

**Meeting Opened: 5:42pm**

**1. Meeting attendance:**

**1.1 Committee attendees:**

**Simon Quattrocchi (Chair), Cr Kim O’Keeffe, John Montagner, Mat Innes-Irons, Kruz Patel, Kristina Marko, Helen Sofra and Andrew Pogue.**

**1.2 In Attendance: Ross Graham (Tourism Greater Shepparton)  
Laura Church (Minutes)**

**1.3 Not In Attendance: Carl Hainsworth (Shepparton Chamber of Commerce)  
Tim Russell (Place Manager GSCC)**

**2. Apologies: Cr Les Oroszvary, Johann Rajaratnam, Geraldine Christou, Fiona Le Gassick, Shane Sali, Chris Reisner and Carrie Donaldson**

**RECOMMENDATION**

That the apologies of Cr Les Oroszvary, Johann Rajaratnam, Geraldine Christou, Fiona Le Gassick, Shane Sali, Chris Reisner and Carrie Donaldson be noted.

**Moved: Andrew Pogue**

**Seconded: Helen Sofra  
CARRIED**

**3. Minutes of previous Meeting**

**RECOMMENDATION**

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 21st August 2017 as circulated be confirmed.

**Moved: Cr Kim O’Keeffe**

**Seconded: Kristina Marko  
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.**

- Nil

## **5. Correspondence**

### **5.1 Correspondence Outwards**

- 5.1.1 SSM August Adviser column – 23 August 2017
- 5.1.2 Sponsorship approval letter – Free Footy Festival – 24 August 2017
- 5.1.3 Sponsorship approval letter – Mad Cow Mud Run – 24 August 2017
- 5.1.4 Partnership approval letter – Beach Volleyball World Tour 2018 – 24 August 2017
- 5.1.5 Email correspondence re: Free Footy Friday – 25 August 2017
- 5.1.6 SSM E-newsletter – 8 September 2017

### **5.2 Correspondence Inwards**

- 5.2.1 Acquittal – RV Rally – 15 September 2017
- 5.2.2 Allan Turner: Response re: Sponsorship approval letter – Mad Cow Mud Run

**RECOMMENDATION** – That the correspondence be accepted.

**Moved: Helen Sofra**

**Seconded: Kruz Patel  
CARRIED**

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## **6. Sponsorship Applications**

5:40pm

### **6.1 Out in the Open Festival**

Damien Stevens  
Secretary  
Goulburn Valley Pride Inc.

\*Damien plays video of last year's event\*

- Seeking \$2,500 from SSM
- Damien mentions the Out in the Open Festival is now in its 6<sup>th</sup> year and the Festival is led by Goulburn Valley Pride. The Festival is to celebrate community diversity
- Goulburn Valley Pride is Shepparton's LGBTIQA community group
- The Festival is held over a four day period and has 12 events
- There is a focus on LGBTI community and their families although the Festival is open to anybody
- This year the event is continuing with a \$60 Festival pass which is available to pre-purchase which allows people to attend the 12 events over the three days

**SHEPPARTON SHOW ME  
ORDINARY MEETING MINUTES**

MONDAY 25<sup>th</sup> SEPTEMBER 2017, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



- Whether it's Meditation, Brunch, a movie at Village Cinemas, networking, Drag show, health and wellbeing forum or the Carnival Day – there is something for everyone. Some events are 18 years and over due to liquor
- Lots of marketing to our extensive database will be undertaken
- Damien mentions they would like to make Greater Shepparton the place to come visit in Victoria at that time of year. There are no other events like this in Victoria at this time of year so the Out in the Open Festival is an opportunity to showcase Shepparton to the people visiting the area
- Last year's survey showed there was economic benefit to Shepparton directly from the Out in the Open Festival. 66% of respondents said they stayed in accommodation in Shepparton
- 100% of people surveyed at the 2016 event said they would come to the 2017 event
- John asks what the total event numbers were from last year?
- Damien said 200 people were surveyed at the carnival event which was attended by well over 1,000 people. All other ticketed events were well attended with over 100 people
- Damien also mentions - Headspace, Relationships Australia, Uniting Care and other wellbeing organisations will be at the carnival day
- Mat asks if the attendees are provided with any brochures or encourage visiting local places in their down time.
- Damien says they would like to incorporate things like that into our gig guide which is being developed now. There will be 100 show bags from the visitor information centre to be given to the conference delegates
- Ross asks how the surveys are conducted
- Damien says they have people at the carnival day event and they also conduct a survey via social media post event

5:50pm

**6.2** EJ EH Holden Nationals

Les Adams  
Operations Manager  
Spring Car Nationals Pty Ltd

- The EJ EH Holden Nationals is now in its second year
- Les mentions the event last year did not achieve the number of participants that he wanted although there were 87 pre-registered and there were a few registered on the day bring the total participants (cars) to 95
- The participants came from around Australia – WA, Queensland, NSW, ACT but mostly Victoria
- Feedback received from the participants was very positive saying they would indeed return to the 2017 event
- Les would like to grow the event and the only way to do that is to get the word out and market the event further afield
- Les mentions the social media is going well with over 3,000 likes on the Facebook page
- Les mentions they will be podcasting this year although the advertising will still mostly be on TV
- Mat asks if the funding is approved from SSM, will a separate TVC be made (separate to the Spring Car Nationals)
- Les said yes, totally separate to Spring Car Nationals
- Andrew asks where Les is planning to run the TVC?

- Gippsland, Ballarat, Bendigo, Albury and Wagga Wagga and up into the ACT. Also through the Riverland – Loxton, Berry, Wentworth – touches through Mildura and up into Swan Hill – basically out of the Shepparton region
- Simon asks, what increase of patronage would you expect by running tis campaign?
- Les said last year it increased patronage by around 600 people, this year Les is expecting over 1,000
- Andrew asks if the amount requested from SSM is the entire campaign or are you contributing?
- Mat asks if the EJ EH participants will be encouraged to be in the street parade
- Les responds: yes definitely
- Kristina asks how many participants Les is hoping for
- Les says 120 cars
- Andrew asks when is the event?
- Les responds: the 24<sup>th</sup>- 26<sup>th</sup> November
- John asks how many patrons were at the Spring Car Nationals?
- Les says there were 30,000 last year – the event was at its lowest in 2011 with only 20,000 although it has continually grown since then

6:00pm

**6.3** Left Jab

Morry McKellar  
President  
Shepparton Agricultural Society Inc.

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## **7. Reports**

7.1 Economic Development update

Geraldine Christou

- Loaded to Google Drive

7.2 Tourism Greater Shepparton update

Ross Graham

- Ross mentions the TGS AGM was held Thursday 21<sup>st</sup> September with 45 guests in attendance
- Ross adds there were two guest speakers; Michelle Newton from AOK and Shaun Hossack, who is artist responsible for the Silo art and the Benalla street art
- Ross also mentions the '52 Great Things' publication has been released and circulated around the area and is available at the Visitor Information Centre

**RECOMMENDATION – That the reports be accepted.**

**Moved: Andrew Pogue**

**Seconded: Cr Kim O'Keeffe  
CARRIED**

**8. Financial report**

**8.1 Monthly Financial report**

**RECOMMENDATION**

That the August 2017 financial report be accepted.

**Moved: Cr Kim O’Keeffe**

**Seconded: Kristina Marko**

**CARRIED**

**ACTION: Simon to meet with Chris and John to go over the 2017/18 budget**

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**9. General Business**

**9.1 Spring campaign update**

Simon Quattrocchi

- SSM were looking at doing a Spring Fashion Show
- Simon met with Geraldine and some of the events team to brainstorm ideas
- GoTafe were contacted to ask if they would undertake the hair and Make-up
- Simon adds that quotes were obtained to run the Fashion Show in the Mall although they came to the conclusion that there wasn’t enough time to organise the event
- Simon says they will start to organise this event in February or March 2018 next year so there is ample time
- Mat says Alchemy will be shooting a 15 sec TVC with Amy on Monday
- Andrew asks about Malcolm’s flower display and if it is still going ahead
- Mat responds: No, there wasn’t anyone to really drive it. (Mat was away for 2 weeks) We were thinking of engaging Amanda McCulloch to come on board, ran out of time. Mat says it certainly has merit but will it relate to traders making more money
- Simon mentions a point that was raised was to (for next year) is to connect it with GV Connect (or a charity of some form). It could be a really great event, although SSM need to organise it much earlier

**RECOMMENDATION: Spring campaign update be accepted.**

**Moved: Kristina Marko**

**Seconded: Kruz Patel**

**CARRIED**

**9.2 Amendment to Shepparton Show Me Sponsorship guidelines**

Simon Quattrocchi

- Simon asks the committee if there were any questions in regards to the amendments of the guidelines
- Simon adds the sponsorship subcommittee worked a little on the time frames – just so there is a little more flexibility (Eg: application waiting on Government funding may not be able to apply until last minute)
- Also, it added that the sponsorship subcommittee can’t stop an application from presenting. If they choose to ignore feedback and insist on presenting, they can go ahead
- Kim says we don’t want them to waste time
- Simon says if there is anything you would like to add or remove, have a read a let m

**ACTIONS ARISING:**

- To circulate the guidelines to the committee for any feedback. If feedback is given, send it to Mat, Laura and Simon.
- To table the guidelines, revised application and acquittal forms at the October Ordinary meeting for adoption.

**Moved: Kristina Marko**

**Seconded: Helen Sofra**

**CARRIED**

9.3 Increased sponsorship allocation

Simon Quattrocchi

**RECOMMENDATION:** The committee approved an increased allocation for the Free Footy Friday sponsorship application of \$5,000 (an increase of \$1,500) via email on the 25 August 2017. As per correspondence item 5.1.5.

**Moved: Kruz Patel**

**Seconded: Helen Sofra**

**CARRIED**

9.4 Marketing Strategy

**ACTIONS ARISING:**

- To circulate the Marketing Strategy to the committee for review. Send feedback to Fiona Le Gassick
- To table the 2017/18 Marketing Strategy at the October Ordinary Committee Meeting for adoption

**Moved: Cr Kim O’Keeffe**

**Seconded: Kristina Marko**

**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:  
Kruz Patel**

**Seconded:  
Helen Sofra**

**CARRIED**

**10. Sponsorship Discussion**

10.1 Out in the Open Festival

**RECOMMENDATION – The committee approve sponsorship to the amount of \$2,500 to market the Out in the Open Festival.**

**Conditions:** Sponsorship approval is subject to reading and signing the contractual agreement with Shepparton Show Me as part of the newly adopted sponsorship agreement.

**Moved: John Montagner**

**Seconded: Kruz Patel  
CARRIED**

10.2 EJ EH Holden Nationals

**RECOMMENDATION – To decline financial support for the EJ EH Holden Nationals sponsorship application. The committee would like to offer in-kind support of the SSM assets.**

- The committee agree that the event is financially sustainable. The Spring Car Nationals and EJ EH Holden Nationals event has been financially supported for a number of years from Shepparton Show Me and would prefer to focus on providing sponsorship funds for new events to help them become established.

**Moved: Simon Quattrocchi**

**Seconded: Helen Sofra  
CARRIED**

10.3 Left Jab

**RECOMMENDATION: To decline financial support for the Left Jab boxing event.**

- The Committee raised concerns around the budgeting and management of the Left Jab event. The Committee like the concept of a new event and agree Keith Mark has great passion and enthusiasm, although the Committee feel that a boxing event does not align with the Shepparton Show Me brand.

**Moved: Cr Kim O’Keeffe**

**Seconded: John Montagner  
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: Kristina Marko**

**Seconded: Kruz Patel**

**CARRIED**

**SHEPPARTON SHOW ME  
ORDINARY MEETING MINUTES**  
MONDAY 25<sup>th</sup> SEPTEMBER 2017, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



**Meeting closed at: 7:10pm**

**NEXT ORDINARY MEETING:**  
MONDAY 16 OCTOBER 2017  
COUNCIL BOARDROOM