

Meeting opened: 5.32pm

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

RECOMMENDATION

That the apologies of Malcolm Blake and Barry Smith be noted.

Moved:

Seconded:

CARRIED

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on May 18, 2015 as circulated be confirmed.

Moved: Shane Sali

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.

- *Morry McKellar – Shepparton Agricultural Show*
- *Geraldine Christou – Circle Work Film*
- *Mat Innes Irons – Heritage Rally*

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

5. Parking Officer Advocates discussion

Laurienne Winbanks,
Chris Teitzel

- Fiona opened the discussion by stating that there have been thoughts and ideas by the committee on the council parking officers being advocates for Greater Shepparton.
- Chris Teitzel informed that the parking officers are indeed currently carrying out these sorts of tasks. They are taking notes on a note pad then forwarding them onwards to the maintenance team.
- Chris Teitzel also mentioned that they are also exploring new technology to work with
- Laurienne Winbanks gave an example of some action undertaken by the officers; there was a water leak in front of the GV Hotel which the officers reported to Council, Council then reported to GV Water.
- Morry asked; exactly how are they notifying Council?
- Laurienne advised that they are using an email system; Chris informed again that they are currently working on new software.
- Shane asked if the software will be offered to the general public.
- Chris informed that; yes, we are also looking at this.
- John raised the question if there will be targets in place for resolution.

- Laurienne, there have been set targets, we are presently working with the committee to determine what a decent timeframe should be. At present, we are having issues with the escalation process and are seeking to activate an escalation plan.
- Clinton, you need to look at the bottlenecks then you can work out where the issues are coming from.
- Chris advised that the asset management team are across this.
- Gerard added that the parking officers could be directive, especially around the toilets CBD, and security.
- Chris, The parking officers are not social butterflies.
- Laurienne, the persons we recruit have certain profiles, they are not in need of socialisation, the type of duties they are aligned is not in line with engaging with the community.
- Johann; the parking persons cannot be ambassadors and parking officers, to try and simplify it would be difficult.
- Morry finds it hard to believe that people are ranked on a certain skillset
- Chris added that their primary role is issue fines. They are employed on a skillset.
- John; is there a way for the parking officers to do some sort of surveying for us, i.e. how many people come N.S.W. We spend money and this sort of stuff and don't get a good result. The officers are around town more than anyone.
- Chris, they will answer questions i.e. inform of toilets locations etc.
- Ross Graham; due to the nature of their job; who is going to want to talk to the parking officers, unless they really have to.
- Mat asked if SSM were to come up with a proposal who do we submit it to. Council.
- John asked Chris what type of procedure they had had at the previous Council Chris come from.
- Chris responded with, the previous Council was Brisbane, Redcliffe. We offered free parking days; it failed as it caused confusion.
- John asked if there is any lenience for parking tickets.
- Yes, 10 minutes (not official) however, people being booked well and truly over the 10 minutes.
- Currently, smartphone pay by the minute metres are being considered where your phone will notify you if you are running short, provide information on parking times. Will be able to select which zone you are parked in. There will be no wasted money for the times people only stay 20minutes but have paid for 1 hour.
- Shane; Edward Street, off street parking, currently no one parks there, could the signs be changed so people can start parking there.
- Laurienne, the parking inspectors also provide that feedback i.e. better parking areas and utilizing areas.
- John – is the majority of fines being issued for overstaying parking?
- Laurienne; most people are getting fined for not paying, parking in disabled and loading bays.
- Peter R – is the parking officers on EBA's or unionised?
- Chris; yes under an EBA and not unionised. Successful parking would be to issue no fines.

6. Financial Report

Clinton Tilley

RECOMMENDATION –

That the financial report be endorsed by the committee

Moved: Clinton Tilley

Seconded: Cr Les Oroszvary
CARRIED



7. Sponsorship Applications and Acquittals

7.1 Shepparton Heritage Rally - Marketing Strategy
 5.50pm Emerald Bank Leisure Centre – presented by Mat Innes-Irons

- The pin has been pulled for the Saturday event due to a clash of interstate events for two of the clubs that are usually instrumental in the success of the Street Parade and Heritage Display.
- Cheryl and Liz have revised it all again
- Radio advertising will cover local radio, Albury/Wodonga, Mt Buller and Mansfield – budget \$1500
- Television advertising will run on Prime, commercial will run in the Shepparton window with bonus spots running in Bendigo and Albury windows – budget \$2500
- Print will be a mix of local press and free editorials – budget \$1500
- Previously asking for \$8,000 funding in previous meeting presentation (May 2015)
- Now asking \$2500 in funding for the 1 day event on Sunday 6 September

Cheryl Hammer
 Absent
 Liz Ainsworth
 Absent

7.2 2015 Circle Work Film - Stella Rose Prod. in assoc. w/ Redman
 6.00pm Entertainments

- The shoot will take place between August and September
- Liz mentioned that she had the pleasure of working with CEO of Open Channel, Marc Gracie who introduced her to David Redman who was looking for a good location for a feature film.
- “Circle Work” is the working title
- Movie is set in today’s era over 24 hours at a Ute Muster and B&S Ball.
- Originally the film was set to be shooting in Melbourne; however the idea was to make it as real as possible and create the sense of authenticity. Shepparton.
- Liz played 2 short videos of Tim Ferguson who gave a brief explanation of the film plot and David Redman who explained the benefits that the movie will bring to the town.
- SONY Pictures are the confirmed distributor, planning on spending substantial amount of money for promotions of the film. They will produce over 200 copies. The movie will be seen in over 200 movie theatres
- The film is all about the community, the pressures that young people are faced with.
- Aged 16-35 target audience
- The film is described as Funny, Sad and a little bit Sexy.
- Over the 6 – 7 week period up to 90 people will be coming to Shepparton at one time to work on the film
- They will be working 6 days a week, with one day off
- The accommodation budget alone is \$200,000
- SONY will release trailers, posters, flyers, cinema releases, pay TV releases, Foxtel, retailers promoting the film, Media talking about Shepparton. Ongoing tourism, lots of opportunities for the community to get involved including premiers and events.
- Ute Muster and B&S Ball event – will get the local community involved, including sports clubs and local businesses.
- There will be a call for 100 utes

Liz Connick

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- The Facebook page has received 2000 likes in 2 days
- There will be many opportunities for product placement including national branding by SONY, branding on buses/transport
- 2 utes that 1 female/1 male will stay in Shepparton as attraction, utes will have branding all over them
- Mat will have the opportunity to sit in a committee Brain Smart who will get together fortnightly to seek opportunities
- Wages will be staying in Shepparton i.e. Nurse
- Premiered in Shepparton CBD – Blue Carpet experience ft. cast, crew etc.
- Dinny raised the question if “Shepparton” will be mentioned in the script.
- Liz advised that the first scene will be driving into Shepparton, there will be a sign that can word whatever you like” i.e. “Welcome to Shepparton”
- Shane asked if the \$200,000 spent on accommodation have been paid for by Circle Work
- Liz informed that they have been sponsored.
- Johann – what type of contribution are you looking from SSM?
- Asking for \$32,500 funding
- To be used on products, services i.e. catering,
- Broken into:
 - Marketing of Shepparton’s Products and Services \$20,000
 - Shepparton Film Premier Event carpet, lights, VIP Function \$12,500
- Morry asked what contribution the City Council has provided.
- Liz and Geraldine both informed that it is unconfirmed, but will be at least \$10,000
- SONY is putting \$1.5m into this film.

7.3 Kids Fest 2015 - SPC Kids Town – GSCC

6.10pm

- 10th Anniversary
- Held on Sat 19 and Sun 20 September from 10am to 4pm
- Created in 2006 and evolved year after year
- Over the last 9 years KidsFest has seen over 100,000 people, 50% being outside of the region
- \$1.1m expenditure over past 9 years
- \$920k of that being spent locally
- \$230k in SSM contributions to date
- Every \$100 that SSM contributed allowed \$500 spend in the local area
- 1500 volunteers with over 9000 hours of time
- 22 sponsors/event partners each year
- Based on the Travel by Australians stats, \$6.6m has come into the Greater Shepparton economy over the last 9 years
- Biggest Children’s event in VIC
- Johann, are you doing anything different this year for the 10th year anniversary.
- Tony – resourcing, promotion outside of the region
- Last year’s KidsFest brochure handed out, looking at a similar idea for 2015.
- Fiona asked if there was a plan to cross promote with Team Warrnambool Fun4Kids

Tracey Toy,
Tony Tranter

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- Tracey informed that they are looking into this, and do have a meeting with them.
- The event will be pirate themed
- There will be opportunities for Umbrella Events. Businesses, Facilities and sites in and around Shepparton are encouraged to run Children and Family based activities following on from KidsFest to leverage off the success.
- Asking for \$25,000 funding for radio, print and TV advertising
- Advertising in Bendigo, Albury, Shepparton, Metro Melbourne
- Promoting KidsFest and Umbrella Events running over the 2 week school holiday period
- KidsFest promo flyers – 90,000
- KidsFest A3 posters – 100's of posters are placed throughout the region, Inc. all McDonalds restaurants
- Cross promotion Inc. major sponsor recognition in all advertising
- \$2 entry

7.4 Shepparton Agricultural Show - Shepparton Agricultural Society

6.20

- Entering its 139th year
- The showgrounds have been under redevelopment since 2003, there is an exciting opportunity to relaunch the Show with the grassed area's completion
- Given a small area, the show needs to be creative with new model
- Opportunity to showcase the region's agricultural industries and the food they produce
- Looking at entering the Guinness World Records for the most painted cows
- Furphy's have agreed to do the Cow's, there will be 5,000 mini timber cows which will be laser cut
- Visitors will purchase a trial bag at the gate for a small fee and receive the cow and a token book.
- McIntosh Centre are creating a food pavilion, there will be a cooking stage with cooking demonstrations
- Have contacted 25-30 local gourmet food producers to have their own booth
- Local food manufacturers to showcase the food produced in the region
- There will be a "LegenDairy" Milking Barn by Dairy Australia, visitors can receive an information session, churn some butter and milk a cow.
- Sheep Sheer demonstration, take home fleece.
- Comps: Guess the weight of the bull comp - beef tray prize
 - Dairy Cattle, Goats, Poultry, Cats, Dogs
 - Cooking, craft, art and photography
- Activities i.e. great wheat into flour, make a wheat/barley head or make a macaroni necklace.
- Samples of various apples from the region
- Exploring opportunities to build a giant cow out of milk cartons to have on show.
- The show currently doesn't have a brand, Prominent Design are assisting with designs for flags, banners, t-shirts etc.
- Clinton added that out of all of the events, he would attend this one.

Natalie Akers

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- Shane mentioned that this event has always been around families, do you have anything in mind in terms of extending the event to the evening.
- Natalie advised that she is looking at keeping it for the day
- Mat asked if there will be fresh TV ads, Yes absolutely
- Dinny added that in terms of the branding and the image of the cow, we are also a fruit and veg region, could you incorporate.
- Prominent were extremely busy but they did mentioned that, however currently the design is a suggestion.
- Morry likes the design; the cow integrates into the Shepparton cows theme.
- Asking for \$20,000 funding for advertising comprising of:
 - Television;
 - Prime 7 - \$4000, targeted females 25yrs. +
 - Win TV - \$3000, targeted at 40yrs. +
 - Ten - \$3000, targeted at stay at home mums, 16yrs. +
 - Radio;
 - Star FM \$2500, targeted 16yrs. +
 - 3SR - \$2500, targeted 40yrs. +
 - Print; \$5000, double page fold out, schedule printing, Shepp News online campaign

7.5
6.30pm Mad Cow Mud Run 2015 – Acquittal

- Geoff opened the spiel by mentioned that it was an extremely successful event
- Geoff thanked SSM for their contribution of \$5k
- The funds were applied to the marketing of the event in print, radio, television including merchandise and medallions
- The SSM Van was also utilised on both days including the big screen TV, sound system and Mat Innes Irons as MC.
- 1281 adults and 800 kids attended
- The event had 3 major aims; promoting healthy living, increasing economic development and supporting charities.
- 99% of the 462 that responded to the surveys taken were satisfied with the event.
- The gyms were running boot camps
- Donated \$32,500 to GV Health Children's Ward
- 47% of participants were residing in the area.
- 2500 people at kids town, 2000 at the event on Sunday
- Committed to run again next year, the course will be refreshed and will try and attract more people from out of town. Hoping that SSM can assist with that
- Opportunities to link with other events in Shepparton to keep people in town are a goal for next year.
- Mat added that getting the Football team involved would be good
- Fiona added that corporates could also be a good idea
- Facebook and Twitter advertising was not successful, may be required to spend money on this next time.
- Dinny – do you think there is opportunity to incorporate something else into this event i.e. "tough man" comp either before or after.
- The event is get go from 7am, one finishing one starting.

Geoff
Cobbledick

8. Correspondence

8.1 Correspondence Inwards

- 8.1.1 Thank you letter from Greater Shepparton Basketball Club Assoc. – on Google Drive
– Re. Shepparton Gators U12 Girls Division 1

8.2 Correspondence Outwards

- 8.2.1 Shepparton Show Me Newsletter

- 8.2.2 Awarding of sponsorship letters
- Shepparton Runners Club
 - Albanian Harvest Festival 2016
 - Teachers Games

- 8.2.3 Letter to the Chamber of Commerce

- No response has been received as yet.
- Geraldine added that it should have been responded to this morning.

- 8.2.4 SSM call for Committee Members

- Shepp News - Public Notice - Friday 5th and 12th June
- The Adviser – Wednesday 17th June

- John asked if there have been any applications, Geraldine mentioned that this shouldn't be discussed as there could be conflicts of interest.

RECOMMENDATION –

That the correspondence be accepted.

Moved: Johann Rajaratnam

Seconded: Cr Les Oroszvary
CARRIED

9. Reports

SSM Marketing Co-ordinator Update - report on Google Drive

Tues. 26 May Market Your Business

- Put on by Tourism Greater Shepparton. A morning informing local businesses pointing out keys to finding your authentic message and marketing it online. Good to see many local businesses taking up the opportunity to learn more and keep up to date.
- Feedback from Ross Graham; not long enough, half were members half were not.

9.1 Sat 30 May Westpac Vaughan Central Branch Opening

Mat Innes Irons

- SSM coordinated the Vaughan Central traders to bring their shop onto the footpath to capitalize on Westpac's promotion.
- The SSM truck was used for live performances and spruiking of the area as well as the official opening.
- Products were sourced from SPC Factory Sales, Luke's Magic Meats, Chook World, Finer Fruits and Solar Seafood's for a cooking demonstration and tastings. This was extremely well received by the Westpac Execs and the punters also.
- This event was at no cost to SSM.
- BBQ Galore made pizzas.

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Sun 31 May Shepparton Bridal Expo.

- Worked with Josie Pellegrino with the marketing of the event. SSM Teardrops and bollards were supplied for the event. Malcolm sent 2 emails with glowing reports on the event's success. Awaiting Josie's acquittal.
- As per Malcolm, 250 people attended just the fashion show itself
- Gerard asked if they will change venues next year; Yes

Mon 1 June St Mel's Address

- I was invited to St Mel's School Council and Social Club evening to talk of SSM's role in Shepparton and the importance of being involved in the community.

Wed 10 June The Alliance

- Held at Wanganui School as part of the School Alliance programme. This was to gather feedback from local retailers to job prospects and what could be done at the schools to better prepare students for job interviews. 4 schools

Wed 10 June AutoFest

- Meeting with Les Adams, Anthony Nicolaci and Megan Tracey on how to boost the event further. A proposal will be presented to develop the SSM Motor City Alley.
- OVG (Official Visitors Guide) gave AutoFest a good wrap up.

Wed 10 June Renew

- Met up with Jamie Cox for the latest on Renew. Jamie is unable to present at June meeting as he will be away.
- Jamie is finding hurdles in signing up Land Lords. Two shops in Vaughan Central are ready to be filled; Jamie was picking up keys Thursday.
- I have offered to assist in setting up these shops to get them happening and get media attention. Jamie to be invited to attend July SSM meeting.
- Official launch 23 June 2015

Victorian Teacher's Games Sept 20-24

- 2,500 teachers converging on Shepparton.
- Helping with prizes/vouchers for on line competitions starting 15 June. i.e. massage shops

No questions were raised.

Great Things Happening

9.2

- No update to provide, email update was provided last week.

Fiona Le Gassick

Informal Planning Session

- John thanked Fiona for arranging breakfast
- Topics covered at the meeting were as follows;

9.3

End of Financial Year promotions,

Shane suggested Mat dedicate 2 hours a week doing walk in's to businesses and drop of material, also getting Amy Dainton involved. Mat thinks this is a good idea as positive feedback was received on the swing tags.

John Montagner

XMAS promotions;

Santa's hut will be a flat pack formation 5m wide. Mat to report later in agenda.

Marketplace price increases:

Clinton added that this is standard practice to property ownership on increasing revenue, National tenants getting on board is the hardest part. Mum and dads are far more engaged than nationals. Potentially a stronger engagement with Danielle would be your main point of call as Clinton cannot say much. Gerard added that this could be a positive as it will bring people back to the CBD. Fiona added that Boost Juice is opening in the Market Place. Clinton mentioned that it's a portfolio dealing crew.

School holidays:

Will not run this school holidays but the next. Fiona has requested that Alchemy come up with something to leverage off KidsFest. Waiting on feedback from Mat.

Investment Attraction

- Firstly Geraldine wanted to mention that the rumours re. Harris Scarfe closing down is not true.
 - Economic Development, Tourism and Events Strategy about to commence. Just about to announce the successful tenderer. What sort of infrastructure do we currently have for events? We do have a hard time securing new events, how do we leverage with what we do have?
 - June CBD Vacancy Audit – reduced from 75 at the end of February to 67 which is a pleasing result. The results are lower than the same period on 2014 which was 78.
 - Renew – 40 EOI's, eight buildings offered, however four have been leased and one landlord has been unresponsive, the three projects look to be; Explore Shepparton Social Media Site at 26 Fryers St, Inspired Monkey Local Art Gallery in Vaughan Street and Lost Shepparton Project at Vaughan Street. Landlord support is lacking. Marcus Westbury is visiting on Tue 23rd June. John added that maybe incentives should be offered to the landlords, Geraldine included that they have thought about it, however they shouldn't need to as the landlords should see the opportunity.
- 9.4
- Official Visitors Guide – now available from the visitor's centre - 80,000 printed. Geraldine also added that if you haven't got a copy of the calendar of events, to let them know.
 - Upcoming projects include new brand website and cycle guide (all to be finished by December)
 - Winding up events season and planning underway for 2015/2016
 - Major events calendar moving forward looks exciting with new events (over 15 pieces of new business development) including July's Nationals MotorX in Mooroopna, September's Victorian Teachers Games and Cycling Australia, Junior Road Nationals, January's two week Australian Teams and Individual Seniors Tennis Championships, February's Australia Dairy Conference and the Australian Mini Mokes Nationals Convention over the Easter period in March.
 - Currently working on some Nationals bids including 2017/2018 Hockey Australia Junior Nationals, 2016 Basketball Australia Junior Nationals and AFL game for 2016
 - Also just secured country week tennis back for 2019
 - Planning underway for Winter Market – 28 and 29 August
- Geraldine Christou

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- 2015 Small Town Festive Grants round opened 1st June
- Planning underway for National Stronger Regions Fund Round 2 – Bus Interchange Application – currently preparing
- Draft application now completed for Shepparton Alternate Route Funding
- Currently calling for nominations for new committee members for Festive Decorations Advisory Committee
- CBD Fun – planning for June/July School Holiday Activities, there will be a colouring competition with entrants pictures displayed in shops
- Hosted two people last week interested in relocating to Shepparton following the Victorian Regional Living Expo
- Major film – August / September – continuing to assist with planning for this major motion picture and how we might best leverage from the opportunity. Circle Work presented at 7.2
- We are working with a company to open in our municipality, to create 100 directive jobs.

RECOMMENDATION –

That the reports be accepted.

Moved: Cr Les Oroszvary

Seconded: Shane Sali
CARRIED

10. Marketing Campaigns

Christmas Campaign - Santa's Hut Proposal and Costing

- 10.1
- Will be located in the Mall
 - Fold up shed
 - 2 trailers, fold up sides
 - Roughly half hour to set up
 - Chimney can be bolted on
 - Clinton, if the sides fold up, is that better security?
 - Morry; the verandas will close down and be bolted at night.
 - Cost; \$50k for the 2 trailers
 - Mat also added that whatever design is agreed on it will be versatile to use.
 - Morry; could be used for many years i.e. KidsFest or any event that comes to town. We spent \$20k each year to do the last 2 pop up's
 - Johann; can Gordon do a sketch
 - Yes it has been requested.
 - Morry; we will go and get a sketch and a quoted price.
 - Clinton; given the value, we would have to tender it.

Mat Innes Irons,
Morry McKellar,
Shane Sali

**Action; Mat, Morry and Shane to provide a sketch of the shed and a quoted price.*

The Adviser, Shepparton on Sale segment - on Google Drive

- 10.2
- Will opened the pitch with mentioning that this will draw a lot of attention for stock businesses.
 - Print will run 33,000 copies
 - Show Me Where To Park – sponsored by SSM recently

Will Adams

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- Parking is an issue in Shepparton, we are trying to draw people in we don't want them to be issued fines.
- Published date: 24th June 2015
- The last time this ran was at Christmas
- There will be a front page pointer included
- Total cost: \$1363 + GST
- Cost has come down since last year

Nicki Whelan costing's - on Google Drive

Fiona opened the discussion with a few points on a Marketing perspective.

Fiona added that as an actor and model there would be significant value in utilising her services to produce a series of vignettes; it could create personality for Facebook. By using Nicki it would create constant content to keep people engaged. i.e. for the younger female audience; Online shopping opportunities, and advice on the following topics;

- Beauty products and tips
 - Make-up
 - Hair
 - Skin
- Fashion/style advice
 - Clothing
 - Shoes
 - Accessories
 - What's trending in LA
 - Could do it seasonally and/or occasions
- Fitness/health – could then link back to local producers
- Fiona also added that where possible using brands available locally, informing where to purchase locally i.e. Price Attack for hair products

10.3

All

Fiona also incorporated some decision making points;

- If we need to do a "it's good to be back in Shepparton" campaign is this a good use of \$19,850 and is there an issue that she isn't recognisable by the local audience? Does this come across as authentic/believable if she is only in Shepp to shoot a series of TVCs rather than consistently shopping here?
- Who are we trying to target with Nicky? What demographics? Majority of her twitter and FB followers are males aged 20 – 55. We need to think about the target markets for some of the campaigns, while she might be a good attraction for male consumers she doesn't necessarily resonate with female audience who often are the primary buyers and our target market.
- Looking at our annual campaigns, which target markets are likely to resonate with Nicky? Some examples are;
 - Twilight Fishing – families with young children
 - Summer City Market – mothers, families, adolescents
 - Mother's Day – mothers, buyers
 - EOFY – business owners, wage earners
- Is it feasible to use Nicky to promote the likes of the Spring into Shepparton, Winter and City Markets when people are

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aware that she is based in LA and not a local? Does this come across as authentic?

- Is it necessary for Nicky to be used as a Christmas teaser when using Mat for the Christmas campaign was so well received? We need to make sure that we're not mixing messages and themes if we're using multiple talent. Mat has continued to assist in building a strong SSM brand. As he is directly involved with the brand the use of him in campaigns is authentic.
- Is it feasible for Nicky to promote "Show Me kids fun in Shepparton" when she isn't a parent?
- Clinton likes Fiona's idea of using Nicki for the younger female audience.
- Discussion took place within the committee regarding the confusion on what had been approved. \$26k was approved for 4 broadcast videos of Nicki with Alchemy returning with a proposal. Alchemy has not returned with a proposal but has since forwarded costing's of the campaign which was outside the approved limit, which is where majority of the confusion stands.
- It was suggested within the committee that Alchemy clarify the proposal, what have we agreed to?
- Geraldine suggested that if we are promoting locally, we should be promoting local talent.
- Shane added that everyone was attracted by the cheap rate.

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: Clinton Tilley **Seconded:** Johann Rajaratnam
CARRIED

12. Sponsorship Discussion

Shepparton Heritage Rally

RECOMMENDATION-

Shepparton Show Me sponsorship is approved to the value of \$2,500 to assist with the marketing of the Sunday event.

Moved: Clinton Tilley **Seconded:** Peter Dunbabin
CARRIED

Shepparton Agricultural Show

RECOMMENDATION-

Shepparton Show Me sponsorship is approved to the value of \$20,000 to assist with the marketing of the event.

Moved:

Seconded:

CARRIED

Kidsfest

SSM believe that KidsFest is now a sustainable event. SSM will sponsor KidsFest with \$20,000 for the 2015 event, \$15,000 for the 2016 event and \$10,000 for the 2017. These funds are allocated to assist with the marketing of the event. As a condition of approval some of the activities are required to be held in the Shepparton Show Me boundary.

RECOMMENDATION-

Moved:

Johann Rajaratnam

Seconded:

Shane Sali

5 FOR

Shane Sali
Johann Rajaratman
Cr Les Oroszvary
Cr Dinny Adem
Gerard Brunier

Chairman has casting vote

5 AGAINST

John Montagner
Morry McKeller
Peter Radevski
Peter Dunbabin
Clinton Tilley

CARRIED

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RECOMMENDATION-

This application requires greater clarity on the whole concept including spending's. The motion was moved to lay the item on the table. All voted.

Moved: Clinton Tilley

Seconded: Cr Dinny Adem
CARRIED

Meeting closed at 8.55pm

NEXT MEETING:

20 JULY 2015
COUNCIL BOARDROOM
5.30PM