

Meeting opened: 5.44pm

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

RECOMMENDATION

That the apologies of Peter Radevski, Geraldine Christou, Peter Dunbabin, Cr Dinny Adem and Clinton Tilley be noted.

Moved: Cr Les Oroszvary

**Seconded: Johann Rajaratnam
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on April 20, 2015 as circulated be confirmed.

Moved: Gerard Bruinier

**Seconded: Cr Les Oroszvary
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.

- Shane Sali - Shepparton Albanian Harvest Fest

Disclosure must occur immediately before the matter is considered or discussed.

5. Financial Report

Fiona Le Gassick

RECOMMENDATION – (item 5)

That the financial report be endorsed by the committee

Moved: Barry Smith

**Seconded: Gerard Bruinier
CARRIED**

6. Sponsorship Applications and Acquittals

6.1 Shepparton Running Festival - Shepparton Runners Club
5.50pm

Natalie
Carpenter

- Sunday 30 August at Victoria Park Lake Shepparton
- Marathon running fest has been going for 20 years
- The event has been growing over the years
- 7.00am Marathon

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 18 MAY 2015, 5.30PM – 8.30PM

SHEPPARTON GOLF CLUB



- 8.00am Half Marathon
- 8.30am 10km
- 9.00am 5km – Pink Ribbon charity run
- 10.00am 2km kids fun run
- 10.30am Presentations
- All runs are on the Sunday
- Council is involved by having 2 lanes closed off
- Fiona – is there a limited on the capacity for the number of runners?
- Nat – No, but we would like over 1000 entries
- There will be early bird specials for entry fees, price will increase as the date gets closer
- Entry on the day is \$90
- Barry - have you made a profit?
- Last year they did make a profit between \$5k - \$7k which is brought forward to this year for cover costs
- It takes a minimum of \$10k to hold the event
- There is the opportunity to donate to either Leukaemia or Pink Ribbon charities
- Nat added that she would like to utilize the SSM Van
- John queried costs for medallions; medallions will be given to every race. The Numurkah men's shed is making the medallions for a donation.
- Asking for \$2,000 funding for prime 7 advertising plus in-kinds including music, PA system, marquee, table, chairs and social media advertising.

6.2 Davis Cup and AFL Acquittals - Greater Shepparton City Council

Anthony Nicolaci

6.05pm

Davis and Fed Cup

- 32 visiting countries, 16 male, 16 female teams
- 8 to 13 night accommodation bookings
- National / International media converge (over 100 stories)
- Economic benefit from visitors and exposure estimated at \$1 million
- SSM's contribution \$12,000
 - Parade of Nations – Riverside
 - New Tennis flags
 - Radio - GV
 - Outdoor billboards, Echuca and Shepparton
 - Electronic Billboard in Shepparton
 - Posters around GV and Tennis Clubs of VIC
 - Signage/branding at Tennis courts
 - Outdoor billboards were put up in Echuca

AFL NAB Challenge

- Hawthorn V North Melbourne
- Live television
- Attendance 9,400 people
- Kids under 15 not counted in total
- Economic benefit \$500,000 to \$1million
- AFL Feedback – one of the best events out of NAB Challenge
- SSM contribution \$10,000
 - Outdoor billboards, Shepparton and Yarra
 - TV GV as far as Bendigo
 - Radio - GV

SHEPPARTON SHOW ME COMMITTEE MEETING

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MONDAY 18 MAY 2015, 5.30PM – 8.30PM

SHEPPARTON GOLF CLUB



- Posters, Flyers - Shepparton CBD window
- Press – GV - Shepp News, Cobram, Tatura, Echuca, Albury
- Feedback from GV Hotel – one of the busiest lunch periods since 12 months
- Fiona asked when the next one is held; Wangaratta has a deal to have one every couple of years, if they have one next year Shepparton wont.

6.3 Victorian Teachers Game - Greater Shepparton City Council

Anthony Nicolaci

6.15pm

- 1st time ever in Shepparton
- Last event was in Bendigo with 2100 teachers
- Shepparton is aiming for 2500 over four days
- Will be held over the September school holiday period
- Strong evening entertainment program
- Over 30 sports and activities
- Some of the activities include go karts, indoor cricket, volleyball
- Will use local facilities
- Target market aged between 25 – 40
- 60-70% being female
- Expecting 800 to attend evening entertainment program
- Mat asked if it will be one per year.
- Yes – one per year during school holidays
- Council is contributing \$50k
- Anthony wants to deliver an exceptional experience so people will return next year
- Print, TV and radio advertising
- Welcome city signage for Shepparton
- Contribution to pre promotion of Shepparton Events YouTube video inc. shopping, dining, accommodation etc.
- New VTG promotional flags with a 2 years lifespan
- Major billboard signage
- Contribution to basic streamline shopping one page flyer which is to be handed to people arriving
- Asking \$12,500 funding which includes \$7,500 for 2015 and \$5,000 for 2016
- Malcolm asked how much the promotional video is: \$2,000
- Fiona added that the video sounds like the SSM strategic marketing plan.
- Gerard added that we should hand out “welcome to Shepparton” flyers to stores etc.
- Fiona thinks that’s a great idea
- Barry and Morry both agree that swing tags should stay on shop doors permanently and get them changed around
- Barry asked if there will be enough funds for a television ad. Yes.

6.4 Shepparton Albanian Harvest Fest - Albanian Moslem Society Inc.

Aishe Besim,
Reg Qemel

6.21pm

- The Shepparton Albanian Moslem Society was founded in 1960.
- Coincides with the year the first Albanian mosque in Australia opened
- Not-for-profit and community-driven.
- The event is slow-moving due to lack of advertising
- Focus on promoting understanding and respect in the wider community, not just locally.
- 2016 Harvest Fest

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 18 MAY 2015, 5.30PM – 8.30PM

SHEPPARTON GOLF CLUB



- This event showcases the Albanian culture unlike any other event in Australia.
- Held annually every March. Been going for 15 years
- Showcasing traditional Albanian music, dancing and food.
- Fruit and vegetable market with produce from local growers.
- Aishe played a short 2 minute video of the fest from previous years including a few words from attendees
- Hoping to improve the events viability to develop into an iconic event
- The idea is to bring Albanians to Shepparton.
- There are around 45,000 people in Australia with Albanian heritage. 80% of those are in VIC (36,000)
- People outside of VIC are hearing about the event. An email was received from a lady in Brisbane asking if the event will be held in 2015, her and her husband are going to travel down but are struggling to source information.
- Aishe mentioned that we need to be able to communicate with them better; we are not making it easy for them.
- Primary target market is families in VIC with a focus on Melbourne suburbs. Secondary market is Albanians in major cities across AUS. We need help to increase the awareness of the event beyond Victoria
- We want to capitalise on the increased visitation in March due to the Shepparton Festival
- Advertising
 - Print media (newspapers - Melbourne), Broadcast media (radio – local) Social media (Facebook – major cities) , Billboard, Town entry event signs
 - Direct mail, Society's database, Albanian committees across Australia
 - Publicity- ABC – Community links, SBS – Cultural links
 - Cross-promotion
- 49% of attendees in 2015 were visitors to Shepparton
- 30% of those who were visitors stayed overnight (34% in paid accommodation, 66% with friends or relatives)
- All infrastructure, supplies, and food and beverages are sourced from local suppliers.
- Money raised from the event is used to maintain the Shepparton Albanian mosque and facilitate other community projects.
- Asking \$10,000 funding
- Keeping existing artwork, changing dates, re using promotional merchandise for future events
- John asked what the attendance figures are and if it will be free entry: 500 the highlight being fruit and vegetable, normally a gold coin donation, won't be charged next year. Aim is not to make money.
- Fiona added that she agrees that it is a good idea to leverage Shepparton Arts Festival.

6.5 Shepparton Heritage Rally - Emerald Bank Leisure Centre

6.44pm

- Sunday 6 and 7 September
- Short video played of scenes from last Father's Day Heritage weekend.
- The Shepparton Father's Day Heritage Weekend 2015 (September 5 and 6) includes the Shepparton Heritage

Cheryl
Hammer

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 18 MAY 2015, 5.30PM – 8.30PM

SHEPPARTON GOLF CLUB



Street Parade and exhibition, the annual Emerald Bank Heritage Rally, now in its 4th year, and the Antique Aircraft Fly In and Goulburn Valley Aero Club Open Day at the Shepparton Airport.

- Heritage Street Parade showcasing more than 40 vehicles, horse drawn wagons and tricycles on Saturday morning (September 5) through Shepparton followed by a static display at Victoria Park Lake
- This two day format was introduced last year with great success.
- Emerald Bank has been used for 3 years
- 2 day event to Showcase Shepparton
- This is not an Emerald Event
- Aim is to keep people in town for 2 days
- Hoping to talk to food venues focusing on Fryers Street
- Thinking of asking food providers to have a heritage menu
- Last year funds were spent on Prime 7 Albury and Bendigo and it was successful
- Internal media was paid for by Emerald Bank as they were already advertising for the venue itself
- Ideally get WIN and Prime advertising this year
- Cheryl believes they have a winning formula but require a little support
- 5 year plan, 2 years into it
- 4500 people showed up last time
- A small committee has been put together
- 2 BBQ's
- Fiona added that there was not enough food last year, Shepparton couldn't cope.
- Asking for \$8,000 funding
 - Rework of a 30 and 15 sec ad and airtime, the same voice over will be used on radio for consistency in brand and message.
 - Some printed material for use by local businesses to promote the event and encourage engagement in the event over the weekend
 - Television advertising on WIN and PRIME

7. Correspondence

7.1 Correspondence Inwards

7.1.1 No Correspondence In

7.2 Correspondence Outwards

7.2.1 No Correspondence Out

RECOMMENDATION – (item 7)

That the correspondence be accepted.

Moved:

Seconded:

CARRIED

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

9. Reports

SSM Marketing Co-ordinator Update - report circulated

- Morry would like these reports to now be on the Google Drive
- Mother's Day 2015 as per previous Thompson KIA Van promotions, the pampering got busier as the week went on. Pamperer's were GOTAFE, Partners in Training, Wellsprings, Gloss Hair and Beauty, Shepparton Skin and Body Spa and Skin Survival.
- No charge by Partners in training and GO TAFE they were happy to be there.
- Most Traders Mat talked to said business was very good
- Wedding Expo is on Sunday May 31 at the Sherbourne Terrace.
- Mat is concerned as Echuca have one the day before
- Malcolm is an exhibitor
- Thanks to Mick Diffey for helping Josie with her media. (even though Alchemy didn't produce or place advertising)
- Teresa Carlson is meeting to discuss the possibility of SSM support for "Ride for a Cure Poker Run" from Perth to Shepparton and return. Mat handed out EOI flyers
- Teresa is back in a couple of months
- Spiire Birthday Presentation from Spiire with their achievements over the last 15 years. Major developments in Shepparton including The Boulevard Estate where they won a national design award.
- Renew Shepparton - 44 expressions of interest. 6 tenants have been selected for first round. Presently they will go into High St. Hoping for landlord confirmations this week and hand over keys next week. Marcus Westbury will be in Shepp for official launch next month (was to be 26 May)
- Malcolm asked what sort of businesses were approved

9.1

Mat Innes Irons

Action:

- ❖ *Mat to send out list of approved stores to the committee*
- ❖ *Report to now be available on Google Drive prior to meetings*
- Fiona added that it might be time for Jamie to present and update
- Shadow Minister for Employment Craig Ondarchie guest of Chamber Wed 13. Members of Chamber board expressed disappointment in the numbers present.
- No further questions.

Great Things Happening

- Mick and Fiona met with Francis Tevere from Regional Development Victoria in relation to Provincial Living Campaign and Regional Living Expo
- 9.2
- Fiona gained some useful info in targeting Metro VIC
 - Francis has given his marketing material and contacts and also advice on how SSM can fine the campaign
 - Francis is happy to anyone to go down for a meeting and ask any questions.

Fiona Le Gassick

Informal Planning Session

- Les asked about SSM breakfast costs discussion
- Barry calculated that it will roughly cost \$1000 for the entire year for all wedgie meetings.
- Fiona has been informed that SSM funds cannot be used excessively for within the committee

Action:

Fiona to seek information and clarify the policy regarding use of the SSM funds

- Mat spoke about the school holiday campaign. How do we get families to want to get involved?
 - Family Holiday prize – Mat has sourced a some information on a holiday package \$1500 (\$900 for the resort and 3 day park pass) no flights to keep the dates the open
- 9.3
- Shane added that it's probably best to provide a travel voucher
 - Mat is open to discussions as to where to go
 - Fiona – can we make a decision as to where we go
 - Gerard asked if SSM can leverage it
 - Fiona – we can run it yearly, customise it for every holidays
 - John – can we get a cost to run all of this?
 - Malcolm added that SSM need to aim for September school holidays as its too close in time to run this coming holidays

John Montagner

Action:

Fiona to gather costs to present to the committee.

- Les Oroszvary left meeting at 7.48pm
- Investment Attraction – apology, report emailed to Steph Monday 18/05/15 at 5.15pm prior to meeting. Report was not incorporated into the meeting therefore has not been moved.

Notes from report:

Feature Film

- Council has been working with a film production company and as a result a major feature film will be filmed in Shepparton. A crew of approximately 90 people will work on the film during various stages over a six week period. Extras will be required from the community.
- 9.4

Geraldine Christou

BMX

- The Investment Attraction Department as part of its major events attraction program has recently applied for some significant national and international BMX Events. As part of a multi-event package bid the team was unsuccessful in obtaining the hosting rights for the 2016 BMX Australia

National and Oceania Championships which has been secured for Bathurst in NSW. However the team was successful in securing a round of the 2016 BMX Australia Nationals Series.

- 2016 BMX Australia Nationals Series Stats
 - 500 competitors
 - 1000 visitors + (70/80% interstate)
 - 3 days of competition (one practice day two competition)
 - 6 to 8 February 2016
 - Olympic points clarification
- This is a national point's series with other rounds being held in Gold Coast and Cairns in the lead up to the National Championships. The event will see some of Australia's best professional riders come to Shepparton as they chase 2016 Olympic Games qualifying points. The main part of this event will see amateur riders between the ages of 12 to 50 years old racing for the national series crown. Based on the 2015 series round also held in Shepparton it is anticipated that around 70% to 80% of competitors will travel from interstate.
- Greater Shepparton commitment for this is 20k in operating funds with no additional capital infrastructure required to the facility for this specific event.
- The Investment Attraction team is also currently working with BMX Australia to secure additional events and partnerships from 2017 onwards as well as having further discussion with the Victorian State Government to provide additional support to our facility and to ensure these larger national events can be held in Victoria in future years.

Expansion

- Currently working with a horticultural business that is expanding their business to double the size and increase employee levels by 15 EFT.

10. Marketing Campaigns

End of Financial Year

- Mat advised that Dainton and Sons presentation is a good idea however not aimed at EOFY. It was too wide and we would like her to present to the whole panel.
- Morry mentioned that vouchers are a good idea instead of free parking.
- Discussion moved off track at this point and conversation took place regarding matters in town.
- 10.1 • John mentioned that there are council parking officers around town all day, they see and walk past broken footpaths and concrete and 2 or 3 weeks later the issue is still there. They need to go back to the office and report back. John is wondering if there is a way to get them to be more interactive rather than just doing the single job.
- Johann advised that Laurienne would be the best person to speak to

All

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 18 MAY 2015, 5.30PM – 8.30PM

SHEPPARTON GOLF CLUB



- Malcolm mentioned that the parking officers are more around town than anyone
- Fiona added that they do carry their mobile phones on them and they can quiet easily take a photo of the issues and forward it on. We can invite Laurienne Winbanks and Chris Teitzel to attend the next meeting for discussions.
- Barry – it has been 2 years and nothing is actioned, Johann agrees that there are issues
- John added that he has tried to call multiple times and the issue does not get followed up. Steve Bowmaker has been informed many times. They are not responsive.
- It issues get handed over onto too many levels
- Johann will have another conversation with Gavin and Steve to be more responsive

End of Financial Year Discussion

- Fiona mentioned that a decision needs to be made formally for the Alchemy presentation of EOFY
- The panel selection has been given to Alchemy
- Malcolm mentioned that it wasn't hard to make a decision as Dainton and Sons went another direction. Johann agrees
- It will be an annual event with less costs for future campaigns – reusing of old material
- Verbal feedback has been provided to Dainton and Sons

RECOMMENDATION – End of Financial Year (item 10.1)

The committee endorses the panel selection and will allocate \$40,500 towards the EOFY campaign.

Moved: Morry McKellar

**Seconded: Johann Rajaratnam
CARRIED**

- 10.2 School Holidays All
Dainton & Sons concept – moved to next meeting
- 10.3
 - Mat would like Amy to present to the panel Mat Innes Irons
 - Morry – there is more in it than what Amy put out.Xmas Campaign
- 10.4
 - Barry would like a committee put together to vamp it up All
 - Morry has information for people to flat pack it

RECOMMENDATION – (items 9 and 10)

That the reports and marketing campaign discussions be accepted.

Moved: Gerard Bruinier

**Seconded: Barry Smith
CARRIED**

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 18 MAY 2015, 5.30PM – 8.30PM

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General Updates

Fiona Le Gassick
Malcolm Blake

- Malcolm will be an apology for the June 15th meeting.
- Fiona informed the committee that the Council report has been completed regarding the Committee's recommendation to remove from the SSM Guidelines the terms restrictions for business/industry committee members.

Meeting closed at 8.24pm

NEXT MEETING:

15 JUNE 2015

COUNCIL BOARDROOM

5.30PM