

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

RECOMMENDATION

That the apologies of Cr Dinny Adem, Geraldine Christou be noted.

Moved: Cr Les Oroszvary

Seconded: Barry Smith
CARRIED

3. **Minutes of previous Meeting**

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on February 16, 2015 as circulated be confirmed.

Moved: Cr Les Oroszvary

Seconded: Barry Smith
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

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Clinton Tilley

Seconded: Barry Smith
CARRIED

6. **Presentations**

6.1 5.40pm **Committee for Greater Shepparton**

Matt Nelson, CEO

- Matt Nelson opened the presentation by thanking the committee for the opportunity
- Matt spoke about the board members and informed the committee who each member was followed by the presentation, the members being:
 - David McKenzie (Chair)

- Rob Priestly (Deputy Chair)
- Anne McCamish
- Damian Trezise
- Peter Bicknell
- Peter Gray
- Warren Hicks
- Vision: To be the Australian Centre for dairy and horticulture exporting reliable premium quality fresh and value added produce via innovative practices and a world class irrigation system.
- Started in October 2013
- Key focuses:
 - Productive Community
 - Creative Community
 - Connected Community
 - Inclusive Community
- Productive Community - Irrigated agriculture will continue to be the engine room of our economy however the world has changed.
- What they have done
 - Investment facilitation: Tatura Abattoirs (50 jobs), Scorpio Meats (40 jobs) while a number of other investments are pending
 - Introductions with key decision makers, Ministers, Shadow Ministers and Advisors etc
 - Assisted with key initiatives such as Murray Dairy Accelerating Change project (\$1.6m funding)
 - Assisted with Horticulture Centre of Excellence
 - Assisted with High Growth Business Course
 - GV Taskforce membership
 - Advocated for SPC funding support and Local Procurement Policy
 - Marketing Prospectus to attract vegetable growers to the GV
 - Identify R&D Needs of our Key Commodities and communicate with Tertiary Education Institutions
 - Growth of commodities such as maize and poppies
 - Continue to support our 'blue chip' commodities of dairy and horticulture
 - Investment facilitation
 - Work with tertiary education providers to ensure qualified workforce and the GV Skills Fund
- Creative Community - Diversification of our economic base is paramount – what they have done:
 - Introduction between the Council and RDV - \$250,000 Feasibility Study for SAM
 - 2015 Activities:
 - Audit of Local Art Initiatives and Groups
 - Development of an Arts Strategy
- Connected Community – What they have done;
 - Agreement on the first stage of the Shepparton Bypass
 - Met with Deputy PM – 11 March re Project
 - Advocated on key projects such as GV Health, CBD Redevelopment, Courthouse
 - Secured funding for Higher Productivity Vehicles
 - AQIS Approved Container Facility
- Inclusive Community – what they have done
 - Philanthropic Summit where needs of the community were presented.
 - Support of the Lighthouse Project
 - 2015 Activities:
 - Re-establishment of the Local Advisory Group: A coordinated approach to the sector.
 - What data is required at a local level to support prioritised initiatives?
 - Work with key agencies to assist with Indigenous and Multicultural workforce

- development.
- Advocacy
 - Meetings and Presentations:
 - Premier of Victoria
 - Deputy Premier
 - Minister for Food Security
 - Minister for Roads
 - Minister for Higher Education and Skills
 - Leader of the Opposition
 - Shadow Minister for Regional Cities, Regional and Rural Development
 - Shadow Minister for Roads
 - Shadow Minister for Ports
 - Shadow Minister for Manufacturing
 - Federal Agricultural Minister
 - Deputy Prime Minister of Australia
 - Appointed to the Advisory Board for the review of regional development services in Victoria.
 - Other 2015 Initiatives
 - Shepparton Expats
 - Social Media
 - Communication Strategy
 - Perception of Shepparton and of Agriculture
 - 2015 Membership Renewals
 - Grown from 50 to in excess of 80 members
 - Gold, Silver and Bronze memberships plus complementary community groups
 - Strategic Partnership with Council

Questions Raised:

- Malcolm Blake: How much are memberships? Gold=\$10, Silver=\$5, Bronze=\$2
- Malcolm Blake: Why is it so expensive? So it's not pitched at the man on the street, more than half of the members are small businesses.
- Morry McKellar: Do you think the gallery would be an asset? Yes, there is nothing about it that doesn't make sense.
- Several questions were raised regarding the bypass which were all covered by Matt Nelson

Malcolm Blake and the committee thanked Matt Nelson for his time; Matt also added that he is welcome to attend again anytime.

- No further questions were raised.

6.2 5.55pm SAM Foundation – Not Present

Peter Quinn

- John M – suggested a letter be sent to the Committee for Greater Shepparton (Mat Nelson) for their presentation thanking them and informing them that SSM were pleased – (for item 6.1)
- **Action:** Steph to arrange a thank you letter to the Committee for Greater Shepparton (for item 6.1)

7. Correspondence

7.1 Correspondence Inwards

7.1.1 NIL

7.2 Correspondence Outwards

7.2.1 Awarding of sponsorship letter to the Rotary Craft Market

- David McKenzie raised the question of whether the Rotary Craft Market could be held at the Victoria Park Lake as an alternative venue – Mat to discuss this with Rotary.

7.2.2 GV BRain event and NAB CUP information sent to SSM Members

RECOMMENDATION –

Moved:

Seconded:

CARRIED

8. SSM Marketing Co-ordinator Update

Report Tabled

Twilight Fishing –

- Mat has been having meetings with Peter Sutherland, Mick Diffy, Steve Threllfall, Shane Sali and Robin Knaggs to plan 2015 Twilight Fishing event at Victoria Park Lake
- The event will be held on Friday 27th March from 7.30pm
- All tasks have been allocated to respective person with follow ups occurring
- TVC has been shot by Alchemy – to run next Saturday afternoon
- Radio is on Wednesday and press on Friday
- Posters produced - to be put around town and other places by 13 March.

Summer City Market

- Mat has been having regular catch ups with Rohan Sali, last was on Thursday last week
- Also having evening meetings with Mall traders
- Market was delivered on the 27th and 28th of February
- Very positive feedback received from retail traders
- Also good response from traders outside of the CBD bringing stalls into the mall.
- Some negative feedback was that all the focus is on the mall rather than the surrounding streets
- Some stall holders did not show up on Saturday
- Has attracted people out of the CBD.

Renew Shepparton

- The working group has met in continuing to drive the project.
- Mat to follow up vacant shops managed by Jeff or Clyde Young to explain Renew concept.
- Renew Shepparton request \$1,250 from SSM to go towards marketing of Renew when we get shops tenanted.
- Mat would like to meet with Clyde to discuss

Heritage Festival

Mat is meeting with Cheryl Hammer to discuss extra activities for this year's Heritage Festival. Cheryl to develop the concept further and present a sponsorship application to SSM.

Running Festival

Mat has been meeting with Natalie from the runners club to discuss potential sponsorship of a Runners Festival. Steve Moneghetti has not responded to emails.

SSM Service Bags

Amy Dainton and Mat delivered the first of the Shepparton Show Me Service Bags to most of the car dealers with very enthusiastic responses. Amy also delivered to car repairers. They have discussed using a similar initiative to engage the professional sector. i.e. health

- Fiona Le Gassick added that the Colum in the advisor facilitated the Market Place wanting to be involved.
- John suggested that the service bags should be added into the SSM Newsletter that is sent to the SSM database

- **Action:** Steph and Mat to add Service Bags to the SSM Newsletter

Mad Cow Mud Run

- 800 competitors on Saturday the 7th of March in kids race, 1300 in open field on Sunday 8th of March.
- Competitors came from Brisbane, Tocumwal, Barooga, Mansfield and more.
- Team of 35 from the Lalor Football Club
- Fiona Le Gassick added that the event was successful with 900 kids on Saturday night

G.V Suns

Mat is meeting with G.V Suns to discuss the prospects of sponsorship of the G.V Suns Junior teams and Gala weekend in July. This is an opportunity for SSM to have a logo on front of their shirts. G.V Suns will do a formal presentation at the April Meeting.

- 1200 kids in July (juniors)
- Peter R added that they are trying to run 2 separate teams Juniors + Seniors. Seniors are running their own show and the juniors are trying to create something to feed the seniors. Junior teams travel to areas in Melbourne where there are parent and children activities running.

G.V.R.V. Rally

Mat is having site visits with R.V. committee and Caravan Park managers at the Caravan Park to discuss various issues.

Dream Machines

- 150 cars on display at the Motor Museum
- 100 drove to SAM and lined Welsford St.
- Approx. 600 in attendance at Motor Museum
- 250 at SAM Street Party
- Curator for Motor Museum said “the day was great”
- Mat would like to see accurate data
- Les Oroszvary added that the Cars and the Show was impressive
- The committee discussed the street party was not really a party and it was not very inviting
- Mat added that its most likely the marketing of the event to blame

Mother’s Day

Alchemy is working on developing last year’s campaign further

Peter Sutherland made a quick spiel regarding the campaign

- Re using old material from last year
- Keeping the flower swing tags and purple flower in a vase – these were successful
- This idea is for consideration
- Having a mobile stage offering a pamper chair, Mat to concierge making tea and coffee
- Give away of treats like chocolates or Aveda products – women love Aveda
- Have a movie play in the background of the onstage screen i.e. Pretty Woman
- Cost – there is an allocated cost – will be allocated later

Clinton added – should we link it to Facebook? i.e. “like us and go in the draw to win a pamper session for mother day”

9. Working Group Up-dates

Marketing

9.1 Mother’s Day

- As per Alchemy’s presentation, the planning for the Mother’s Day campaign is underway, with a final proposal to be presented back

Fiona Le
Gassick

to the Committee.

- Committee members thanked for their feedback regarding the Facebook proposal. A meeting between Alchemy, Mat, Damien “Will” Willoughby and Fiona is taking place on Thursday March 19 to refine the campaign.

Greater Shepparton - Great things happening here

- We are able to proceed with “Great things happening here” following legal advice to ensure that procurement practices are adhered to.
- It was discussed that Investment Attraction and Councillors need to put in hurt money.
- Clinton added that “we need to give them something they can value, this is what we are doing and this is why we should”
- John Montagner also added that “key advertising is limited to stakeholders, we can ask them for dollars, if we don’t ask we don’t get”
- Fiona Le Gassick mentioned that Tatura Milk would like to be involved, especially for recruitment purposes.
- Clinton further added that “it’s not about the dollars, but it’s about the timing, Once we roll into the new financial year it may be a better time for budgets, spending our portion this year and hitting others up for forward years’.

EOFY

- In accordance with the marketing plan the EOFY will be the next campaign to be developed.

SSM member communication

- John provided some feedback on the GV Brain
- Traders didn’t appear to receive SheppARTon Festival guides to distribute – feedback is that they are liked but how do they get them?
- 9.2 • The setup of the evening wasn’t ideal as there was sufficient time to network. John Montagner
- Fiona Le Gassick asked how discussions preceded with the SSM members that were hosted.
- John added that the feedback received was that they did not get to mix and the format needs to be looked at.
- Sponsorships** – covered in item 8
- Mat also added that the 3rd column in the advisor is about to be published
- 9.3 • Mat raised the question if SSM should continue this operation and also added that he would like to keep it running. Mat Innes-Irons
- Positive feedback received from the Market Place wanting to get involved – discussed in item 8

Action: *Mat to seek feedback from the Stakeholders to understand whether they like the column*

- 9.4 **Investment Attraction** – report tabled and added to Google Drive Geraldine Christou – Absent

10 Planning/Brainstorming fortnightly sessions

- John added that SSM wait too long between meetings, the momentum falls, and we don't use our time sufficiently promoting Shepparton.
- John suggested that SSM set aside time to just talk about things with no sponsorship presentations.
- Fiona explained that this was the purpose of the subcommittees.
- John mentioned that it's too awkward as it hasn't happened yet. It's a project that seems to be scattered. It doesn't flow and it's not happening.
- Discussion took place within the committee regarding shortening the meetings or allocating another time to discuss other agenda items.
- Waiting a month between meeting is too long
- It was suggested that a fortnightly informal meeting take place with all in.
- Fiona advised that she would not be able to attend on a regular basis as she needs to get children to school.
- Clinton will need to participate via teleconference using the SSM mobile.
- Discussion took place in regards to the communication between SSM committee.
- The planning sessions need to refer to the Marketing Strategy to ensure any activities align with the goals etc.
- Barry believes that all communication should be broadcasted to the committee i.e. any email communication in relation to SSM.
- Clinton explained that he expects management to filter communication.
- Fiona and Mat both agree that it is unnecessary to forward on all communication as a lot of it is general discussion.
- Malcolm also agreed that it will just flood emails and he does not see it working and that the Committee needs to be more strategic rather than getting involved in operational matter.

10. Alchemy – Nicky Whelan

- Peter Sutherland made a quick spiel on turbo charging the Facebook campaign with a new idea going from what Barry Smith suggested in the last meeting using Nicky Whelan.
- Peter added that we have access to Nicky Whelan if we would like to use her for this campaign.
- It was suggested that she could be used for possible campaigns as Facebook, Spring, Mother's Day and the Winter Market.
- The idea is to have short broadcast pieces on i.e. "top 5 gifts for Mother's Day"
- Nicky knows the town and knows the people
- Will cost approximately \$26,000 for 4 broadcast videos
- Fiona Le Gassick – suggested that we need to be mindful who we are targeting in using Nicky as she doesn't necessarily appeal to all target markets e.g. Women who are significant spenders. She further suggested that we need to be mindful of the messaging in using Nicky as we can't intimate that she enjoys shopping in Shepparton when people are well aware that she is based in the US.
- Clinton – is there a male equivalent? – YES Mat, he is it!
- Fiona Le Gassick added that she likes the idea of using Nicky for the short videos on Facebook.
- Johan – also likes the idea, he would like to see a list what, where and how?
- Shane Sali – we haven't seen Nicky for a while, it will be good to see her back.

RECOMMENDATION –

SSM will have informal fortnightly brainstorming meetings to be held at approximately 8:00am. First session to be held on the 31st of March.

Moved: John Montagner

Seconded: Barry Smith
CARRIED

11 Tourism Greater Shepparton – Ross Graham

- Malcolm thanked Ross Graham for his time.
- Ross added that a lot of the discussions here have come across their table including partnership discussion, certain parties were not interested.
- Mat added that they may be afraid of losing their identity, but they don't.
- Ross further added that they would like to hang on to some history however he himself thinks it's a great idea.
- One discussion Ross had with TGS involved Great things happening here.
- The issue is that we are trying to create benefits without getting them to work.
- The hardest thing in Shepparton is to get people to understand that they are part of the TGS industry.
- Recently there was a big Sunday event and only one place was open for dinner. Discover your own backyard is a great concept but they aren't getting it, they need to know what they are getting from it.
- Clinton added "should GV Brain speak about social media?"
- Overall Ross found it interesting and added that the ideas are similar.

Meeting closed at 8.34pm

NEXT MEETING:

20 APRIL 2015
COUNCIL BOARDROOM
5.30PM