

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
MEETING MINUTES  
MONDAY 16 FEBRUARY 2015, 5.30PM – 8.30PM  
COUNCIL BOARD ROOM



**1.1 Attendees:** Malcolm Blake, Gerard Bruinier, Barry Smith, John Montagner, Morry McKellar, Shane Sali, Fiona Le Gassick, Clinton Tilley, Peter Dunbabin, Peter Radevski, Johann Rajaratnam, Mat Innes-Irons and Geraldine Christou

**1.2 Members Not Present:**

**2. Apologies:** Cr Les Oroszvary, Cr Dinny Adem

**RECOMMENDATION**

That the apologies of Cr Les Oroszvary and Cr Dinny Adem be noted.

**Moved:** Morry McKellar

**Seconded:** Barry Smith

**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:** Morry McKellar

**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.**

**5. Financial Report**

Clinton Tilley

- Clinton has reviewed the report and is happy with it.
- Budget has been broken down
- No questions were raised

**RECOMMENDATION**

That the financial report be endorsed by the committee

**Moved:** Clinton Tilley

**Seconded:** Barry Smith

**CARRIED**

**6. Sponsorship Applications & Acquittals**

**6.1 5:40pm** Easter Saturday Rotary Craft Market – Rotary Club of South Shepparton Greg Barnes

- Alan Wilson (president) presented on behalf Greg Barnes as Grey is absent
- The Craft Market has been running markets for charity in Queens Gardens
- The opportunity came up to get foot traffic involved down the Maude St Mall
- Idea is raising more money for charity and generating foot traffic down the mall
- Object is not to compete with current traders as it's a completely different product
- There is 40 stalls at Queens Gardens
- Rohan Sali has identified 40 potential sites
- Traders are preferring early December rather than in mid-December

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- Feedback from Mat – a couple of traders are not happy with competition
- Asking for funding of \$8,000 for year 1
- Then \$5,000 for the year 2, and \$5,000 for year 3
- Clinton raised the question of further sponsorship, how will you go about it?
- Alan continued some of the stall holders did very well, some did not.
- Last time the market was on it clashed with Violet Town market.
- The \$8,000 they are seeking is for the first event on the 4th of April 2015. Other proposed dates for markets in the Mall if this market is successful will be on 14th of November when the Half Iron Man is in town and on the 5th of December prior to Christmas.
- Belinda added that the Christmas market was the 2<sup>nd</sup> Saturday of December
- They are now looking at the first Saturday in December
- The next 2 is dependent on events that are happening in Shepparton
- Johann asked if sponsorship is required every year, or is this one off to see how it goes.
- Alan responded with Yes, we currently do not raise a lot of money. If first lot of advertising is successful, we may not require additional or can reuse.
- Mat added that funds will be used from SSM
- Fiona mentioned that Queens Gardens had no sponsors/funding and that Queens Gardens has died down
- Funding is required for relocating and the key investments include kids' activities, marketing etc.
- No further questions raised

**6.2 5:55pm Official Visitor Guide Advertising Proposal – Tourism and Events**

**Annabel Thomas,  
Sharlene Putman**

- Sharlene opened the pitch
- They are putting together the Official Visitors Guide
- That have published 80,000 copies in the last 2 years
- It is called OVG (official visitors guide)
- It is the biggest publication handed out which is also available on the website
- Every person who goes to the visitor centre is handed one of these
- It will be published around Easter again and they are wanting SSM involved again
- Sharlene added that every person who enters Shepparton is a tourist
- Referring to the National Visitor Survey 52,000 overnight visitors shop for pleasure
- Annabel continued the pitch adding that it's a very small cost and that not many publications have a shelf life for that long (2 years)
- OVG is by far the most widely used publication
- It is handed out and on display everywhere
- It's a really good collaborative way to show that you are actively promoting Shepparton
- From ringing businesses/traders that use OVG it definitely has power
- It's a good communication tool, collateral that's handed out.
- The Tourism Greater Shepparton member rate (membership based association)
- Non-member rate - full page \$2550
- TGS member rate – full page \$1795
- Annabel also added that show would love to see TGS and SSM together
- The more product they have the more publication
- Fiona asked if we can get the SSM logo on the front page and Annabel responded with being a TGS thing, they are limited on logo space.
- Gerard also asked on how to advertise events, Sharlene responded with “We use months for annual events and refer links to the Discover Shepparton website for more information”

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- John raised the question on adding coupons to the guide; Annabel responded with, you would be required to purchase 2 full pages (front and back) this has never been utilised before as it can get costly. It is easier to not have coupons as it's tangible.
- No further questions were raised.

**6.3 5:55pm Challenge Shepparton Acquittal – McPherson Media**

**Kelvin Maude**

- Kelvin Maude opened the speech
- They managed to achieve budget
- They had negative variation in revenue and negative revenue in sponsorship
- The event program ran to plan, apart from the weather early that morning
- The key outcome was to resecure a long course triathlon in Shepparton. They did achieve that considering Iron Man series was 2.5 hours away
- Success indicators were over 1400 entries to Challenge Shepparton
- They used local commerce at every opportunity, totalling \$200,000
- Key groups included GSCC, Challenge Australia, SuperSprint, Shepparton Search and Rescue, Numerous sporting clubs, schools, community groups and service clubs, All Victoria Parklake user groups and residents impacted by road closures for the cycle route.
- Kelvin handed out official event guide and also provided a rundown on where the SSM logo was used i.e. on the countdown, official event guide etc.
- 7,300 column centimetres advertised (27 full page equivalents)
- Malcolm added that it was a good weekend but no money was made.
- Kelvin mentioned that prize money, new venue and unexpected requirement of casual labourers affected the revenue
- Kelvin also added that they were anticipating a loss in year 1 (5 year licence)
- They have certain material and infrastructure to reuse including the success of year 1, currently looking into where they can grow revenue
- Aiming for 1500 paid competitors
- Fiona added that she cannot fault the event and congratulated Kelvin, she believes the event will grow from all the feedback she has received.
- No questions were raised.

**7. Campaign Pitch**

**7.1 6:10pm Facebook Campaign**

**Alchemy Media**

- Peter Sutherland opened the pitch
- Mentioned that this campaign should be flagged as priority as it directly gives you access to shoppers
- To get likes you need to provide material that is fun and engaging
- Peter added that there is a Guitar store that currently has 40k likes
- SSM page should have at least 30 – 40k, currently at 1400.
- Objective is to create a campaign called "That's What I Like", using the "That's what I like about you" song as the theme
- Script example; 100 prizes, 100 days; simply like our page and tell us what you like about Shopping in Shepparton for your chance to win
- Building a SSM marketing guide being Fun, Smiley and Cheeky utilizing the Facebook LIKE button on the page and newspaper banner zones
- Prize allowance \$7,000 and \$11,000 for production
- Prize pool including coffee machines, Ice watches, Aveda spa packs, car care kits and fishing packs. Aiming at 18 plus target age groups.
- Production including television and radio commercials, website banners, Facebook page device etc.

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- Key market being Shepparton , Bendigo, Albury, Echuca, Wangaratta, Benalla, Euroa
- Fiona suggested utilizing Will (Social Media Officer @ GSCC)
- Johann asked Peter how to engage after the prize promotion
- Peter, “the idea is to create SSM’s own medium” to engage with member using the Huffington Posts.
- Total Cost: \$54,900 including media, prize pool and production.
- Clinton added that we need to keep the hook as simple as possible.
- Barry also suggested Nicky Whelan
- No further questions were raised

**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 campaign concepts.

**Moved:** Johann Rajaratnam

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

**8.3 Discussion of point 7.1**

**Facebook Campaign – Alchemy Media**

- Fiona supports the Facebook campaign and Fiona is happy to bring Will (Social Media Officer @ GSCC) to meet the committee members.
- Fiona also added that we need to make sure we work on the Facebook campaign long term
- John asked how much of Will’s time can be allocated to SSM
- SSM can utilize Will upon needs and he will be of no cost to SSM as he is a part of GSCC, however marketing costs still occur.

**RECOMMENDATION –**

SSM will be supporting the Facebook campaign in principle and upon further presentation.

**Moved:** Barry Smith

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

**9. Correspondence**

**9.1 Correspondence Inwards**

- 9.1.1 Mat - positive feedback received from Aussie Disposals thanking whoever is bringing these events to town.

**9.2 Correspondence Outwards**

- 9.2.1 Awarding of sponsorship letters
- 9.2.2 Sending out SSM Newsletter
- 9.2.3 Mat – do not want to clutter newsletter and want to keep it simple  
Geraldine – should we direct people to the Facebook page using Mat in videos as the SSM Newsletter?

**RECOMMENDATION –**

Correspondence inwards and outwards has been accepted and carried. No questions were raised.

**Moved:** Morry McKellar

**Seconded:** Shane Sali  
**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:**

**Seconded:**

**CARRIED**

**10. SSM Marketing Co-ordinator Update**

**Report Tabled**

- Renew Shepparton
- Meeting with Jamie Cox, Lucy Cerone (Chamber of Commerce), Jamie Lee, Cr Dennis Patterson and Marcus Westbury (Renew Australia)
- Imperative to have landlords on board. Jim Andriadis has given 2 venues for the project.
- Mat met with Jeff Young (Jeff Young Shoes) to outline Renew Shepparton. Will meet with Jeff, his father Clyde and Tim Nethersole who own Tower Arcade shops.
- SheppARTon Festival
- Festival Club at Shepparton is to be set up in disuse Hunters yard on Fryers St.
- Will operate Thursday 19<sup>th</sup> – Fridays 20<sup>th</sup> March 6pm – 10pm and Saturday 21<sup>st</sup> – Sunday 22<sup>nd</sup> March 4pm – 6pm
- Live entertainment, bar and food. Ros is trying to get a caterer.
- SSM Thompson Kia will be used as stage each day. SSM branding can be put around the venue
- Mat to follow up if SSM can link in with any other events
- Twilight Fishing
- Suggested event date 27<sup>th</sup> of March from 5pm, prize draw 7.45pm
- Free BBQ – sausage in bread
- Organised Snapper for sample food
- Using local suppliers for bread and not commercial supermarkets
- Mad Cow Mud Run
- Saturday 7<sup>th</sup> and Sunday 8<sup>th</sup> March
- Currently 930 adult and 435 children participating which is up on last years numbers to date. Mat and Tory Jones to MC the adult event
- Carlton Football Club
- In town Tuesday the 17<sup>th</sup> February
- Mat to host 3 players in Target Food Court
- Paris McDougall expressed thanks to John Cooper from Footy Corner for his enthusiasm and assistance in this event. Mat to MC question and answer, trivia and signing opportunity.
- AFL NAB Cup
- Sunday 8<sup>th</sup> March. SSM will provide barrier banners which Mat will try to get in most prominent position
- RV Rally
- Mat met on the 6<sup>th</sup> of February with the committee including site visit to Victoria Park Lake. Mat to work with Morry and his group to maximise benefit to SSM members.

**RECOMMENDATION –**

**Moved:** Gerard Bruinier

**Seconded:** Peter Dunbabin

**CARRIED**

**11. Working Group Up-dates**

11.1 Marketing – please refer to campaign assessment document.

Fiona Le Gassick

- No discussion as Fiona left the meeting at 7.30pm

11.2 SSM member communication

John Montagner

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- John agrees that the committee needs to meet with Will (Social Media Officer)
- John has been a SSM member for 4 years now and has been trying to get this page running

**RECOMMENDATION –**

**Moved:** John Montagner

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

**11.3 Investment Attraction**

Geraldine Christou

- An update on investment attraction activities was provided by Geraldine
- Processing Factory moving from NSW creating 60 jobs, one potential site being campbells
- Super A Mart has committed to Harvey Norman's old site
- More than just cupcakes has closed down
- Letizias Restaurant has also closed down

**12. General Business**

**12.1 Partnerships discussion**

Barry Smith

**RECOMMENDATION –**

The SSM Committee invite a representative from Tourism Greater Shepparton to attend our meetings as a non-voting member.

**Moved:** Barry Smith

**Seconded:** Peter Dunbabin  
**CARRIED**

**RECOMMENDATION –**

The SSM Committee invite Mat Nelson or a representative to attend our SSM meetings on a regular basis.

**Moved:** Barry Smith

**Seconded:** Peter Dunbabin  
**CARRIED**

**RECOMMENDATION –**

The SSM Committee invite a representative from The Shepparton Chamber of Commerce and Industry to attend our meetings as a non-voting member and to also meet with The Chamber to discuss our future together.

**Moved:** Barry Smith

**Seconded:** Morry McKellar  
**CARRIED**

**12.2 General Business Update**

Malcolm Blake

- Last year SSM were approached by St Georges Road for funding but turned them back due to event/campaign not utilizing the CBD
- Suggested we should start looking into and supporting

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events like this if it generates SSM attention

**Meeting closed at 8:57pm**

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