

1.1 Attendees: Malcolm Blake, Gerard Bruinier, Barry Smith, John Montagner, Morry McKellar, Shane Sali, Fiona Le Gassick, , Peter Dunbabin, and Mat Innes-Irons, Cr Dinny Adem and Geraldine Christou

1.2 Members Not Present:

1.3 Guests: Ross Graham

2. Apologies: Clinton Tilley, Peter Radevski, Johann Rajaratnam, Cr Les Oroszvary

RECOMMENDATION

That the apologies of Clinton Tilley, Peter Radevski, Johann Rajaratnam, Cr Les Oroszvary be noted.

Moved: John Montagner

**Seconded: Shane Sali
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

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

Moved: Morry McKellar

**Seconded: Shane Sali
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.

- Geraldine Cristou – The Chamber of Commerce
- Malcolm Blake – Shepparton Bridal Expo

5. Financial Report

Clinton Tilley

- Fiona reported on an action from the last meeting and confirmed that SSM are able to enter into a partnership with an organisation.
- Fiona also advised that Clinton has endorsed the financial report and has also noted the commitments up until end of financial year.
- Barry included that ‘Great things happening’ funds is also included in the commitment.

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Barry Smith

**Seconded: Morry McKellar
CARRIED**

6. Sponsorship Applications

6.1 5.40pm Shepparton Bridal Expo 2015

Josie Pelligrino

- Josie opened the presentation mentioning that this is a new Bridal Expo in Shepparton
- Is scheduled to be held at the Sherbourne Terrace, 31st May between 10am – 3pm
- It's been never had before, all previous expo's were run by an events company and not independently
- Josie will be inviting all businesses involved in weddings
- Also a great opportunity for business houses to meet other
- They will be advertising via social media, television and newspaper.
- Aim is to bring people to Shepparton
- Small costing:
- 150 registered brides
- Potential to make \$53,000 for the weekend for one wedding which includes hair and makeup, reception, dining, florist, accommodation etc...
- Josie is still waiting on further responses for businesses
- One bride would ideally visit 40 exhibits roughly making \$65 – \$70k
- \$7 entry, \$5 goes towards GV health foundation
- Sherbourne Terrace Fees \$1000
- Question was raised regarding why this particular venue was chosen – Josie, I am very committed and the Sherbourne were planning on organising a similar event so we thought we could combine and do it together using their venue
- Fiona asked if all stall holders are from Shepparton, Josie – Goulburn Valley, Benalla, Melbourne etc...
- Malcolm asked if any Melbourne exhibitors have responded to the invite, Josie – N), mainly cars will be used from Melbourne.
- Dinny raised the question if this was Josie's first time embarking on this type of event, - Josie – YES, previously worked with the Rotary Club.
- Josie added that it will be a good weekend out for ladies and their friends and mums
- The event is planning on being an ongoing annual event
- Ross – what happens next year?
- Josie – the plan is to kick start this year and hopefully have enough resources, materials to flow into next year more comfortably. Not planning on using a venue next year
- There will also be a bridal show to keep people around for the entire event
- Bride of the year to happen next year, this will keep people interested and keen to get in the following years
- Dinny - asked regarding the venue change next year – Josie, the Sherbourne are aware of future venue changes. Out of the \$250 site fees, \$20 - \$30 goes to the Sherbourne for staff charges etc...
- Fee raised the question if May was the best time of the year to hold the event
- Both Malcolm and Josie agree that YES it is the right time of the year.
- Fiona – I like your idea of having a point of difference, it is quite critical
- Josie – there will also be a prize – 3 piece luggage and a dressmaker to make the entire dress of a bride
- Barry – how many sites have you sold?
- Josie – the venue can hold 35 exhibitors stalls
- 29 large stalls are already booked - \$250 each
- Still do not have any tanning, fitness hair and makeup booked
- Barry – how are you advertising stalls? Josie – walk ins, I have visited most places but I am having slow responses, everyone in the GV got approached first
- Asking for \$10,000 funding to be used for television advertising, banners, show bags. Mainly for the promotion of the event.
- Malcolm thanked Josie for her time

6.2 5.55pm Business Awards Opportunity – The Chamber of Commerce Geoff Adams

- Geoff opened the presentation thanking SSM for the opportunity to present and handed out a few copies of the presentation and an A3 size brochure
- The Chamber of Commerce is giving SSM opportunity to have the naming rights for the Business Awards
- Power Cor Australia had naming rights for 19 years and it is now up for grabs
- The Awards celebrate its 20th year of success this year
- Powercor has taken the decision to step back from being the major sponsor for these awards and all others across Victoria to pursue other opportunities.
- The Awards are extremely well established and branded, there are many excellent synergies that Shepparton Show Me could take advantage of not least which involve a large number of stakeholders in Shepparton, both Business & Organisations.
- The opportunity is for full naming rights for \$45,000 ex GST
- The categories are as follows:
- Business of the year – (professional, trade and retail), Customer Service of the year – (professional, trade and retail), Business Hall of Fame, Best New Business – (under 2 years operation), Hospitality Business of the year, Entrepreneur of the year, Agricultural Innovation Business of the year, Multicultural Employee of the year, Best Presented Store of the year
- The Awards receive approximately 500 nominees per annum, had 84 finalists at last year's Awards and 430 attendees at last year's gala dinner.
- Malcolm raised the question that Multicultural employee of the year are not in Shepparton
- Geoff – there are dozens of businesses that are, it is within the Shepparton district
- The name of the awards is "Shepparton Chamber of Commerce Business Awards"
- Powercors feedback to the Chamber – Shepparton Awards were a standout, this is partially why they kept signing up for 19 years, they were on 3 year agreements
- Malcolm raised the question of how the judging takes place,
- 5 judges, it is quite a complex part of the awards, the Chamber runs it. It is currently being looked at and collated; it will be within the committee.
- Gerard – are there any other corporations involved? Like Origin?
- Yes – we have been knocked back by a few. We have approached a number of organisations for sponsorship
- Geoff added that SSM is a good fit as the Awards are very well established to help customer service at all levels across the whole city and appeal to a huge range of businesses and organisations across the city which are all stakeholders of SSM
- Geoff spoke about the A3 brochure that was handed out, outlining all the winners since the start of the awards.
- John – is there an online way to nominate?
- Geoff – we have tried this way and it is not the way we would like to go, it was unsuccessful.
- Fiona – it's been going for 20 years, are you having difficulty getting nominees?
- Geoff – we had 500 last year
- The main categories get more nominations
- Dinny – can you please speak about SSM being a good fit
- Geoff, it's for the well-being of the city. The key is to lift customer service in Shepparton. These are the businesses of SSM; it's about everyone lifting the bar. Better Business.
- John – I have never really been interested myself, is there any feedback from businesses on what people are saying about them
- Geoff – I can't really comment of the top of my head but we are talking about including critique
- John – Shepparton needs critique
- Barry – do you run a committee? Yes, 1 chair and a subcommittee of 5
- Question was raised in furthering awards to Greater Shepparton district – Geraldine; we have done Greater Shepparton, Tatura etc...
- Geoff wrapped up the presentation and appreciates the opportunity

7. Correspondence

7.1 Correspondence Inwards

7.1.1 Mad Cow Mud Run thank you letter – raising \$32,500

- Small discussion took place regarding the Mad Cow Mud Run raised funds, where the funds are going and how much
- Action – Steph to circulate a copy of the thank you letter to the committee
- Action – Mat to follow up which foundation the raised funds were going to

7.2 Correspondence Outwards

7.2.1 Email to SSM members advising them of Careers Day Out opportunity

- Small discussion took place regarding the few negative emails received back from SSM members about SSM sponsoring an event like this.
- Mat has responded to the emails informing them that this is not supported by SSM and was simply an opportunity emailed to all the members for their information.

RECOMMENDATION –

That the correspondence be accepted.

Moved: Barry Smith

Seconded: Gerard Bruinier
CARRIED

8. Reports

SSM Marketing Co-ordinator Update - report circulated

Twilight fishing

- Estimate 1500 people participated
- 16 active and static displays of local businesses
- People coming from NSW specifically.
- Agreed by all to run in February to get better weather and more daylight hours
- Traders were there to promote their gear and not to sell
- BBQ's Galore were making pizza in the wood fire oven promoting it
- Gavin Hall from Jeans West said his store out did Bendigo's which is very rare; his last hour of trade was terrific. A few others said better than normal and a few didn't notice any increase.

8.1

Mat Innes Irons

Renew Shepparton

- Advertising currently underway for interested tenants. Amy Dainton to make a video of a store being setup. The website is up and running and rolling in applicants, \$25 a week which is to cover insurance.

Mother Days Promo

- Alchemy is using some existing assets – TVC, swing tags etc.
- Thompson Kia to be decked out as the Pamper Van with TAFE, Wellsprings, and others to do neck massages, hand rubs, nails and a quick haircut. Locations to be decided
- Mat is to be the concierge

Festival De Brief re sponsorship

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING MINUTES

MONDAY 20 APRIL 2015, 5.30PM – 8.30PM

COUNCIL BOARD ROOM



- While all ticketed events were sold out Mat expressed his thoughts that SSM did not get the recognition and exposure of previous events
- Ros Ambercrombie is very protective of the brand as we are of ours. In hind sight SSM wasn't as proactive as we should have been.
- Currently working on the acquittal and would like to present a 3 year proposal

The New Westpac Bank

- Has official opening on Saturday the 30th May
- Mat has been asked to help co-ordinate the Vaughan Central traders to bring their shops on to the footpaths.
- Westpac will fund entertainment, jumping castle, animal nursery etc.
- Mat cannot see any costs to SSM

Victorian Teachers Games

- There is a meeting next week on how SSM may be able to add value to the Victorian Teachers Games in September. Mat added that any thoughts from the SSM committee would be appreciated
- Will be over 7 days

Facebook Campaign

- Mat has been getting together with Alchemy and Damien (Will) Willoughby to come up with a campaign to present. With Mother's Day then end of Financial Year promotions, July and August may be the time to launch this.
- Will, will come to the next SSM wedgie meeting to give the committee his thoughts.

General Discussion

- Discussion took place regarding other events not being communicated to SSM i.e. the Badminton Event, Malcolm went out for dinner and all restaurants were booked out due to this event which he had no idea about. "The fact that the event took place with no SSM funding is fantastic"
- Morry added that this is where communication comes into play, we should have let traders know to prepare.
- Small discussion took place regarding the communication between TGS and SSM
- All events should be sent to the SSM directory.
- Malcolm raised the question on any feedback regarding the Rotary Craft Market
- There were 20 stalls
- A lady was packing up at 12.30pm
- Rohan got lots of positive feedback
- Malcolm received complaints that the Mall has too much attention
- Shane added that Rohan possibly needs to speak to the Rotary club to pre pay for stalls in case of pull-outs for people who wake up in the morning and decide not to attend
- Discussion took place regarding the date of the market, its maybe a better idea to be held one week after.

Great Things Happening

- 8.2
- Morry, should we be getting a contract signed for Charles Wooly?

Fiona Le Gassick

- Peter Sutherland, there is an agreement in principle; we are investing in the image so we don't want to change it.
- Small discussion took place between Morry and Peter regarding the reason why Charles Wolly came into this campaign
- Charles Wolly is only one aspect, the campaign will be broader than that, and someone might come up with a better idea.

Informal Planning Session

- 8.3
- John spoke about the Facebook campaign and how SSM should be planning their meetings according to the budget to date; Barry advised that the budget now shows committed funds as previously spoken.
 - The Chamber of Commerce thank you letter is in progress, Barry and Morry are organising this and will soon be sent to Fiona for overlooking.

John Montagner

Investment Attraction

Geraldine reported on the following:

- Inland Rail Route progress
 - Circle Work major film opportunity – waiting on sponsorship from Field Shepparton and working on accommodation
 - RV Rally
 - Morry, Amy Dainton has sent pamphlets to all Caravan parks in Australia
 - Promoting has been in wanderers magazine, but the main issues for the marketing of the event have been due to change of location
 - RV Friendly Town Status
 - Geraldine – we are looking at establishing Shepparton as RV friendly, a working group has been put together and Ken Muston is putting in a 24 hour dumping ground for RV's at his own expense.
- 8.4
- Teacher's Games - This event will see more than 2500 teachers
 - Large retail investment negotiations from a metro retailer to become regional, this will have a huge impact
 - China trade opportunities
 - Dinny and Dennis have had discussions regarding this opportunity
 - The aim to have China Desk in Shepparton for Trade and Business
 - There are currently 21 found
 - Purpose; allegations come to Australia, Victoria and Shepparton do not get to see it
 - Trying to get a desk/contact person formalised for delegations so we don't miss out. Dennis and Dinny attended a meeting at the Parliament house. Wuhan City currently have \$1.4 billion in investments and wanting to double business next year

Geraldine Christou

RECOMMENDATION –

That the reports be accepted.

Moved: Dinny Adem

Seconded: Gerard Bruinier
CARRIED

9. General Business

Shepparton Show Me Bi-annual Report to Council

- Bi annual report added to the Google Drive
 - Summary for Jul – Dec 2014
 - The report will be going to the Council meeting tomorrow.
- 9.1
- There was a point made where SSM were only using one panel of suppliers. It was explained that SSM are utilizing 2 Alchemy and Dainton and Sons.
 - SSM's particular events discussed i.e. Twilight Fishing and a suggestion of having an iconic SSM event.

Fiona Le Gassick

Procrastination of Requests to Departments

- Malcolm – we keep trying to bring people to Shepparton but the streets are a dump, the streets are not cleaned daily.
 - Gavin and Fiona have spoken to Steve Bowmaker re new street sweeper; old machines do not clean efficiently.
 - At Easter time there were leaves everywhere, people go out of their ways to clean the leaves from their front yards, why can't the town?
 - Barry – we spend \$600k to bring people to this town and the town is dirty,
 - Malcolm – it's not happening Dinny
 - Peter D – we had a section that was not cleaned for whatever reason which we called Steve and mentioned to, nothing has happened.
 - John – they cannot get close to the leaves as trees are in the way
- 9.3
- Dinny will take all of this in
 - Malcolm and Dinny had a minor disagreement regarding the street appearance where Dinny trusts it is being actioned.
 - John – can there be a meeting regarding this?
 - Dinny – we require facts, not acquisitions so we can start somewhere
 - A brief discussion took place regarding the cleanliness of the Lake that it is always spotless
 - Mat mentioned that it is definitely not like that at 6am with the take away food rubbish everywhere.
 - Fiona – should there be a working group?
 - SSM is a marketing group, we shouldn't have to worry about this sort of thing
 - Morry – it should be coming from the Chamber
 - John asked what SSM will be doing about this.
 - Dinny will have a conversation and get back to the committee with an answer

Malcolm Blake

- 9.4 Discussion of potential partnership/sponsorship with GV Suns
- Peter Radevski is absent – discussion moved to next meeting

Peter Radevski –
absent

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:

Seconded:

CARRIED

10.3 Discussion

- Morry spoke about the committee members term being extended for longer than 2 terms (1 term being 1 year)
- Current guidelines say 4 years
- A motion needs to be put forward to change the guidelines
- Mat asked why it is brought to 2 years in the first place.
- Discussion took place within the members of the committee of being a member for so long and finally becoming a chairman then having to leave. There are many members who are genuinely interested but are forced to leave. There are people who come to these meetings but do not get involved, simply mention how great it is.
- Discussion took place in the term being open ended. Regardless of term length members have to re-apply for the position. Members agree that maybe an application to continue would be better than re applying.
- Shane added that the term be 3 years, gives SSM members pressure to perform and also allows others to come in and be involved afterwards.
- Malcolm mentioned that he thinks 4 years is sufficient
- In the meantime expressions of interest can still be accepted including the 2 yearly reviews

RECOMMENDATION –

It is recommended that the Shepparton Show Me Guidelines – Committee Delegations be amended to remove requirement 8.5 - Business community members are eligible to sit a maximum of two consecutive terms on the Committee.

Moved: Morry McKellar

Seconded: Shane Sali

CARRIED

Meeting closed at 8.55pm

NEXT MEETING:

18 MAY 2015
COUNCIL BOARDROOM
5.30PM