

**SHEPPARTON SHOW ME
ORDINARY MEETING AGENDA**
MONDAY 15th MAY 2017, 5.30PM – 7.30PM
COUNCIL BOARDROOM



1. Meeting attendance:

1.1 **Committee attendees:** Simon Quattrocchi (Chair), Shane Sali, Cr Kim O’Keeffe, Johann Rajaratnam, John Montagner, Malcolm Blake, Ron Popelier, Carrie Donaldson, Geraldine Christou and Mat Innes-Irons

1.2 **Committee members not in attendance:** Aaron Brain

1.3 **In Attendance:** **Laura Church (Minutes)**

1.4 **Guests** **Matt Jarvis (Finance and Rates Manager – GSCC)**

2. Apologies: Cr Les Oroszvary, Fiona Le Gassick, Sam Lagozzino and Danielle Tait

RECOMMENDATION

That the apologies of Cr Les Oroszvary, Fiona Le Gassick, Sam Lagozzino and Danielle Tait be noted.

Moved: Carrie Donaldson

**Seconded: Johann Rajaratnam
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 10th April 2017 as circulated be confirmed.

Moved: Ron Popelier

**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.

- **Geraldine Christou – Items 15.1, 16.3 and 16.4**

5. Guest speakers

5:40pm

5.1 SSM Budget allocation

Matt Jarvis
Finance and Rates Manager
Greater Shepparton City Council

- Matt thanks SSM for the invitation
- Matt says he is here to provide background on how the budget allocation is calculated
- SSM is a section 86 committee of Council and was established around 1998
- Prior to SSM being resolved by Council, SSM was proposed by Council and put out to the community for discussion. It was proposed that Council fund a promotions program via a differential rate
- Residential, industrial and commercial are differential rates. The reason why a differential rate was chosen rather than a special charge or levy is because it is easier to administer. For a special charge you can appeal to VCAT whereas a differential rate you can't. Because it is part of the Council's annual budget allocations submissions can be made and heard by Council. It's also easier to adjust a differential rate
- Matt says to clarify, it is not a separate levy and that is why is it not separated on the rates notice either
- John says it was his understanding that it was a special rate, and it has been a separate charge on the rates notices a few years ago
- Matt says to his knowledge that is incorrect. Communication from 2013 rating strategy Council have been writing to ratepayers with their general rates charge and there would be an accompanying letter based on your capital improved value and the predetermined split. Matt doesn't believe it has been a separate charge
- John says it has been separated before and asks Simon if he has copies of this
- Simon doesn't have copies here although they can be provided at a later date
- Matt says he would be interested to see them
- John says it has been handed out to ratepayers as a separate charge and states how it has been calculated
- Matt clarifies was it on the actual rates notice because if so, that would be incorrect as it is not a special charge and that would be Council's error by listing it separately. There is a specific element of the Act that covers special charges and we haven't followed that process for it to be a special charge
- Johann mentions to Matt that several times it has been said to him that there was a resolution by Council that suggests it was changed to a special charge although he is yet to see it. Johann suggests if there is evidence to that's shows this, please provide it to us and we will be happy to follow it up
- John asks Matt if he has seen the SSM induction PowerPoint presentation
- Carrie says in the presentation it talks about the separation
- Matt says the slide with the rates notice is just an example for demonstration although if he can be provided with an actual rates notice with the separated charge he would be interested to see it
- John says he would be interested to get Matt's feedback on that
- Matt says in 2002/2003 Council determined the fairest way to apply the SSM budget allocation was to adopt that percentage contribution as determined in 1998/1999 of 91% commercial and 9% Industrial. 2 new differentials were also introduced making up 14 differential rates contributing to the SSM budget
- In 2007/2008 Council reviewed its rating strategy and they made a recommendation that we had too many differentials. So the decision was to combine those down from

22 to 11. That's where we get the commercial improved 1 and industrial improved 1, essentially all those differentials that were contributing were merged into these two categories. Commercial 2 and 3 and Industrial 2 and 3 were outside of the area

- Matt continues: In terms of calculating the contributions, all Council programs have a responsible Manager; this responsible Manager enters a budget bid in our budgeting system. That all gets collated and we develop our budget. With SSM bid, the rates department have a spreadsheet and we get that figure and type it in and it then shows a figure that shows the cents in the dollar for everyone. It basically shows that it has always been reverse engineered.
- Matt says to clarify: The calculation of what the contribution is from each rate payer, hasn't been driving what amount the budget bid is or how much should be there and there is no pre-determined split
- Matt says the key point is that the rates don't determine the budget allocation for Shepparton Show Me
- Mat asks if the portion allocated to SSM is displayed on the rates notice
- Matt responds no and says to his knowledge, it has never been displayed. Matt adds there has been an accompanying letter with the rates notice

ACTION: Mat Innes-Irons to provide a copy of a rates notice that has displayed the SSM portion

- Simon asks if the finance department are able to obtain rates notices from previous years
- Matt says he hasn't had the need to although says he would have the capability
- John asks what are the other services the differential rate covers
- Matt says it can be things like roads and drainage or signage. The Rating Strategy will have more details around this
- Simon says realistically when the Council made the error of displaying the portion contributed to SSM on the rates notice, the figure on there was a reversed calculated figure
- Mat says the percentage doesn't determine the SSM budget allocation
- Carrie suggests communicating this to our stakeholders (how the SSM budget allocation is funded)

ACTION: Mat suggests sending it out via the monthly e-newsletter and Adviser column

- Simon says to the committee it is a budget pitch every year
- Johann says any document with the incorrect information: for example, the SSM induction – will need to be corrected

ACTION: Mat and Laura to correct any documentation with incorrect information around how the SSM budget is allocated

- Simon clarifies the figure is reverse engineered. So every year on the rates notice that figure would change. For example if there were more rates collected the figure would be smaller. SSM get the same amount based on our budget pitch to Council.
- Matt wants to express the challenges Council is facing and thinks this is important information to know when making budget bids now or into the future. Council had been projecting for its long term financial planning at 5% per annum increases into the future (based on current expenses) and with rate capping that has more than halved. The cap this year is at 2%. There has also been a freeze on federal financial assistance grants indexation, which could be anywhere up to \$300,000 or \$400,000

a year. The latest federal budget looks as though that has been reinstated although we have missed 4 years. Another challenge is cost recovery, when one avenue of our revenue gets impacted we try to look at another, one being user fees, but we have found we can't always increase the fees. Another is staff and EB increases.

- Simon asks why Shepparton rates are 40% higher than in Melbourne
- Matt says there are two things. One is geographical area, for example a metropolitan area is smaller than ours and they have more people in that area so they can spread the cost
- Simon understands that and asks why the Victorian government isn't subsidising
- Matt says the federal government is and gives it to the Victorian government to distribute based on things like the geographical area with the financial assistance grants
- Simon says we need to go to our local member
- Matt says to clarify, in relation to your budget bid, SSM can ask for whatever you like although the rate capping and other challenges Council are facing need to be considered
- Simon thanks Matt for attending, that was very informative
- Carrie adds this demonstrates that all Council programs will be under scrutiny. So SSM need to be clearly articulating what we are here to do, demonstrating our objectives and activities then reporting back on them so there is no question around what SSM provides

ACTION: Johann suggests SSM having a one page sheet around how the SSM budget is allocated

5.2 Mad Cow Mud Run

Allan Turner
CEO
Zaidee's Rainbow Foundation

- Allan says Zaidee's Foundation is looking to take over the Mad Cow Mud Run. Zaidee's Foundation has had a lot of discussion with the committee for Mad Cow Mud Run to determine whether or not they can afford to take run the event. The main factor is the cost of moving the obstacles from where they are now to KidsTown, which is around \$40,000.00. Previously the cost has been around \$12,000.00 as the owner of Quicklift has donated his services at a big loss to his business
- Zaidee's Foundation need to determine whether we run the event or not
- Zaidee's Foundation intends to change the event dramatically going forward. One of the major changes would be a different location. From the parklands area at KidsTown to the Golf Course parklands. Allan says the benefit of this is that we would be able to have the obstacles there on a permanent basis. This would save a lot on the cost of lifting and moving the obstacles
- Allan adds the Golf Course is an iconic location and the club house facility would be utilised by the participants
- Last year they had a 20% loss in adult participants – this is where Zaidee's Foundation will really need to market outside of the area to bring that 20% loss back in
- Another change would be to move the event from the Labour Day long weekend to the first weekend in March as the Labour Day weekend clashes with a lot of other events
- Allan believes the Zaidee Foundation can increase the participant level in adults and children because of our branding and our established links in the children's and sporting market. Previously they did not campaign to the local Football/Netball and

other sporting groups. We believe this would be a good preseason training activity for them to participate in

- Allan adds we don't want to make this a competitive event; we want it to be a family friendly event. We will focus on having events for children so more adults will come and bring their children as well
- Allan says the Zaidee Foundation can really grow this event but the foundation is just lacking funding and volunteers. Allan doesn't believe finding volunteers will be an issue once the event has the Zaidee Foundation branding. We do hope we get support from Shepparton Show Me and Council so we have the opportunity to keep this event on the calendar and generate great economic value to the local area
- Allan mentions they are looking to have a sponsors signed in for three years so we can continue to work on growing the event in the coming years
- The Foundation see this event as a great income for the charity but also raising awareness for organ and tissue donation not only locally but regionally and state-wide
- One of our ambassadors is an Australian obstacle champion and with her assistance and with her network, Allan thinks they can bring a lot more people through. Our ambassador is keen to lend her skills and assist with the organisation of the event
- Cr Kim asks if Allan has met with the Council events team to discuss sponsorship
- Allan says yes he has with Anthony Nicolaci
- Allan points out that the Shepparton Swans did a great job with this event although they questioned how to reach the Melbourne market and as volunteers - they could only do it part time. Allan (and staff) can make this their full time priority and are able to penetrate the Melbourne market as they have those links already established
- Geraldine asks what the savings would be with permanently having the obstacles out at the golf course
- Allan says probably \$20,000.00
- Mat asks if Allan has considered running two events a year considering the obstacles are permanently out there
- Allan says it is possible. Other areas run 3 or 4 events a year and have specific themes, for example: a children's only event
- Simon thanks Allan for his presentation and says to speak to Mat if he has any queries in regards to submitting the sponsorship application
- Johann clarifies that Zaidee's foundation is seeking a cash contribution from SSM and if so, how much?
- Allan says \$20,000-\$25,000. One- to cover the cost for relocating the obstacles and two - to heavily market the event
- Simon thanks Allan again for his presentation

6. Sponsorship Applications

6:00pm

6.1 Fryers Street Food Festival

Lisa Rees and Stacey Anderson
Co-owners
Love Your Local Twilight Markets

- Stacey thanks SSM for the opportunity
- Stacey mentions the attendance at last years' event was 10,000-12,000 patrons
- Stacey says in the sponsorship application we are asking for more sponsorship as they would like to market the event further
- The event is set to be held on the 18 November , 2017

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- Stacey says they are intending to extend the event from Wydham Street to Friar's Cafe and utilise the Mall as well
- The benefit of this event: showcasing the local eateries and producers and with visitors from outside the area, this will showcase the town so they will come back again
- Stacey mentions they had issues with data collection last year. Stacey ensures accurate data collection will be obtained this year
- Lisa says the Fryers Food Festival event has the potential to be a major draw card on the Shepparton calendar
- SSM stakeholders will be given a discounted rate
- Stacey adds there will be increased seating as last year there wasn't enough
- Simon asks about traffic management and asks if it will occur later in the day this year
- Stacey says the event will run the same time (4pm-10pm) although the street will close probably an hour later than last year as they aren't having to set up a stage and marquee in the central area
- Mat asks about the \$6,500 for print media, what is that going toward?
- Stacey says the Shepparton News (3-4 week lead-up)
- Mat asks about the TVC, will it have footage from last year
- Stacey said the TVC will include footage from last year's event and there will be photos of the food from last year
- Stacey adds they also plan on having the Main Event mobile billboard at different locations (even outside the local area) in the lead up to attract more people and also at the event
- Carrie asks what the labour costs would be if they were included in the budget
- Stacey said around \$30,000. Our fuel and meals costs have been included
- Carrie suggests adding their labour cost to their budget as a line item to cover the costs there are to run an event such as this
- Lisa thanks the committee for their time

6:10pm

6.2 Shepparton Running Festival

Mathieu Ryan
Committee member
Shepparton Runners Club

- Mathieu says the event will be held Sunday 27th August 2017 at Victoria Park Lake Shepparton
- There are 5 events; Marathon, Half Marathon, 10km Run, 5km Run and the Kids 2km Dash
- The event objectives are to encourage community participation in running for adults and children of different ages and abilities. To promote Shepparton Runners Club, showcase Shepparton and provide a regional event for elite athletes
- Mathieu says their marketing to the Local Shepparton community, the Greater Shepparton community and Australian wide community. We will be advertising in local paper, on Prime 7, social media and in Runners World magazine Advertise through Wangaratta marathon event Past participants – word of mouth
- Mathieu says data collection will be undertaken
- Mathieu says there will be benefits to the local area with competitors and their families seeking accommodation, food and entertainment in Shepparton
- The event has a significant number of participants from outside of the Goulburn-Murray region as it is a major regional running event. In fact the Shepparton Marathon event is recognised by runners as the last chance to be eligible for the Boston Marathon

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- Mathieu says we are seeking \$5,500 for the marketing of the event
- Carrie asks the participant numbers for the event held last year
- Mathieu responds 800 people participated
- Simon says there were 400-450 from outside the local area
- Cr Kim asks how long the event has been running for
- Mathieu says 22 years
- Simon thanks Mathieu for the presentation

7. Acquittals

6:20pm

7.1 Shepparton Shake-Out

Jeremy Roberts
Events Facilities Coordinator
Greater Shepparton City Council

- Loaded to Google Drive

8. Correspondence

8.1 Correspondence Inwards

8.1.1 Letter of thanks – Shepparton Chamber of Commerce and Industry – re: Sponsorship

8.2 Correspondence Outwards

8.2.1 Letter to the Shepparton Chamber of Commerce and Industry re: Parking taskforce

8.2.2 Letter to the Tourism Greater Shepparton re: Parking taskforce

8.2.3 The Adviser - Monthly column – Wednesday 19 April 2017

8.2.4 Letter of support - Implementation of the 'Bin It For A Greater Shepp' Project

8.2.5 Letter to Matt Jarvis re: SSM Ordinary meeting invitation – 4 May 2017

8.2.6 Letter to Mayor and Councillors re: SSM 2017/2018 Budget Allocation

RECOMMENDATION – That the correspondence be accepted.

Moved: Ron Popelier

**Seconded: Shane Sali
CARRIED**

9. Reports

9.1 SSM Marketing Co-ordinator Report Mat Innes-Irons

- Report loaded to Google Drive

9.2 Economic Development update Geraldine Christou

- Report loaded to Google Drive

9.3 Shepparton Chamber of Commerce and Industry update Carl Hainsworth

- Report not given - not in attendance

RECOMMENDATION – That the reports be accepted.

Moved: Shane Sali

**Seconded: Carrie Donaldson
CARRIED**

10. Financial report

10.1 **Monthly Financial report** John Montagner

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Malcolm Blake

**Seconded: Cr Kim O’Keeffe
CARRIED**

- Loaded to Google Drive

11. Sponsorship subcommittee update

Mat Innes-Irons

RECOMMENDATION :Table at the next ordinary meeting

ACTION: The sponsorship subcommittee to review the sponsorship application form and sponsorship acquittal form to align with the new sponsorship agreement guidelines

Moved: Ron Popelier

**Seconded: John Montagner
CARRIED**

12. Marketing subcommittee update (2016/17 unallocated funds) John Montagner

RECOMMENDATION: \$15,000.00 to be allocated to updating the Shepparton Show Me database

ACTION: Mat to organise 5 people to undertake the data collection and uniforms for those people selected.

Moved: John Montagner

Seconded: Ron Popelier
CARRIED

13. Parking taskforce update

Mat Innes-Irons

RECOMMENDATION: To defer our taskforce meeting until June upon Council making their announcement around parking

ACTION: Cr Kim O’Keeffe to get a timeframe around when Council will make their announcement around parking and inform the committee via email

Moved: Malcolm Blake

Seconded: Ron Popelier
CARRIED

14. Budget pitch working group update

Mat Innes-Irons & John Montagner

- Not discussed

RECOMMENDATION/ ACTIONS ARISING

IF REQUIRED ONLY

Moved: John Montagner

Seconded: Simon Quattrocchi
CARRIED

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 sponsorship funding.

Moved:
Carrie Donaldson

Seconded:
Malcolm Blake

CARRIED

- Johann and Geraldine leave the meeting at 7:15pm

15. Sponsorship Discussion

15.1 Fryers Food Festival

RECOMMENDATION – To approve sponsorship funding of \$10,000.00 for the marketing of the Fryers Food Festival.

Conditions: As the Fryers Street Festival falls in the 2017-2018 financial year, sponsorship approval is subject to reading and signing the contractual agreement with Shepparton Show Me as part of the newly adopted sponsorship agreement.

Only 75% of sponsorship funding will be paid prior to the event. The remaining 25% will be paid on the satisfactory completion of the acquittal report. Shepparton Show Me reserves the right to retain 25% of the funding if the acquittal report is not submitted within 90 days of the completed event.

Moved: Malcolm Blake

**Seconded: Shane Sali
CARRIED**

15.2 Shepparton Running Festival

RECOMMENDATION – To approve sponsorship funding of \$4000.00 for the marketing of the Shepparton Running Festival.

As the Shepparton Running Festival falls in the 2017-2018 financial year, sponsorship approval is subject to reading and signing the contractual agreement with Shepparton Show Me as part of the newly adopted sponsorship agreement

Only 75% of sponsorship funding will be paid prior to the event. The remaining 25% will be paid on the satisfactory completion of the acquittal report. Shepparton Show Me reserves the right to retain 25% of the funding if the acquittal report is not submitted within 90 days of the completed event.

The committee also wish to highlight that SSM provide seed funding to sponsored events to help them become established and self-sufficient. The committee advises that should there be any future sponsorship applications for the Shepparton Running Festival, the sponsored amount sought should be decreased.

Moved: John Montagner

**Seconded: Ron Popelier
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: Cr Kim O'Keeffe

**Seconded: Malcolm Blake
CARRIED**

16. General Business

16.1 2017 Committee applications

Mat Innes-Irons

RECOMMENDATION: The committee note the procedure of the committee member applications

Moved: Malcolm Blake

**Seconded: Shane Sali
CARRIED**

16.2 Provision of Marketing &/or Advertising Services Contract

Mat Innes-Irons

- **SSM have the option to exercise the one year extension or re-tender. Advice from Procurement has advised that a panel arrangement isn't necessary since the program has been able to demonstrate it can work with a single provider without issue. A panel can still be an option should that be the committees preference.**

RECOMMENDATION: The committee approve to extend the contract for one year.

ACTION: A timeline be put in place for the tendering process in 2018

Moved: Malcolm Blake

Seconded: John Montagner

CARRIED

16.3 'CBD Fun' funding

Mat Innes-Irons

ACTION: To invite Tim Russell to the next meeting (June) to present what he has planned for the Summer and Winter City Market and CBD Fun.

16.4 Summer and Winter City Markets application process

Mat Innes-Irons

- **Action as above in item 16.3**

16.5 Database update

John Montagner

- **Discussed and committee recommendation made under item 12**

16.6 Mad Cow Mud Run

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ACTION: Mat to communicate to Allan he needs to submit a sponsorship application for the committee to consider at the next ordinary meeting in June. The committee are supportive of the event in principle although need to have a clear proposal to consider

16.7 Qantas flight

- John mentions he flew Qantas from Sydney to Melbourne recently and was seated next to a businessmen
- John says The Great Things Happen Here advertisement played on their TV screens and says it was just fantastic. It really is great exposure for Shepparton and felt proud of the campaign
- Mat says we need to receive a little bit more feedback for Economic Development in regards to the GTHH campaign

Meeting closed at: 8:57pm

NEXT ORDINARY MEETING:
MONDAY 19 JUNE 2017
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