle Tait, Geraldine Christou and Mat Innes-Irons

1.2 Committee members not in attendance: Aaron Brain

**1.3 In Attendance: Carl Hainsworth (Shepparton Chamber of Commerce)
Ross Graham (Tourism Greater Shepparton)
Laura Church (Minutes)**

**1.4 Guests: Andrew Pogue, Kristina Marko, Chris Reisner and Kruz Patel
(SSM new committee applicants)**

2. Apologies: Cr Kim O’Keeffe, Ron Popelier, Sam Lagozzino and Fiona Le Gassick

RECOMMENDATION

That the apologies of Cr Kim O’Keeffe, Ron Popelier, Sam Lagozzino and Fiona Le Gassick be noted.

Moved: Cr Les Oroszvary

**Seconded: Johann Rajaratnam
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 15th May 2017 as circulated be confirmed.

Moved: Johann Rajaratnam

**Seconded: Shane Sali
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.

5. New applicants addressing SSM

Kristina Marko

Kristina is the Community Engagement Coordinator at La Trobe University. Kristina was born and raised in Shepparton and completed her high school and tertiary education in Shepparton. Kristina completed a Bachelor of commerce at the La Trobe Shepparton campus. Kristina worked as an accountant for 3 years in Shepparton and then 3 years in Melbourne. Kristina then moved back to Shepparton and secured a job at the Greater Shepparton City Council as an Executive Assistant to the Director Infrastructure for 2.5 years. During this time Kristina took on some project management and was involved in community groups.

Kristina is now working in a marketing role at La Trobe University and is responsible for organising community and recruitment events on campus. Main reason Kristina applied is twofold, one for herself; career progression and two, to be involved with the community. Kristina is very passionate about retaining young professionals here in Greater Shepparton and presenting what Shepparton has on offer. Kristina adds it would be great to have Education represented on the SSM committee

Kruz Patel

Kruz owns local business Shepparton Pizzas. Kruz was born in India and is a qualified Dentist. When Kruz migrated to Australia in 2013 there was a migration law introduced that prevented him from working as a Dentist and becoming a permanent resident of Australia; then forcing him to pursue another career path – owning a business. Kruz opened Eagle Boys pizza in Shepparton in early 2016. The Eagle Boys franchise went broke so Kruz decided to open Shepparton Pizzas as an independent local business. Currently he trains students in Cert 4 in Aged care as Kruz has completed his Masters in Public Health and Masters in Health Science at Western Sydney University. Many ask Kruz with his qualifications, why does he own and run a local pizza shop. Kruz answer is that his business gives him freedom (not working for someone else) and he likes interacting with his customers. His business sponsors 14 sporting clubs with achievement awards for children. Kruz adds members of the Indian community aren't involved with Council and he would like to represent and educate them.

Chris Reisner

Chris has been the Manager of the Aussie Hotel in Shepparton for three years. Chris has been a committee member on the Shepparton Chamber of Commerce and Industry for the past 15 months and has recently resigned. For the past 10 months, Chris has represented the Chamber and attended the Shepparton Show Me committee meetings. Chris is very familiar around what Shepparton Show Me provides to the local business community and to the town and would now like to sit on the SSM committee.

Andrew Pogue

Andrew works at Kevin Hicks Real Estate and started his role there 12 months ago. Prior to this he was the regional Manager for an employment agency where he was responsible for 9 employment agencies in the Goulburn Murray region. Prior to that Andrew worked in the media for 25 years. Andrew worked at the Shepparton News as the Sales Manager. Previous to that Andrew worked in radio for 21 years which saw him move all around the country although he started here in Shepparton at 3SR. Andrew has raised his family here in Shepparton and believes moving back to Shepparton was the best thing he ever did.

- Simon thanks all the applicants for addressing the committee.

6. Correspondence

6.1 Correspondence Inwards

- 6.1.1 Response letter from Mayor Dinny Adem re: Chamber MOU
- 6.1.2 Response letter from Matt Jarvis re: 2017-18 Draft Budget submission
- 6.1.3 Letter: Greater Shepparton Basketball Association

6.2 Correspondence Outwards

- 6.2.1 Sponsorship approval letter – Shepparton Running Festival
- 6.2.2 Sponsorship approval letter – Fryers Food Festival
- 6.2.3 SSM E-newsletter – May 24 2017
- 6.2.4 Adviser column – May 24 2017

RECOMMENDATION – That the correspondence be accepted.

Moved: Cr Les Oroszvary

Seconded: Carrie Donaldson
CARRIED

- Geraldine says in relation to item 6.2.3 – With any upcoming SSM e-newsletter, can we include a link to the major events calendar.

ACTION: Laura to include in any future e-newsletters, a link to the major events calendar to remind our stakeholders of upcoming events.

7. Acquittals

5:40pm

- 7.1 Summer and Winter City Markets

Tim Russell
Place Manager
Greater Shepparton City Council

- Tim says the markets are a much loved community event that is well patronised and has a great reputation amongst the community
- Traditionally the market is operate a s a end of season sales event for traders
- Point of difference to other markets in the area is the while range of offering the CBD has

- When we have businesses coming on board with sales and promotions to support the event itself we see a whole CBD and town event. A much bigger impact than just a standard market
- The activities on offer are free live music, jumping castles, attractions, roving entertainment.
- Market stalls are throughout the Mall. Community groups, food stores and local businesses to promote their business
- Estimated attendance consistent for both markets at around 10,000-15,000 over the two days
- Most traders reported positive trading outcomes from the two markets. The businesses who make the most of the event, cross promote and use the branding tend to do very well. People did travel beyond the market to the following businesses were examples of this-Stevens Jewellers, Army Disposals and Andersons Pharmacy
- Financially we operate within the budget. SSM funds contributed to equipment hire, live music, entertainment, jumping castles attractions as well as security for the event
- Feedback from the traders debrief brought up a few key points. The traders would like to revert back to the 'Bush Market' name. Also, some traders expressed they would prefer to see the event as a one day event on the Friday, although the majority would like to retain a 2 day event. The last point was to ensure the consistency with the timing to the last Friday of February and August
- Carl asks if they will revert back to the Bush Market name from now on
- Tim says yes and the branding will need to be re-done
- Simon says that will need to come back to the SSM committee
- Tim understands and will follow the correct process

ACTION: Mat and Tim to discuss the rebranding of the SCM and WCM. To be tabled at the next Ordinary meeting in July

- Carl suggests Tim provide a survey to traders post market
- Tim mentions traders were invited to a debrief post market
- Malcolm mentions he didn't see the invitation and says a lot of the traders weren't happy with the Markets
- Carl mentions the Shepparton Chamber of Commerce and Industry conducted a survey and provided a report to Tim stating what the Traders wanted
- Tim comments that one of the key points from that survey was to include the whole CBD. Tim mentions for the upcoming Winter market he has arranged for roving entertainment to cover more of the CBD and will organise buskers to be around several locations around the CBD. To try and bring the atmosphere out of the Mall
- Simon asks as the Place Manager, is there anything else you would like to add to improve the whole market
- Tim says yes, the more businesses we can engage with to jump on board. Even if it is as simple as putting on a promotion. When delivering the swings tag for the shop windows, Tim asks if there are any promotions they will be having so it can be promoted on our Facebook channels and on site with Mat and the SSM mobile stage
- Carrie asks is there any opportunity or does Tim have ideas around how to get traders to incentivise their businesses and take
- Tim says there are a lot of businesses who do this well and I suppose if we share those success stories it could help inspire them to get involved
- Carrie suggests the idea of offering a cash prize to the business who does this best
- Carl says the Chamber have suggested the cash prize and also suggested for the prize to be drawn late in the day so the business has incentive to stay open

ACTION: To table the SCM and WCM at the next ordinary meeting

- Mat says the committee need to have their say around the rebranding, not just the Chamber. It was rebranded because the Bush Market was seen as outdated
- Geraldine adds the bush market was seen as traders getting rid of old redundant stock and not attracting much of an audience
- Johann says there needs to be recognition from all stakeholders

8. Sponsorship Applications

5:50pm

8.1 Mad Cow Mud Run

Allan Turner
CEO

Zaidee's Rainbow Foundation

- Allan says following his presentation to the committee last month, he now has a budget in place around the Marketing for the MCMR event
- Allan has been doing his research and has talked to Win TV, Radio and press and he realises it is an expensive exercise promoting an event to an audience of around 500km-700km of the Shepparton area
- Allan believes with the amount requested from SSM the media companies will pro bono advertising with the Zaidee Foundation behind it
- Allan says the story of Zaidee would add additional value to the marketing of the event in Shepparton
- Allan says we are confident the 2018 event will be the biggest yet and we see it growing considerably in the upcoming years
- Allan mentions they have moved the date of the event from Labour Day long weekend to the first weekend in March as a lot of people tend to go elsewhere on a long weekend. This will generate a lot more interest from people outside of Shepparton area to participate but also encourage people from the local area to participate as they will most likely be around
- Aiming to market to Schools, gyms, corporates and the sporting groups which will see huge growth in participation
- Allan believes with the support of SSM, we will see the event grown in future years and be a major regional event for Victoria
- Allan mentions the Zaidee now own the obstacles and the naming rights to the event
- Geraldine asks what has progressed in relation to the site
- Allan says the Zaidee Foundation have put in an application to Council to have the obstacles permanently at Kidstown. He has also spoken with Mooroopna Golf Club and they are willing to give us land to place obstacles there full time. Allan has had discussions with the owner of the land between Kidstown and Mooroopna Golf Course and he is happy for the participants to use a dam on his property as part of the obstacle course. The course will extend from Kidstown through to the Mooroopna Golf Club parks area
- Allan says once he receives approval from the Council, they will move the obstacles to the proposed locations
- Allan mentions having the permanent obstacles in place at Kidstown could allow the event to run 2-3 times a year and also allow for the people coming to Kidstown to utilise them on a general basis
- Geraldine asks with having the permanent obstacles in place how much that will take off your overheads in terms of crane hire

- Allan believes it would take off around \$15,000 - \$20,000 or more
- Simon asks why Allan wants to start advertising 8 months prior to the event
- Allan says the earlier we can get the word out, we can get participants to lock in the date and those travelling from outside the area can book their accommodation. People travel from state to state to participate in these events
- Carrie asks what potential growth does he see in the kids market
- Allan says huge growth. Last year there were 1200 children participating and he believes they can grow that to 1500-1800. Allan plans on marketing directly to the schools encouraging them to enter children's teams and teachers teams
- Carrie asks if Allan plans to target sporting teams
- Allan says yes. The event being held early March is the perfect time for sporting clubs such as Football and Netball clubs to enter teams for a preseason training and bonding activity
- Simon thanks Allan for his presentation

6:00pm

8.2 Emerald Bank Heritage Day and Market

Helen Moutifis
Emerald Bank Events Co-ordinator
Emerald Bank Leisure Land

- Helen is the Events coordinator at Emerald Bank
- Event has been running for 5 years now. 120 exhibitors to set up on the day and entertain on the day
- Sunday 3 September
- 4,000 people to the last event
- This year they are including the Shepparton Farmers Market, with that comes and extra 50 stalls which will enhance it
- Antique arts and craft this year as part of it
- Clydesdale horse rides, miniature planes, miniature steam engines, live music and kids entertain
- This event has something for everyone
- We are requesting more funds for marketing so we can bring more people in from outside the region
- Simon asks about the cost for LA Vision, are they providing a new ad
- Helen says yes it need to be revamped to include the market component that wasn't included previously
- Carrie asks Helen if they plan to display cars in the Mall as done in the 2016 event
- Helen responds yes they will be displaying vintage cars and tractors in the Mall on the Saturday to attract people to the Mall and back out the Emerald Bank on Sunday
- Simon thanks Helen for presenting

6:10pm

8.3 Challenge Shepparton

Susie Filletti
Event Manager
McPherson Media Group

- Reads out event objectives
- Started a triclub cub to bring in bigger numbers
- Been doing targeted digital advertising
- Appointed New race director – Elite Energy Events

- To promote the race event and Shepparton as a destination
- Additional opportunities in terms of activation. What we have found is that 47% of athletes participating in Challenge are not associated with a club. Liz has come up with the opportunity to potentially have a SSM Club for activation at the event. It could be a club row or the village and this space could be used to promote Shepparton Businesses potentially be connected to the GTHH campaign. It is an opportunity for us to talk with the SSM committee (working group or subcommittee) about how we can best utilise this space.
- Liz has been dealing directly with a lot of tri clubs recently and working out what incentives do we go with and how we can bring clubs to Shepparton. One of the things Liz came across was 47% were not associated with a club or they could have travelled from interstate where they don't have much of a presence in club row. In the past, we've had the SSM truck out there playing music, creating a nice festival atmosphere and of also the SSM marquee which Liz has worked closely with Mat. Last year the Tourism team came to promote Shepparton.
- The idea around the club is that the 47% of participants who don't have a club can join the SSM Club for the day. We can send them a personal invitation as the database has all the participants' information. They can RSVP. It will be a place for them to meet and gather and a place for their friends and family to come and cheer them on- therefore giving the opportunity for activation, having direct contact with athletes and their supporters and make them feel welcome
- Mat sees this as a real opportunity for activation
- Suzie says we are keen to discuss what that activation is – so it will meet with SSM objectives and also is conscious of the limitations SSM has with resourcing and staffing – we can work together
- Suzie – another concept that was developed from the feedback was the contestant companion. 63% of athletes travel with a least one companion. The opportunity is to look at vouchers or incentives where they can experience Shepparton through a retailer or service provider. For eg: They could go of for a spa treatment while their partner is getting ready for the race or a shopping tour. It could be anything depending on which retailers/ service providers would like to engage with us
- Suzie says we can provide a SSM experience prize pack – we can promote this on our platforms, through the accommodation businesses an through our marketing collateral in the competitor kit. These are things we would really like to work on a develop with SSM
- Simon clarifies with Suzie, the amount sought is \$25,000 plus GST
- Suzie says yes and they are GST registered
- Mat is very enthused around the idea of having a village set up. Mat refers to the success of the Beach Volleyball Carnival and having that festival atmosphere. Mat would love to see this have the same vibe
- Suzie says yes this is something we really want to build on and we have been speaking to our race director and they will work with us to have that Village have that same atmosphere
- Mat suggests two marquees, one in Club Row which will need to be manned and the other in the Village which we could partner with Tourism
- Suzie says absolutely, we could definitely work with SSM around this

- Carrie says well done to Suzie on the quality of your application, it is very professional. In terms of companion or participant program – Carrie says with what she has seen from friends who participate in triathlons is that they are very active on social media. They want to get out and celebrate the success. Carrie suggests encouraging people to get out to the cbd, take a photo of them and use a hashtag
- Liz mentions last year there was the 'Coffee Challenge'. Local coffee stores were involved and we encouraged athletes to go to these stores and post their picture on Instagram with the Challenge Shepparton hashtag. Liz believed there is huge opportunities with social media
- Suzie says the hashtags could be related to SSM or GTHH and that can be connected back to the activation in the marquee at the Village and use signage to promote this. If we have an opportunity to sit down and work through this together that would be great
- Les asks how many participants
- Suzie says there were 700 last year but we are aiming to grow
- Liz adds they are already tracking better this year at this time than last year
- Ross asks if you give out a pack to the participants and what is in the pack
- Suzie says there is an athlete kit. It includes a finisher shirt, a towel, a medal and stein. Liz adds when they register they get a kit/swim bag which has the Greater Shepparton logo and in that were race tattoos, registration information and other brochures relating to our sponsors. The competitor kit is a valuable as each athlete gets one. They then take it home and look through each item. Liz thinks there is an opportunity for SSM retailers to promote their businesses
- Mat clarifies if there were vouchers placed in the kits there would be time on the Saturday for them to be utilised
- Suzie and Liz both agree
- Simon asks about the marketing budget and says there is on around \$1500 on external advertising – is most of the marketing around Shepparton?
- Suzie says a lot of the marketing outside of Shepparton is by direct contact with the athletes and their clubs. Liz has a dedicated campaign for this and has a database and is directly targeting them. There is also email advertising which is hard to put a value on that on a P and L. As well as that, the Race Director (which hasn't been included) has their databases which they advertise to as well. These things are hard to put the value into the P and L as they are operational but also marketing. It's not traditional advertising
- Liz mentions she was running in Melbourne a short time ago and seen people wearing their challenge t-shirts and visors which is another form of advertising
- Suzie mention the masthead is not just Shepparton, it is all the mastheads in the group
- Liz also mentions they have put up a \$2000 prize for the tri-club cup, which will also really entices tri clubs
- Les asks if you have any idea how much extra patronage Challenge will get due to the Ballarat event being cancelled
- Liz we can only go by 2014 where we had 1300 participants
- Simon thanks Suzie and Liz for their presentation

9. Partnership proposal

6:20pm

9.1 Greater Shepparton Basketball Association

Tony Long
Manager

Greater Shepparton Basketball Association

- Tony says he is here not to talk sport but business. Tony mentions his business is sport although his area has an arm for Sports Tourism
- Tony says hands out a proposal which also includes some photographs of what we have been doing (working with SSM and the community)
- Key objectives is about sport tourism and events and it is an arm of our organisation where we see as crucial to ourselves but also to the community
- \$800,000 from a 2 day tournament in February. \$800,000 - \$1.2m over a three day Tournament in March. Coming up we have our Junior Basketball Tournament which will bring an economic benefit of \$1.2M - \$1.5M returned back to the community. This is an arm of our business that we have to partner with people. We partner with the Events Team at Council and with SSM over the last few years and we need to maintain these partnerships to keep this economic benefit generated for our local area
- Tony mentions the Events Team calculate the figures
- Simon thanks Tony for his presentation

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

10.4 Shepparton Chamber of Commerce and Industry update

Carl Hainsworth

- Carl says there is a lot of nominations coming in for the Business Awards
- Carl encourages the committee members to nominate a business or individual for the awards
- This will be the 21st year Business Awards has been running. The Gala event will be held 6 October 2017
- September 6 is the SCCI AGM will be held and MEGT youth apprenticeships presenting
- The MOU funded by Council will give Chamber opportunity to bring good speeches and presentations etc
- Carl wants to congratulate SSM on the EOFY campaign – it was fantastic. Carl also mentions Careers Day Out is also a fantastic event for Shepparton and Carl looks forward to the Chamber helping to promote that in the future

RECOMMENDATION – That the reports be accepted.

Moved: Johann Rajaratnam

Seconded: Malcolm Blake
CARRIED

11. Financial report

11.1 Monthly Financial report

John Montagner

- Loaded to Google Drive

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Shane Sali

Seconded: Malcolm Blake
CARRIED

12. Great Things Happen Here update

Fiona Le Gassick

RECOMMENDATION:

To approve \$23,510.00 ex GST from the 2016/17 budget to pay for the vignettes for the Great Things Happen Here campaign.

ACTION: SSM are to be provided a full detailed report on the Great Things Happen Here campaign. A breakdown of the budget (where the money has been spent), production, social media and media placement.

Moved: Malcolm Blake

Seconded: Carrie Donaldson
CARRIED

13. Sponsorship documents

RECOMMENDATION:

To table this at an upcoming SSM Ordinary Committee meeting after being reviewed further by the sponsorship subcommittee

Moved: Johann Rajaratnam

Seconded: John Montagner
CARRIED

14. Marketing subcommittee update

John Montagner

- Not discussed

15. Sponsorship subcommittee update

Mat Innes-Irons

- Mat mentions there are two upcoming sponsorship applications; Motor City Challenge and Left Jab (a boxing event). Left Jab won't be considered by the SSM committee until the Shepparton Agricultural Society provide an acquittal for the GV RV Rally funds

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 Les Oroszvary

Seconded:
Johann Rajaratnam

CARRIED

16. Sponsorship Discussion

16.1 Mad Cow Mud Run

RECOMMENDATION – The committee are support of the event. The level of sponsorship will depend on what information can be provided from the detailed marketing plan and budget (not just marketing budget). To be held over and tabled at an upcoming meeting once the information can be provided back to SSM. To inform Allan SSM is a marketing program predominantly funding the marketing of events

Moved: Johann Rajaratnam

Seconded: John Montagner
CARRIED

16.2 Emerald Bank Heritage Day

RECOMMENDATION – Sponsorship is approved to the value of \$5,000.00 plus GST to assist with the marketing of the Emerald Bank Heritage Day & Market in 2017. The committee wish to advise a condition of the sponsorship approval is to activate the Mall/CBD by including display of vintage cars and tractors in the Mall.

Moved: Johann Rajaratnam

Seconded: Cr Les Oroszvary
CARRIED

16.3 Challenge Shepparton

RECOMMENDATION – Sponsorship is approved to the value of \$25,000.00 plus GST to assist with the marketing of Challenge Shepparton in 2017. SSM will approach Challenge organisers to form a working group for the proposed SSM Club.

Moved: Cr Les Oroszvary

**Seconded: Carrie Donaldson
CARRIED**

17. Partnership discussion

17.1 Greater Shepparton Basketball Association

RECOMMENDATION – The committee approved a two year partnership for 2017 and 2018 for \$15,000 per annum for 2017 and 2018.

Moved: Cr Les Oroszvary

**Seconded: Shane Sali
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: Johann Rajaratnam

Seconded: Carrie Donaldson

CARRIED

18. Committee applicant assessment

ACTIONS ARISING:

New applicant assessment forms are to be completed by Johann, Shane, Carrie, Malcolm, Danielle, Les, Aaron and Ron and are to be returned to Laura by Friday 23 June, 2017.

19. General Business

19.1 Spring campaign

Malcolm Blake

RECOMMENDATION: Mat and Malcolm to provide budget, labour costs, accommodation and marketing plan for Spring campaign. To be tabled at the July SSM Ordinary meeting.

IF REQUIRED ONLY

Moved: Carrie Donaldson

**Seconded: Shane Sali
CARRIED**

19.2 Mall activation

Shane Sali

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 19th JUNE 2017, 5.30PM – 7.30PM
COUNCIL BOARDROOM



RECOMMENDATION: The committee approve \$5250.00 plus GST for the Loose Goose Jazz band. The funds allocated are to come from the 2016/17 financial year budget

IF REQUIRED ONLY

Moved: Cr Les Oroszvary

Seconded: Carrie Donaldson
CARRIED

19.3 Marketing Plan

ACTIONS ARISING:

Table this item at the July Ordinary meeting

Meeting closed at: 8:23pm

NEXT ORDINARY MEETING:

MONDAY 24 JULY 2017
COUNCIL BOARDROOM