

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
MEETING MINUTES  
WEDNESDAY 17 OCTOBER 2012, 8.00AM – 10.00AM  
COUNCIL BOARDROOM



**Meeting opened:** 8:02am

**1.1 Members Present:** Barry Smith, Tristen Murray, Gerard Bruinier, Gerard Michel, Cr Cherie Crawford (Chair), Bill Dowling, Dean Rochfort, and Jamie Cox

**1.2 Members Not Present:**

**1.3 In Attendance:** Peter Mangan – Acting Director Business, Geraldine Christou – Manager Investment Attraction, Tina Zappala, Acting Team Leader Marketing & Promotions and Peter Sutherland – Alchemy Media

**2. Apologies:** Shelley Sutton (Deputy Chair), Cr Geoff Dobson and John Montagner

<b>Moved:</b> Gerard Michel That the apologies of Shelley Sutton, Cr Geoff Dobson and John Montagner be noted.	<b>Seconded:</b> Gerard Bruinier
<b>CARRIED</b>	

**3. Minutes of Previous Meeting**

<b>Moved:</b> Jamie Cox That the minutes of the Shepparton Show Me Ordinary Committee meeting held on Wednesday 19 September 2012 and Shepparton Show Me Special meeting held on Thursday, 11 October 2012 as circulated, be confirmed.	<b>Seconded:</b> Gerard Michel
<b>CARRIED</b>	

**4. Actions**

The development of a reference chart on Shepparton Show Me contributions as a guide for Committee Members has now been circulated to the Committee.

The generic Shepparton Show Me Passport concept has not been actioned at this stage due to other commitments but is on the action list and will be discussed later in the meeting.

Andrew Holloway has been looking into the availability of grants in relation to an Economic Benefit Study for Shepparton Show Me and further information on this will be provided to the Committee when received.

**5. Declarations of Conflict of Interest**

Nil

**6. Presentations**

Nil

**7. Project Updates**

*Peter Sutherland from Alchemy Media attended*



### **7.1 Mobile Stage**

Tina Zappala provided the following information as an update on the progress of the mobile stage from Col Senior:

- The wiring is almost complete, just waiting on a special switch for the generator which has been ordered
- The generator is then to be mounted
- Testing will occur of equipment then cladding can take place
- Once cladding is completed the sign writing can be undertaken.

Tina Zappala and Rachael Sherlock will inspect the stage next week.

The generator has been purchased under budget so there has been a saving here of \$345.50

Peter Sutherland advised that Col Senior was waiting on tail lights and they had now arrived and out of the three companies Peter had requested sign writing quotes from only one company responded – Signs and Lines, who will be sign writing in a quality high gloss finish.

### **7.2 Motor City**

There appeared to be some confusion with this campaign with respect to the selection process for the various stakeholders to be covered and this was clarified with Alchemy.

The Committee confirmed that the campaign was to also to cover motorcycles and trucks. Caravans and boating was more a leisure style campaign.

Peter Sutherland outlined that the original concept was to cover the following in a tv commercial:

- new car franchisees'
- independent used car dealers
- all other automotive addons eg. servicing, parts, accessories like window tinting, tyres etc.

But the accessories component would now be covered in the press and radio.

*Action: Acting Team Leader Marketing & Promotions to seek information from Alchemy as soon as possible to progress this campaign which needs to cover trucks and motorcycles*

### **7.3 Locals Stepping Up**

#### **7.4 Step Up 60 Second Ad**

Peter Sutherland provided an update on the Locals Stepping Up campaign and the 60 second commercial as this is a large and expensive production and he wanted to make sure everyone is aware of the content, as this was approved 12 months ago now.

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The Committee were in agreement that the timing was not quite right to commence this campaign now. This comment was made with respect to recent communication from retail shoppers that they were disappointed that few shops were open in the Mall on a Sunday and some retailers and employees were using the closest possible parking available. Whilst Shepparton Show Me is acting with the best intention to get the tills ringing, on the street level they need to be ready and on board with the level of expectation from shoppers.

The Committee believed it would be timely to forward communication to stakeholders highlighting the importance of stepping up, especially for Christmas and to keep the momentum of the Step Up campaign going.

Peter Sutherland suggested that it would need to be a very engaging email and offered to pass on information to assist with this email.

<p><b>Moved:</b> Gerard Bruinier That Shepparton Show Me send out communication to stakeholders on the Step Up campaign, detailing the upcoming events for Christmas.</p>	<p><b>Seconded:</b> Tristen Murray</p>
<p><b>CARRIED</b></p>	

The Committee agreed that it would be good to have a tourism officer involved in the discussions about the campaign and so we can work together and Peter Sutherland suggested that we run the campaign past tourism and events officers for comment and feedback.

Peter Sutherland also indicated that the cost for black and white storyboards would be approximately \$70 per frame.

*Actions: Acting Team Leader Marketing & Promotions to*

- *arrange a time to view the Alchemy pitch on the campaign.*
- *provide details of the campaign to the Manager of Arts, Tourism and Events for comment and feedback.*
- *email to stakeholders promoting they 'Step up' for Christmas and detail the Christmas activities that are occurring to attract shoppers to Shepparton. This information to also be included on the website.*
- *follow up if Shepparton Show Me has sent correspondence to Tourism Greater Shepparton*

*Alchemy Media to:*

- *provide a quote for the production of story boards for these campaigns to be presented to the Committee for consideration.*
- *provide information to assist with content of the email*

8:35 am Peter Mangan left the meeting

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**8. Correspondence Inwards**

- 8.1 SheppARTon Festival – correspondence from Liz Connick, Festival & Events Officer inviting stakeholders to participate in the 2013 SheppARTon Festival by hosting an event.

**9. Correspondence Outwards**

- 9.1 Peter Sutherland, Alchemy Media – Requirements for Quoting (C12/12154)

<p><b>Moved:</b> Bill Dowling That the Shepparton Show Me Committee receive and note correspondence inwards and outwards.</p>	<p><b>Seconded:</b> Gerard Bruinier</p>
<p><b>CARRIED</b></p>	

*Actions: Acting Team Leader Marketing and Promotions to forward the 2013 ShepARTon Festival: Emerging Voices information to SSM Stakeholders for information after the election period.*

**10. Sponsorship Applications**

Nil

**10.1 Sponsorship Application Register 2012-2013**

The register was provided for information.

**11. Team Leader Marketing and Promotions Report**

**11.1 SSM Promotional Calendar 2012/13**

The Committee was advised of the current workloads and the resources and time available to deliver campaigns in the lead up to Christmas, which is traditionally the busiest time of the year including other projects such as:

- the website
- developing a brief in relation to seeking quotes for a facilitator for the marketing strategy
- finalisation of the mobile stage, the basketball sponsorship and the Victorian open bowls event
- Christmas charity gift wrapping

The campaigns are in order of priority

- Motor City
- Shine a Light
- Christmas Show Ho Ho Me Quizza
- Locals Stepping Up
- Step up 60 seconds
- Food Glorious Food

Tina Zappala discussed the Shine a Light campaign as the Committee requested this campaign be placed on hold and be discussed at the November meeting when the website is live.

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The Committee still needed to determine how we will advertise those stakeholders that are nominated under Shine a Light for stepping up. The Committee have an approved budget to produce another 9 television ads but no budget to place the ads. We also have a budget of \$2,700 for radio production (\$9,000 for placement) that has not been actioned. There is also a budget for press layouts and placement was to be part of the agreed commitment with the Shep News which ceases the first week of February 2013.

In order to continue the momentum with this campaign it was suggested that a generic Step-up radio ad be produced promoting that a number of businesses have stepped up in Shepparton.

We also email stakeholders reminding them about the Step Up campaign and this email goes out after Melbourne Cup on Wednesday 7 November or Thursday, 8 November and runs until the Christmas Show Ho Ho Me campaign commences.

<p><b>Moved:</b> Jamie Cox That Shepparton Show Me use part of the existing Shine a Light approved budget up to \$5,000 for radio placement and \$800 for production of four radio advertisements for generic step up advertisements.</p>	<p><b>Seconded:</b> Tristen Murray</p>
<b>CARRIED</b>	

*Actions:*

- *Acting Team Leader Marketing & Promotions to obtain a quote from Alchemy Media for the production of four radio ads and placement details of these ads commencing Monday, 12 November 2012.*
- *Acting Team Leader Marketing & Promotions to email stakeholders on Stepping Up*

8:52am Peter Sutherland left the meeting.

**11.2 Budget Allocation Decision of Council Meeting 16 October 2012**

Council resolved the extra funding of \$15,126 but not the contingency of \$6,000.

**11.3 Christmas Promotion**

The former Williams shoe store has been secured again for this year's charity gift wrapping. This will be cleaned up and will commence on 3 December to 24 December.

Charities have been contacted and we are just waiting to hear back from them.

The Investment Attraction Department also has a budget for entertainment in the Mall for Christmas and final decisions on activities are still being made in relation to this and will be communicated to the committee.



#### **11.4 SSM Website**

Progressing well, IT has included the content provided and I thank those Committee members who provided feedback. It does look a little bland at this stage but IT is working on improvements to the appearance and we are still working towards the launch date following the election, but I will know more next week as we are still waiting on some material.

Content sliders were discussed for the home page. A quote was requested from Alchemy for 2-3 generic sliders on 27 September and again on 10 October but at this stage I have not received a quote for the Committee to consider at the meeting today. Alchemy did indicate each slider would take 1-2 hours to create at \$120 p/hr. Total cost around \$480 for two. I am also waiting on any available images we can utilise from Alchemy to be included on the website.

*Action: Acting Team Leader Marketing & Promotions obtain a quote from Alchemy for the sliders for the Committee's consideration and follow up available images.*

#### **11.5 KidsFest 2012**

KidsFest was held last month and when I receive feedback/data I will update the Committee.

SSM vouchers are coming in regularly so spend is occurring locally to get the tills ringing.

The Great Moving Art Round-up – winner details were circulated to the Committee via email and promotion of this story will occur after the election period.

An article also appeared in the Herald Sun on Friday, 21 September listing the top 10 day trips and Shepparton was the No.1 highlighting KidsFest which was fantastic.

#### **11.6 Garden and Leisure Expo Update**

The event is this weekend, so I am sure the Committee would have noticed the current flood on marketing for this event. The weather is looking good so hopefully they have a great turn out.

#### **11.7 SSM Year to date financial report**

The figures have been updated taking into account the resolution of the Council meeting and the purchase of the generator and the adjustment to reflect an accurate administration cost until the end of the year. The Committee now has an available budget of **\$8,400.32**

<p><b>Moved:</b> Tristen Murray That the Shepparton Show Me financial report for 30 September 2012 be received and noted by the Shepparton Show Me Committee.</p>	<p><b>Seconded:</b> Barry Smith</p>
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**CARRIED**



### **11.8 SSM Step-Up Customer Service Training**

The extra customer service and skill set training that GO TAFE agreed to run has been organised for November and has been agreed to by the Sub-Committee.

The dates are Monday, 12 November and Monday 19 November from 6-8pm.

We will finalise the flyers and forward to the Committee as well as the stakeholder database following the election. GO TAFE will also circulate via their business database to promote the event.

Council will be taking the bookings this time and providing this information to GO TAFE.

*Action: Acting Team Leader Marketing and Promotions to email the flyer and registration form to the Committee to circulate and to email the SSM Stakeholders following the election. The GO TAFE account of \$16,000 to be processed.*

### **11.9 MAD SSM Blackboard Idea**

It is noted that this is an engaging concept and whilst Shepparton Show Me does not wish to pursue this idea at this time, one of the stakeholders may be interested in this concept.

*Action: Acting Team Leader Marketing and Promotions to email the SSM Stakeholders advising of this unique idea they may like to further explore and to also thank the COGS staff member, Belinda Conna who posted the idea on M.A.D.*

## **12. General Business**

### **12.1 Shepparton Show Me Bags**

Tina Zappala advised that we currently have 2,400 of the blue promotional paper SSM bags and coincidentally 2,400 black bags with the old Shepparton Show Me logo.

Unfortunately not enough time is available to have bag fillers ready for the bowls event next month. The Committee discussed that an annual passbook/discount sheet similar to the 'Kids in the City' pass would be ideal to include in a Shepparton Show Me bag with a lanyard. These bags could be provided for events that Shepparton Show Me sponsor and event organisers could also use the bags to include their event programs etc. and any other sponsor material.

*Action: Acting Team Leader Marketing and Promotions to:*

- explore costings to replace/cover the old logo on 2,400 bags so these can be used.
- email stakeholders to seek their interest in participating in an annual SSM discount offer to be provided for special events. Once interest has been received, costings can then be sourced on the production of a discount sheet/booklet to be attached to a lanyard and provided in a SSM promotional bag
- obtain a quote for the printing of future SSM bags



## **12.2 Monthly Event Calendar**

Gerard Bruinier suggested it would be a good idea to advise our stakeholders what events are coming up. This can be done via events on our webpage and we can direct stakeholders to this page.

*Action: Acting Team Leader Marketing and Promotions to explore further.*

## **12.3 Pitcher Partners Report**

Barry Smith raised the Pitcher Partners report and general discussion took place on some comments within the report, such as when matters have gone over budget by Alchemy and when Alchemy may have commenced a project before a resolution.

Dean Rochfort explained that there has been occasions where the Committee has resolved to spend a value on a project, but then Alchemy have come back after the event with extra costs without advising the Team Leader Marketing and Promotions or Committee which technically breaches both procurement and governance guidelines.

In relation to commencing a project prior to a resolution, this may have come about where Alchemy have developed a concept and then presented their ideas and provided an invoice for the preparation of the concept when the Committee have not resolved to pursue it or set a budget for the development of the concept.

The Pitcher Partners report is an independent report, and there are aspects that Council does not agree with also.

Barry Smith questioned why there were two versions of the report and how Shepparton News had been provided with the first version.

Geraldine Christou explained that the Council received the first draft of the report and advised Pitcher Partners that the report was to become a public document, therefore the limitation clause needed to be removed. Pitcher Partners also requested permission from Council to remove the reference to Alchemy within the report and replace with Marketing Services Contractor, but still have Peter Sutherland noted as being interviewed. How the Shepparton News was provided with the first draft was unknown by officers.

Barry Smith was concerned that once again Shepparton Show Me was in the media in a negative light and this undoes all the good work the Committee does.

Bill Dowling commented that the Step-up campaign appears to have been sabotaged by the media.

There was general consensus by the Committee that all the great work Shepparton Show Me does seems to take a back seat in the press. It was promoted that Shepparton Show Me now needs to regroup, refocus and move forward in the interests of the stakeholders.



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**12.4 Thank you to Cr Crawford and Cr Dobson**

Gerard Bruinier thanked Cr Cherie Crawford for her chairmanship and involvement on the Committee and Cr Dobson who is absent.

<p><b>Moved:</b> Dean Rochfort That the Shepparton Show Me Committee thanks Councillors Cherie Crawford and Geoff Dobson for their contribution to Shepparton Show Me and wish them well for future endeavours.</p>	<p><b>Seconded:</b> Gerard Bruinier</p>
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**CARRIED**

**13. Other**

**13.1 Organisation Restructure**

Dean Rochfort provided an update for the Committee on the organisation restructure and that there have been 16 positions where staff have had to reapply or they are new positions. Of those Dean wished to advise the Committee of two recent appointments.

- Fiona Le Gassick who is the Manager of Communications and Marketing and comes from GO TAFE.
- Carrie Donaldson who is the Manager of Arts, Tourism and Events who has been acting in the tourism and events space over the past few months.

**13.2 Marketing Strategy Facilitator**

These two Managers will also be involved in the facilitated session we are to organise for the marketing strategy. We have also been working with Amanda McCulloch on a suggested facilitator and she has provided us with a contact to follow up. A brief is to be prepared and quotes obtained, which will be brought back to the Committee for consideration.

9:40am Bill Dowling left the meeting

Jamie Cox also suggested that SSM should have quarterly 'think-tank' sessions with tourism representatives.

**MEETING CLOSED: 9:44am**

**CONFIRMED**

**CHAIR**

**NEXT MEETING:**  
**Wednesday 21 November 2012**  
**8.00am to 10.00am**  
**Council Boardroom**