

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
MEETING MINUTES  
MONDAY 19 JANUARY 2015, 5.30PM – 8.30PM  
COUNCIL BOARD ROOM



**Meeting opened: 5.47pm**

- 1.1 Attendees: Malcolm Blake, Gerard Bruinier, Barry Smith, John Montagner, Morry McKellar, Cr Les Oroszvary, Fiona Le Gassick, Clinton Tilley, Peter Dunbabin.**
- 1.2 Members Not Present: Peter Radevski and Cr Dinny Adem.**
- 2. Apologies: Johann Rajaratnam, Mat Innes-Irons, Geraldine Christou, Shane Sali**

**RECOMMENDATION**

That the apologies of Johann Rajaratnam, Mat Innes-Irons, Geraldine Christou, Shane Sali be noted.

**Moved: Clinton Tilley**

**Seconded: Gerard Bruinier  
CARRIED**

**3. Minutes of previous Meeting**

**RECOMMENDATION**

That the Minutes of the Shepparton Show Ordinary Meeting held on December 15, 2014 as circulated be confirmed.

**Moved: Barry Smith**

**Seconded: Cr Les Oroszvary  
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.

- **Gerard Bruinier – Motor Museum**

**Disclosure must occur immediately before the matter is considered or discussed.**

**5. Financial Report**

Clinton Tilley

**RECOMMENDATION**

That the financial report be endorsed by the committee

**Moved: Clinton Tilley**

**Seconded: Barry Smith  
CARRIED**

**6. Correspondence**

**6.1 Correspondence Inwards**

- 6.1.1 Two letters received raising concerns regarding the use of a blue Santa.
- Quite a few positive comments, however all verbal.
  - Negative emails were responded to with a prepared script, no response from senders thereafter.
  - 5.59pm Gerard Bruinier and Cr Les Oroszvary arrived.

**6.2 Correspondence Outwards**

- 6.2.1 Awarding of sponsorship letters.
- G.V Four Wheel Drive Club Swap Meet
  - GV RV Rally
  - SSM Service Bags
  - No discussions

**RECOMMENDATION –**

**Moved: Barry Smith**

**Seconded: Cr Les Oroszvary**  
**CARRIED**

**7. Sponsorship Applications & Acquittals**

- 7.1 *2014 Victorian Open Bowls Tournament Acquittal –* Shepparton Park Bowls Club  
*hardcopy presented.*
- Have provided a comprehensible report
  - Have not been invited back

**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 and committee membership applications.

**Moved: Clinton Tilley**

**Seconded: Barry Smith**  
**CARRIED**

- 7.2 **Shepparton Motor Museum – Sponsorship Working** Malcolm Blake, Morry McKellar  
*Group Recommendations (please refer to application*  
*assessment)*

- Meeting last Monday night with Carrie
- 3 pieces to the application
- **Dream Machines**
- Joint exhibition with SAM
- Drawings will be in Art Gallery
- Chasing \$20,000
- Pulled it back to \$12,000 (12 weeks, \$1,000 per week)
- **Valley Rally**
- Chasing \$15,000
- Allowing \$5,000 for marketing etc.

- **Great Victorian Road trip**
- Starts in Bendigo going through Heathcote, to Shepparton
- Club permit type vehicles
- Prestigious event to end up Shepparton
- We need to ensure Bendigo does not steal the show
- Barry mentioned we need some sort of MOU
- Attendees will most likely stay one night in Bendigo and 2 nights in Shepparton
- Asking \$20,000 for road trip
- Commitment over 3 year period - \$20k each year
- 6.15pm Peter Dunbabin arrived
- SSM need to guard themselves over Bendigo
- Clinton mentioned we should provide \$20k, \$15k, \$10k
- Barry mentioned people want to be getting their hot cars out, people have been waiting for an event like this. This is going to fire up.
- Barry also questioned “how are we going to give them security without putting down figures”

**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:**

**Seconded:**

**CARRIED**

**8. SSM Marketing Co-ordinator Update Report Tabled**

- Some of the traders that were closed on Boxing Day will definitely stay open this year.
- There was a large amount of shoppers on Boxing day
- John suggested to get together with Chamber to talk about advertising trader open hours for boxing day.
- Barry mentioned that, that is a fantastic idea
- Morry mentioned that another database needs to be organised via email.
- Clinton asked Will how much a page is in the paper
- Will = \$1385 for a column
- Invite retailers to have an option to be in advertisement
- This will be discussed another time
- Barry suggested to start in September as a jump start
- Will suggested not start too early and not take focus off Christmas shopping.

**RECOMMENDATION –**

**Moved: Barry Smith**

**Seconded: Cr Les Oroszvary**  
**CARRIED**

**8. Working Group Up-dates**

8.1 Marketing – please refer to campaign assessment document.

Fiona Le Gassick

**CUCKOO CREATIVE**

- **Leveraging of sponsorships**
- This service is not necessary as we have the capacity to do this ourselves.

- Part of Mat's role includes working with sponsored groups to identify/leverage opportunities for SSM members.
- Recommendation: Not to pursue this campaign
- No questions were raised
- **NAB Cup Challenge**
- The weekend accommodation is already fully booked due to the NAB Cup and Mad Cow Mud Run.
- Campaign isn't required as the NAB Cup is an attraction in its own right.
- Expensive initiative - \$62,216.
- Recommendation: Not to pursue this campaign
- No questions were raised
- **Scavenger Hunt**
- Good activity to target families.
- Expensive campaign - \$95,820.
- The idea has merit but could be conducted on a smaller/less expensive scale. It was suggested that something similar could occur during KidsFest or at KidsTown as part of the Easter activities (e.g. the egg hunt).
- Recommendation: To explore this initiative in an altered and less expensive format.
- No questions were raised
- **Shepparton Pride Campaign**
- This type of initiative needs to align with the Great Shepparton Great Things Happening campaign. It's possible an extension to Great Shepparton Great Things Happening, where the look and feel of the device would need to match that of the broader campaign.
- Expensive initiative - \$120,230.
- Recommendation: Not to pursue this campaign at this point in time as it would need to form part of Great Shepparton Great Things Happening.
- No questions were raised
- **SSM App Research**
- This needs to align with other activities such as a whole of Greater Shepparton app which SSM could be a sub-set.
- It was suggested that perhaps Cuckoo could develop a video explanation of the App that can be used to showcase the idea to SSM members as a less expensive way to undertake the research.
- Recommendation: Have discussions with Cuckoo to develop a video explanation of the App.
- *Action: Fee to follow up the recommendation*
- No questions were raised
- **Broader Discussion:**
- Many of Cuckoo's concepts are expensive particularly as the promotional budget is \$380, 170.
- The concepts appear to be more ad hoc rather than aligned to the marketing strategy.
- The concepts are more about "leveraging" opportunities than new initiatives. While leveraging often has merit, the current ideas are quite costly.

## **ALCHEMY**

- **Spring**
- Campaign enables SSM to support the likes of hardware and home ware stores, mower retailers etc. to be directly promoted by SSM.
- The campaign provides an opportunity to undertake promotion in a non-peak time.
- Recommended time for the campaign is post AFL finals e.g. mid October.

- Campaign may need to be refined, further developed.
- It was suggested that a spring with the logo be explored in getting the relevant retailers involved.
- Recommendation: To support further development of this campaign.

**RECOMMENDATION –**

The committee will be supporting the Spring campaign.

**Moved: Clinton Tilley**

**Seconded: Gerard Bruinier**  
**CARRIED**

- **Cooking Show**
- This concept should form part of Great Shepparton Great Things Happening as a key activation activity.
- Discussions have already occurred within Council about a potential Greater Shepparton Federal
- Square exhibition/festival and the cooking show would be ideal for this in promoting the use of local produce, wines, chefs/restaurants etc.
- This campaign could form part of the launch of Great Shepparton Great Things Happening in Melbourne.
- Recommendation: To explore integrating the cooking show as part of the launch of Great Shepparton Great Things Happening.
- Barry mentioned if you go to Federation Square it shouldn't cost too much
- Clinton added the Melbourne Night Market is a great idea, using same smaller concept with cooking show
- We could get TAFE involved
- Barry added getting the van out to Fed square if it's a good price
- Clinton added direct it at a time Melbourne is targeting food week so the campaign does not get lost in crowd

**RECOMMENDATION –**

To explore integrating the cooking show as part of the launch of Great Shepparton Great Things Happening.

**Moved: Gerard Bruinier**

**Seconded: Clinton Tilley**  
**CARRIED**

- **Step Up**
- Discussion moved to General Business point #9
- **Twilight Fishing**
- This campaign has already been supported to go ahead.
- The campaign concept is potentially being evolved to specifically target participants outside of Shepparton through the offer of prizes (e.g. boat, fishing packages). Also a food court will be established where SSM local restaurants, wineries etc. could have stalls in attracting a broader demographic range to the event and providing additional opportunities for SSM members.
- It has been flagged that the event be held on a Friday evening in order to attract those from out of town and to provide the opportunity for people to do some shopping prior to the event.
- The mobile stage will be used to host a band.
- We need to ensure that participants at the back of the lake are still engaged in activities. Some initially discussions have suggested using council's gator to take activities to these participants.
- Additional toilets may be required.

- A new name has been suggested to reflect the evolution of event – “Fish and Food”.
- Recommendation: That the planning of this event continue.
- Malcolm asked if a date was set
- Barry discussed when a date should happen
- Date needs to not clash with festival as it is targeting a different crowd.
- Calendar needs to be re visited
- Who would relocate to lake and cook for the event?
- Action: Barry, Malcolm, Morry and Fee to meet with Peter to concrete a date and organise event.
- Fee is talking to Peter tomorrow

8.2 **SSM member communication**

John Montagner

- Colum with Will in the Advisor
- Great Things Happening
- Matt has drafted ideas
- Recording success of Christmas and Boxing day
- Barry commented: “in the future we have to push this, let’s not get pulled down, let’s put strong and bold statements i.e. achievements, generate discussion”
- Morry suggested Malcolm’s idea of Boxing Day trading hours as a bold statement
- Clinton added to also add small failures
- No further ideas or criticism were raised.

8.3 **Sponsorships**

Mat Innes-Irons -  
Absent

- No discussion

8.4 **Investment Attraction**

Geraldine  
Christou –  
Absent

- No discussion

9.2 **Incorporation discussion**

Barry Smith

- Discussed in point #9.1

9.3 **Street appearance**

Malcolm Blake

- Malcolm – been for a walk down 2-3 times before Christmas, its not happening, gutters weren’t cleaned
- Les went to Albury and Wangarrata and the streets were very different, clean and nice
- NO ACTION is happening
- Malcolm has put trim in
- First time ever on Saturday morning council worked was picking up smoke buds
- New stains on new concrete in front commonwealth bank
- John added system does not have checks in place – biggest issue
- Need to form a team, be accountable and get more work done

9.4

**Further general business**

- Morry, RV Rally first add is in, SSM logo on it
- Barry thanked Major Dennis for attending and also participating
- John wants to officially thank Matt and Peter Sutherland for

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- being Santa in this hot weather.
- Motion: Steph to send letter
  - Clinton also mentioned that he enjoys joining the SSM meetings.

**Meeting closed at 8.23pm**

**NEXT MEETING:**  
**16 FEBRUARY 2015**  
**COUNCIL BOARDROOM**  
**5.30PM**