

**2019 SHEPPARTON SHOW ME ANNUAL GENERAL MEETING  
MEETING MINUTES**

THURSDAY 17<sup>th</sup> OCTOBER - 5.30PM – 6.30PM

SHEPPARTON GOLF CLUB – 15 GOLF DRIVE, SHEPPARTON



**MEETING OPENED: 5:32pm**

**1. Meeting attendance:**

**1.1 Members Present:** Shane Sali (Chair), Andrew Pogue, Kristina Marko, Cr Les Oroszvary, Cr Dinny Adem, Geraldine Christou, Simon Quattrocchi, John Montagner, Stephen Schneider, Helen Sofra, Zane Foott, Fiona Le Gassick and Mat Innes-Irons.

**1.2 Members Not Present:**

**1.3 In Attendance:** Deputy Mayor, Cr Shelley Sutton, Anna Feldtmann, Olivia Smith, Peter Sutherland, Mick Diffey, Ingrid Thomas, Will Adams, Deanne Armstrong, Ross Graham, Giovanna Lever, Naomi Farrelly, Jackie Hicks, Lucy Cerrone, Bonnie McIntosh and Laura Church (Minutes).

**2. Apologies:** Mayor Kim O’Keeffe, Cr Seema Abdullah, Cr Chris Hazelman, Cr Dennis Patterson, Cr Bruce Giovanetti, Cr Les Oroszvary, Cr Fern Summer, Peter Harriott, Suzanna Sheed MP, Damian Drum MP, Wendy Lovell MP and Anthony Nicolaci.

**RECOMMENDATION**

That the apologies of Mayor Kim O’Keeffe, Cr Seema Abdullah, Cr Chris Hazelman, Cr Dennis Patterson, Cr Bruce Giovanetti, Cr Les Oroszvary, Cr Fern Summer, Peter Harriott, Suzanna Sheed MP, Damian Drum MP, Wendy Lovell MP and Anthony Nicolaci be noted.

**Moved: Cr Dinny Adem**

**Seconded: Kristina Marko**

**CARRIED UNOPPOSED**

**3. Minutes of the previous Annual General Meeting**

**RECOMMENDATION**

That the Minutes of the Shepparton Show Me Annual General Meeting held on Monday 15th October, 2018 as circulated be confirmed.

**Moved: Andrew Pogue**

**Seconded: Helen Sofra**

**CARRIED UNOPPOSED**

**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

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**5. Appointment of Committee Members**

**5.1 Appointment of members to the SSM Committee**

**RECOMMENDATION:**

1. Appoint the following candidates to the Shepparton Show Me Committee for a two year term, commencing on 17 September 2019 and concluding on the 21 September

2021:

- Mr Simon Quattrocchi – GV Finance Brokers
- Mr Andrew Pogue – Kevin Hicks Real Estate
- Ms Helen Sofra – Collins Booksellers

2. Appoint the following candidates to the Shepparton Show Me Committee for a one year term, commencing on 17 September 2019 and concluding on the 15 September

2020:

- Ms Kristina Marko – La Trobe University
- Mr Zane Foott – Foott Waste Solutions

**Moved: Geraldine Christou**

**Seconded: Stephen Schneider**

**CARRIED UNOPPOSED**

**6. 2018-2019 Annual Report**

**6.1 Chairman's Report**

**Shane Sali**

Over the last twelve months the Shepparton Show Me committee has continued its commitment to Greater Shepparton through our own initiatives and sponsorship of many local events to attract business for our stakeholders. Working with local businesses and community groups has only further strengthened our message that Shepparton is the premier place in regional Victoria to shop, dine, stay and enjoy the many great things our city has to offer.

With both our incoming and ongoing committee members, I'm excited for what we can accomplish in the next twelve months for Shepparton.

Our many sponsored events have been extremely successful and attracted a great number of people to our city to shop, dine, stay and play. Some of these sponsorships will continue on this financial year, only continuing on their great success from last year.

Sponsored Events in 2018/19 included Shepparton Running Festival, Shepparton Business Awards, Lexus Melbourne Cup Tour, Fryers Food Festival, Lady Boss Event, Challenge Triathlon, A League Soccer, Greater Shepparton Basketball Association, Mechanika, Country Week Tennis, Tennis Seniors Championships, BMX Nationals, U/14 Basketball Championships, An Evening with Sir Bob Geldof and Shepparton Italian Festa.

Shepparton Show Me has continued our marketing campaigns for Retail and Service providers to leverage from our investment. The following campaign promotions all contribute to strengthen local businesses; the Winter and Summer City Markets, Mother's Day, Father's Day, End Of Financial Year and Christmas and Boxing Day. The Fun Starts Here campaign is aimed at school holiday periods, has been a great success bringing people from outside the Greater Shepparton region to shop and use our local services.

In October, Shepparton Show Me hosted the inaugural Spring Expo, held in the Maude Street Mall which was a huge success. This event gave a wide range of our stakeholders from the industrial and agricultural sectors the opportunity to showcase their business in the heart of the city.

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Shepparton Show Me introduced a new event to the calendar with the Summer Styling fashion spectacular hosted by celebrity Lauren Phillips in November. Over 40 local businesses were engaged and participated in the fashion show event.

Shepparton Show Me has continued to support the Great Things Happen Here campaign. The national and international promotion of Greater Shepparton has not only restored confidence in our area, it has now started to attract investment to the region.

We continue to encourage the community to subscribe and be informed on what is happening around Shepparton. We have been communicating to our stakeholders via the monthly column in The Adviser, our webpage, monthly e-newsletter, Facebook and Instagram.

We thank our outgoing committee members for their active participation, leadership and enthusiasm while serving on the Shepparton Show Me committee. We have seen the execution of several successful initiatives during their time and their contribution has been greatly appreciated. I wish Chris Reisner and Olivia Smith all the best for their future endeavours.

I would like to thank our ongoing committee members Stephen Schneider, John Montagner, Cr Les Oroszvary, Cr Dinny Adem and Council staff Geraldine Christou, Fiona Le Gassick, Anthony Nicolaci, Mat Innes-Irons and Laura Church.

In 2019, we welcome new committee member Zane Foott and welcome back Simon Quattrocchi, Andrew Pogue, Kristina Marko and Helen Sofra. I am sure with this mixture of new talent and experience we will continue to achieve great and exciting things together.

All committee members are volunteers and I thank them for all their time and input to the success of Shepparton Show Me during the past year.

### **Shane Sali** **Chairperson**

- Shane takes the opportunity to personally thank people who represent SSM – He acknowledges Andrew Pogue, Kristina Marko, Cr Les Oroszvary, Cr Dinny Adem, Geraldine Christou, Simon Quattrocchi, John Montagner, Stephen Schneider, Helen Sofra, Fiona Le Gassick, Mat Innes-Irons and Laura Church
- Shane acknowledges outgoing members Olivia Smith and Chris Reisner and thanks them for their contribution to the SSM committee
- Shane thanks his fellow office bearers Andrew Pogue and Kristina Marko for their support and contribution to the SSM committee
- Shane thanks Council staff and Councillors – Bonnie McIntosh, Anthony Nicolaci, Geraldine Christou, Cr Les Oroszvary and Cr Dinny Adem for their contribution representing Shepparton Show Me
- Shane thanks Shepparton Show Me Marketing Co-ordinator, Mat Innes-Irons, for his effort bringing the committee's thoughts and direction to life and for the strong representation of the SSM brand on the ground
- Shane thanks Alchemy Media's Peter Sutherland and Mick Diffey for their passion for SSM and their efforts with creative and media placement for SSM
- Shane thanks Laura Church for her continued support of the Shepparton Show Me committee in preparing and capturing the details of the monthly meetings and ensuring SSM runs efficiently as possible
- Shane thanks Fiona Le Gassick for her passion and support to the Shepparton Show Me committee and describes her as being the backbone of the Shepparton Show Me Committee. Shane adds her investment to the SSM brand is second to none and on behalf of the committee would like to acknowledge their appreciation for her work internally and externally to the stakeholders
- Shane comments he is excited for the future of Shepparton Show Me and Greater Shepparton. The Shepparton Show Me committee is currently embarking on one of the most challenging and exciting marketing transitions that will see the Shepparton Show Me brand expand to a broader area

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**6.2 Treasurer's Report**

**Kristina Marko**

- Kristina comments on the extremely successful year Shepparton Show Me has had ending the 2018/19 financial year with a budget surplus of \$26,860.61
- Kristina adds the Shepparton Show Me committee is entrusted with a \$620,000 budget from Greater Shepparton City Council in its capacity as a Section 86 committee, to deliver the entire Shepparton Show Me marketing program which herself, the executive team and the wider committee manage to ensure Shepparton Show Me is on track
- The 2018/19 financial year saw the inclusion of the 2017/18 residual budget of approximately \$218,462.96, taking the total budget for 2018/19 to \$838,462.96.
- Approximately 71% of the budget is allocated to marketing, events and sponsorships so Shepparton Show Me can bring iconic events such as the Fryers Street Food Festival, Winter Fun Zone, Land of Plenty and the BMX Nationals to the region, stimulating economic growth and benefit to this regional city.
- Operational costs such as wages & on costs, truck maintenance, assets and insurance all come from the overarching budget which totalled \$811,602.35 leaving the budget surplus
- Whilst these funds were not fully utilised the appetite of the committee is one of value and efficiency. The committee worked hard to ensure the budget was accurately managed, providing the transparency and accountability not only to its members that it represents but also the wider community

**SSM Financials July 2018 - June 2019**

Unaudited version as at 30 June 2019

Income	
SSM Budget Bid 2018/19	\$620,000.00
2017/18 residual budget	\$218,462.96
<b>Total Income</b>	<b>\$838,462.96</b>

Expenses	
Marketing	\$375,304.91
Events	\$77,913.99
Sponsorship	\$139,572.31
Operational	\$206,809.50
SSM member communication	\$12,001.64
<b>Total Expenses</b>	<b>\$811,602.35</b>
<b>Total 2019 Budget Surplus</b>	<b>\$26,860.61</b>

**RECOMMENDATION:** The Shepparton Show Me 2018-2019 Annual Report be endorsed by the Committee.

**Moved: Andrew Pogue**

**Seconded: Simon Quattrocchi**

**CARRIED UNOPPOSED**

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**7. Office Bearers 2019/2020**

**7.1 Election of Chairperson, Deputy Chair and Treasurer**

**Cr Dinny Adem**

- Cr Dinny Adem takes the Chair and declares the vacancy of the office bearer positions
- Cr Dinny Adem calls for nominations for the office bearer positions

**Chairperson**

**Nominated member: Shane Sali**

**Moved: Simon Quattrocchi**

**Seconded: Stephen Schneider**

There being no further nominations, Shane Sali was duly elected as the Chairperson of the Shepparton Show Me Committee.

**CARRIED UNOPPOSED**

**Deputy Chairperson**

**Nominated member: Andrew Pogue**

**Moved: Shane Sali**

**Seconded: Simon Quattrocchi**

There being no further nominations, Andrew Pogue was duly elected as the Deputy Chairperson of the Shepparton Show Me Committee.

**CARRIED UNOPPOSED**

**Treasurer**

**Nominated member: Kristina Marko**

**Moved: John Montagner**

**Seconded: Helen Sofra**

There being no further nominations, Kristina Marko was duly elected as the Treasurer of the Shepparton Show Me Committee.

**CARRIED UNOPPOSED**

**MEETING CLOSED: 5:46pm**

**NEXT ORDINARY COMMITTEE MEETING:**

MONDAY, 28TH OCTOBER 2019

5.30PM TO 7.30PM

COUNCIL BOARDROOM

**NEXT ANNUAL GENERAL MEETING:**

THURSDAY, 15 OCTOBER 2020

TIME & LOCATION: TO BE CONFIRMED