



Meeting opened: 5.40pm

- 1.1 **Attendees: Malcolm Blake, Gerard Bruinier, Barry Smith, John Montagner, Morry McKellar, Shane Sali , Fiona Le Gassick, Mat Innes-Irons, Cr Dinny Adem and Geraldine Christou, Johann Rajaratnam,**
- 1.2 **Guests: Ross Graham, Ron Willis, Damien “Will” Willoughby, Gordon Hamilton**
- 1.3 **Members Not Present: Peter Dunbabin**

- 2. **Apologies: Clinton Tilley, Cr Les Oroszvary, Peter Radevski**

RECOMMENDATION

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

Moved: Johann Rajaratnam

**Seconded: Cr Dinny Adem
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on June 15, 2015 as circulated be confirmed.

Moved: Johann Rajaratnam

**Seconded: Gerard Bruinier
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.

Geraldine Christou – Items 6.1 (C.A.R.E Sales and Service Program) and 11.2 (Response to Chamber of Commerce Letter re: Partnership MOU)

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

5. Financial Report

Fiona Le Gassick

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Morry McKellar

**Seconded: Cr Dinny Adem
CARRIED**



6. Sponsorship Applications

6.1 6.15 C.A.R.E Sales and Service Program

Leanne Hulm
Stephen Schneider

- Leanne Hulm began with stating that she is part of the C.A.R.E program and here to talk about a continuation of Show Me Step Up program.
- Company leaders in results based learning, giving companies competitive edge.
- Provide a one day course.
- Leanne introduced Stephen Schneider to give a testimonial.
- Stephen began by saying his journey with C.A.R.E started 15 years ago, and has helped them become the business they are today.
- Empowers employees to grow as individuals, and improves their skillset in the retail environment.
- Allows the company to evolve as the market changes.
- Use it every 18 months, sending staff to training sessions in Melbourne.
- Bring businesses together from different walks and get together and realise that they all have the same problems.
- Different industries talking about a common goal of growing customer service.
- Leanne went on to thank Stephen for his testimonial.
- Leanne proposed a joint venture.
- Looking for 20 people for next training facility; looking at criteria and those who'll benefit the most.
- Getting feedback is critical and will be collected through surveys, feedback to SSM, Chamber and business owners.
- Step up is similar to this campaign.
- Contribution of \$250 per person; for 20 businesses they asked for a total contribution of \$5000.
- Work together to choose the candidates by criteria.
- Hoping to host 3-4 of these events a year, next one potentially happening in October.
- Shane Sali asked if this would be held in Shepparton.
- Leanne answered in saying yes; that they're prepared to come to Shepparton 3-4 times a year so that there is no travel or accommodation required as it's all done onsite.
- Mat Innes-Irons asked where the partnership is.
- Leanne responded in saying that they will do all of the back end work, i.e. setting the criteria in conjunction with the committee to make sure everyone is happy. Chamber will be facilitating the whole thing.

6.2 6.20 Shepparton Car Show Rock N Roll Dance

Geoff Derooy
Zena Collins

- Sponsorship request was postponed.

7. External Updates

7.1 Shepparton Police Update

Acting Sargent Ron Willis

- Ron Willis opened with saying that he is a point of contact for station and that he needs more information back and forward to target operations. He continued in saying they arrested 22 in one store in operations.
- Malcolm Blake asked if that happened in the CBD.
- Ron confirmed.
- Ron then continued to say that community based relationships are going to be better task units rather than randomly stopping people.
- Ron Willis mentioned that he has provided business packs to give information about calling 000, card fraud etc. and that Glenn Gibson is also a point of contact at the police station.
- Ron continued in saying that there are a lot of people in the CBD not reporting crime because they say nothing happens to stop this and he wants to change this. He is happy to receive any suggestions, complaints or information for these stores, and to let them know what they plan to do to fix this.
- Morry McKellar then asked if we could get all of Ron's details to send out to all the members of committee and send out a newsletter.
- Everyone agreed this would be good.
- Mat Innes-Irons mentioned that addressing stall keepers themselves was very valuable.
- Ron said he is prepared to go around and do so, adding that every stall has its own challenges.
- Malcolm Blake asked about the pedestrians in the CBD crossing at Maude St and High St corner when not supposed to and what could be done about this.
- Ron answered saying that there is an operation order for that; a 3 day task force will be on that shortly.
- Barry Smith asked if we could get Shepp news to cover this.
- Mat mentioned we could also get the Advisor.
- Barry continued in saying that if we can get the media to do a song and dance about the issue that people will stop.
- Ron said we could have this organised closer to the event.
- Ron continued to say that he is happy to distribute his details.
- Mat agreed to have the details distributed.

7.2 Social Media Update

Damien "Will" Willoughby

- Damien "Will" Willoughby started off by saying he is here to put things into context, the opportunities and challenges of SSM in online space.
- Will continued, saying everyone is looking to get in front of everyone's face, especially if it won't cost much. They manipulate Facebook to dictate what users see; it's about optimizing user experience.
- Will then said that the only real way to get in people's faces is to pay as Facebook has monetized it. It is not as simple anymore and you are lucky to get 10% of the community to see it.
- Will continued in suggesting content marketing; using content that is emotive, engaging and makes people click through, comment, and share.
- Morry McKellar asked if we should have a group.

- Damien “Will” Willoughby agreed that groups are great but the functionality of a group is less. 5 days’ worth of content can be scheduled on Facebook but not in a group; it needs to happen in real time.
- Mat Innes-Irons asked if there is a way to check the times that people are looking at the site.
- Will agreed saying that yes the demographics are available.
- Mat asked if this is a good marketing tool to have.
- Will responded in saying yes. He continued in saying that they can be accessed for entire town; ABS releases a report and Facebook makes it available for free for every town.
- Gerard Bruinier asked if the message of Shepparton is fragmented and if there are too many pages.
- Will responded in saying yes, that there are posts across SSM and other programs.
- Will then continued that he can look at back end analytics and who saw, and that it is usually around 10% because users deliberately suppress it.
- Will mentioned Facebook asks if you want to push your post, where you can pay and it will be seen more.
- Fiona Le Gassick wanted to confirm that they charge to do this.
- Damien “Will” Willoughby confirmed and said the more money you pay the more Facebook transmit through their 3 revenue streams:
 - banner ads
 - suggested posts
 - boosted post
- Will raised the problem that constantly ramming “sell sell sell” will lead people to unlike or cancel subscriptions, so the challenge is that of content marketing.
- Fiona stated that from a SSM point of view there needs to be a long term content management strategy for Facebook marketing.
- Will finished in saying he wants to do as much as he can in a digital space. Continuing that there is still a spot for traditional media but that it is difficult to get in people’s faces, and that there needs to be a genuine emotional connection.
- Malcolm Blake thanked Will saying that he has given a good idea of what he’s up to, adding to make it work.

8. Correspondence

8.1 Correspondence Inwards

8.1.1

- Mat stated that people are letting us know if their business details aren’t up to date to have these corrected.
- People have also asked if the minutes of the meetings are meant to be on website; they are but haven’t been going up so this will need to be fixed.

8.2 Correspondence Outwards

8.2.1 Letters of Acceptance for Sponsorship

- Shepparton Heritage Rally
- Kids Fest 2015
- Shepparton Agricultural Show

8.2.2 Request for more information

- 2015 Circle Work Film

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- Circle Work has sent through a letter saying “Thank you for considering our proposal but we no longer want to proceed.

An email has come through with an invitation for next year’s festival launch in Melbourne. SSM are invited to the winter VIP event at AGM for the Shepparton festival.

- Mat mentioned that he would send this out to everyone.

RECOMMENDATION –

That the correspondence be accepted.

Moved: Barry Smith

**Seconded: Gerard Bruinier
CARRIED**

RECOMMENDATION

That pursuant to section 89(2) (h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be closed to members of the public for consideration of sponsorship funding and committee membership applications.

Moved: Malcolm Blake

**Seconded: John Montagner
CARRIED**

9. Sponsorship Discussion

RECOMMENDATION – To reject sponsorship for the C.A.R.E Sales and Service Program

Moved: Johann Rajaratman

**Seconded: Gerard Brunier
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: Malcolm Blake

Seconded: John Montagner

CARRIED

10. Reports

10.1 SSM Marketing Co-ordinator Update - Report Tabled

Mat Innes Irons

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- EOFY campaign; there is no acquittal yet but everyone is happy.
- Lots of people at north end said it's great to see someone from SSM.
- Will collect data and let everyone know.
- 70 people attended the opening on the 30th for the launch of the Renew Shepparton Project.
- Johann asked if we were getting more interest from land owners.
- Mat mentioned that there is a hiccup; that more landlords are needed.
- Geoff Adams (The Adviser) wants to do a feature on Renew Shepparton shortly.
- Lucy (Chamber of Commerce) explained that there are 40-50 expressions of interest from potential businesses.
- Geraldine asked if there is a link to the events calendar on the correspondence that we send out for SSM.
- Fiona said that there should be.
- Mat then handed out an events calendar, as well as potential upcoming events that SSM could piggy-back off.
- John asked if this was something the media could put out in the newspaper.
- Geraldine responded saying potentially; but suggested that it could be better for social media.
- Malcolm stressed that he did now know what was going on during the weekend.
- To which Johann replied that there is a lack of communication.
- Mat finished in saying that the easiest way to let people know is if they can click 2 buttons to find out.

Informal Planning Session

- 10.2
- John began by speaking about the 7th wedgie meeting where the school holiday campaign with alchemy was discussed; looking at costs.
 - Fiona advised the meeting notes are in the Google drive.
 - John continued moving onto the winter markets and mentioned inviting all SSM members getting businesses in CBD, snow for the mall, and a snowmaking machine which would cost roughly \$5000 for 2 says, saying this could draw big crowd.
 - Morry advised that it will not happen for these markets.
 - John stated that the EOFY Swing Tag campaign showed love to the professionals.
 - Mat phoned around to businesses for feedback and the outcome was a successful campaign.
 - Fiona went on to say that the Alchemy meeting notes are in the drive.
 - Fiona continued in saying that there was a good

John Montagner

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discussion about what businesses should be highlighted and Morry and Malcolm added some also.

- Both big and small businesses need to be looked at.
- Next thing is to work on the website; there is a recommendation to look at identifying the target market.
- A point was also made about potentially engaging the ambassador for the program to attend the AGM and to sell it to the potential businesses we want to profile.

Investment Attraction

- 10.3 • Geraldine's update on Investment attraction is provided on the Google drive. Geraldine Christou

Update on Spin Out (Circle Work Film)

- Filming to commence at Dookie Quarry 18/19th of August, then Emerald Bank from 20th of August.
- This is a good opportunity for food vans to be located on site.
- Once they set up they will need to be there for the rest of the filming.
- Want a genuine image.
- 30-50 people on site per day in addition to the actors.

RECOMMENDATION –

That the reports be accepted.

Moved: Johann Rajaratnam

**Seconded: Cr Dinny Adem
CARRIED**

11. General Business

Santa's Hut Update

- 11.1 • Mat mentioned more information is needed to get an accurate price. Mat Innes-Irons
Gordon Hamilton
- Gordon has come up with a basic design
 - On a dual axel
 - Can fold in on itself
 - Can be used for various events
 - Morry suggested to come up with a list of the events the hut can be used for.
 - Mat mentioned Twilight Fishing, the summer/ winter Markets, BMX and the Mad Cow Mud Run.
 - Shane asked if Gordon could give a rundown of how it will work and do what the committee needs it to do.
 - Gordon began by saying modular housing to come up with a quick and easy design.
 - Gordon suggested that because a wide variety of people will be using it, that it should be made operable on a trailer.
 - Cost wise the estimate is \$50k-\$60k.
 - Gordon mentioned that a good quality, second hand caravan can cost anywhere between \$40k-\$70k.
 - Gordon continued saying that 'one-off's' are difficult and suggested farming out sections of the hut to be built by

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- members of the community.
- This creates an opportunity to provide advertising for these members, for example through the use of plaques on the hut.
 - Gordon then said he is happy to co-ordinate this throughout.
 - Mat brought up the importance adaptability; that there are 10 events at least, which it can be used for each year, for SSM.
 - Morry then added that this doesn't even include the council events that it could be hired out to.
 - Gordon confirmed it can be made quite adaptable, and that it would cost roughly \$1500-\$2000 to have an engineer draw up blueprints from a rough design.
 - Johann then asked Gordon if there are any requirements/restrictions for VIC roads.
 - Gordon confirmed there are in regards to size.
 - Johann continued to say that it depends on what SSM want.
 - Gordon repeated that the minimum cost would be roughly \$50k.
 - Shane then suggested that future Christmas investments may need to be blocked off for the next 5-6 years to justify the costs.
 - The aim was initially about cost saving from setting up the Christmas shop.
 - Morry mentioned that the usual spend for Christmas is roughly \$20k each year.
 - Geraldine noted the benefit that the hut can be moved around, whereas the shop stays in one place.
 - Shane then added that we rely on an empty shop each year, and that one day the stores could all be full.
 - Malcolm stated that Gordon will need to put together a plan and get some prices.
 - Morry put the motion forward that \$2000 be allocated to get the drawings.
 - Johann agreed to getting the diagrams and to decide once they have come back.
 - John suggested allocation up to \$2500.
 - Barry asked if any other departments would be using the hut.
 - Geraldine responded saying that we should wait for the designs to come back first.
 - Barry then advised that SSM would be taking all the risk.
 - Geraldine noted that it would in that case only be \$2500.
 - Barry continued saying that the \$50k is a risk down the line if no other departments decide to tip in.
 - Geraldine finished by saying that it ultimately needs to be in the quarterly review.



RECOMMENDATION –

For up to \$2500 to be allocated for the engineers report to assist in a more accurate costing to construct Santa's Shed.

Moved: Johann Rajaratnam

Seconded: Barry Smith
CARRIED

Response to Chamber of Commerce Letter re: Partnership MOU

- Fiona advised that a letter was received saying SMM were not required.
- Morry asked if this should be looked into again.
- Johann; we have to don't we?
- John stated he wants to have all bodies around town working together, and suggested asking Chamber to sit in on a meeting in order to form a relationship, and so they understand what SSM is doing in order to form an alliance to promote the town.
- 11.2 • John added that this could also be reciprocated and SSM could attend their meetings if Chamber were happy with this. All
- Barry started a discussion about whether Chamber was previously invited to attend a meeting.
- Lucy; No it didn't come through us.
- Fiona suggested that I may have been held off.
- Malcolm confirmed that a get together process was put in but rejected.
- Barry confirmed this.
- John then suggested asking Chamber to attend a meeting so they can better understand as it hasn't come across.

RECOMMENDATION –

To send Chamber a letter; a formal invite for a non-voting seat at the table.

Moved: John Montagner

Seconded: Barry Smith
CARRIED

R.V Update

- There are little people involved, still going ahead.
- It'll lead into 2016; we signed a contract with the Australian caravan club.
- Signed last week, next meeting will be next week.
- 11.3 • Still going ahead this year; need to get over 20 attending. Morry McKellar
- Next year all paper work with club will have the SSM logo, part of deal set up with SSM.
- Want show bags going up to AGM in QLD.
- Also need them for next year with all the information around town, and businesses they can look at in town.

Toys for Christmas Campaign

- 11.4 • In the meeting it came up that Peter would get the presents for Christmas campaign this year. Morry McKellar
- Morry stated that funds should be allocated now as Peter

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wants to buy them while they're cheap.

- Malcolm added that the sales start shortly.
- Mat noted that the toys need to be bought locally.
- Morry asked if funds should be allocated.
- Fiona asked mat what was allocated last year.
- Mat; about \$5000.
- Mat continued asking if there were any particular times for sales.
- Gerard confirmed saying that they're on now.

RECOMMENDATION –

To allocate up to \$5000 for toys for the Christmas campaign to be spent during the sales and in local stores.

Moved: Malcolm Blake

**Seconded: Barry Smith
CARRIED**

Nicky Whelan Update

- Fiona started in saying that \$26k bought a 'start up pack'.
- Johann asked if a proposal had been requested.
- Fiona confirmed that is was but that it would cost much more than \$26k.
- Morry; so we go nowhere if we commit to start up, should we figure out where we can go and what we can commit?
- Barry mentioned the proposal had been held up.
- Fiona confirmed; wanted to clarify what it was for, also on what it contained and didn't agree with everything.
- Fiona continued saying Nicky would be fantastic for Facebook; to engage a younger demographic.
- Issue with Nicky being associated with the winter and city markets; not seen as a good fit.
- May need to re-introduce her which brings up the question of if she should be used in the first place.
- There was discussion about the video vignettes.
- Fiona confirmed that more than \$26k would need to be spent in total; there is currently no quote for this and payments haven't been processed yet.
- There was some production done on which some money was spent.
- Fiona noted that there should always be a quote but that it was a difficult situation, left open ended and both parties were unsure.
- Morry suggested sitting down as a group to figure it out.
- Johann went on to say that a brief needed to be created and wanted to pass a resolution to meet with Simon to create a proposal and brief.
- Barry went on to say that Nicky is a world star and that she could put Shepparton on the map.
- Fiona was concerned with her image from the movies she had acted in, and whether she's the right person for the SSM brand.
- Barry responded by saying she is very popular.
- Fiona agreed she has a strong social media presence.

11.5

Fiona Le Gassick



RECOMMENDATION –

To create a clear brief that can be quoted on.

Moved: Johann Rajaratnam

Seconded: Morry McKellar
CARRIED

Meeting closed at 8:33pm

NEXT MEETING:

17 AUGUST 2015

7 CREEKS BAKERY, FRYERS STREET

5.30PM

- Barry opened a discussion about a problem with potential investors being lost due to council process and a lack of a point of contact.
- Barry continued in saying that there needs to be a streamlined, professional, business acumen point of contact.
- Johann asked on whose opinion this was based as the evidence from dealing with investors such as Coles and Bunning's Warehouse suggests otherwise.
- Barry questioned who the potential investors should contact.
- Johann said himself or Geraldine.
- John asked how to create a clear path to be followed to have the investors directed to where they need to go.
- Johann responded in saying that Fiona can speak to Matt Nelson and come up with some recommendations.
- Barry suggested advertising for someone to fill that role.
- Johann agreed saying he is more than happy to do so but reminding that the applications will need to comply with the laws of state.
- Barry explained that there needs to be a marriage to that everyone is on the same page.
- Johann explained that Matt speaks to the CEO frequently.
- John then added that everyone needs to know and that Matt needs to let everyone know what is happening.
- Dinny then asked John if they wanted to be in the loop.
- John replied; yes absolutely.
- Geraldine noted that Matt would be more than happy to do so.
- Johann added that he is happy to be the 'window' between the council through the legal process and asked what was wanted as the outcome?
- Johann then continued in saying that if it's having Matt come in, it's as simple as that, also adding that Geraldine also provides updates.
- Morry; we want to have confidence in you guys that "yes we can do this for you". We as committee want to know that you can do the job.
- Johann responded that it is the role of the committee to promote business and the role of the council to respond to enquiries that come through.
- Johann added that both have 2 separate roles and that he is happy to listen to opinions to improve the process.

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- Dinny then asked if Morry had any evidence to show that the council had handled anything incorrectly.
- Morry answered that there is a history that the 'red tape' at council had led to investors going elsewhere to set up, which is why someone is needed at the front door to let them in.
- Dinny explained that if the council officers are doing it Matt Nelson can't either.
- Mat added that he is more of a facilitator rather than a decision maker.
- Morry stated that the steps need to be made easier.
- Dinny went on to say that there is no evidence to show that the council is not carrying through with great opportunities.
- Barry explained that this is all part of the big picture; that in 5-10 years times it could make a big difference in the growth and that it needs to be right from the start.
- Fiona asked if a group should be set up to work on this.
- Barry agreed.
- Fiona said she would be happy to facilitate it.
- Johann and Fiona settled that it would be for an advisory role.
- John added that we owe it to the stake holders; that they needed to be given feedback.
- Fiona agreed.

RECOMMENDATION –

Setting up the committee in the implementation of a working group.

Moved: Morry McKellar

**Seconded: Cr Dinny Adem
CARRIED**

- Morry then went on to speak about the 'I am Shepparton Campaign'.
- Fiona continued is saying the key objective is to help the local community have pride in Greater Shepparton.
- There was a discussion about doing a YouTube/ Facebook concept around people stating this which is straight forward and inexpensive, but get people talking it up.
- Johann asked if is there is a brief or document that outlines how this will occur and that governs how successful it is.
- Fiona answered that there is a document for 2 strategies.
- John suggested asking Matt to come speak at the AGM.
- Also a good opportunity to walk around town with the new CEO to get ideas and start networking.
- Malcolm agreed to invite the CEO to tour the CBD and show him around.

RECOMMENDATION –

Moved: John Montagner

**Seconded: Barry Smith
CARRIED**