

1.1 Attendees: Malcolm Blake, Shane Sali, Mat Innes-Irons, Geraldine Christou, Simon Quattrochi, Danielle Tait, Ed Thomas.

1.2 Guests: Peter Sutherland and Michael Diffey (Alchemy Media)

1.3 In attendance: Laura Church (Minutes)

2. Apologies: Fiona Le Gassick, Ron Popelier, John Montagner, Cr Les Oroszvary, Johann Rajaratman, Cr Dinny Adem and Peter Radevski.

RECOMMENDATION -

That the apologies of Fiona Le Gassick, Ron Popelier, John Montagner, Cr Les Oroszvary, Johann Rajaratman, Cr Dinny Adem, and Peter Radevski be noted.

Moved: Simon Quattrochi

Seconded: Sam Lagozzino

CARRIED

3. Minutes of previous Meeting

RECOMMENDATION

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

Moved: Geraldine Christou

Seconded: Malcolm Blake

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.

- **Mat Innes-Irons** (Springnats)
- **Geraldine Christou** (St Georges Road Food Festival)

Disclosure must occur immediately before the matter is considered or discussed

5. Financial Report

Simon Quattrochi

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Simon Quattrochi

Seconded: Danielle Tait

CARRIED

6. Sponsorship Applications

6.1 5.40pm Victorian Open Bowls Championships 2015

Sandra Wallace

- Sandra Wallace is the Chair of Shepparton Park Bowls
- The event runs from the 7th – 13th August
- Shepparton have the event for the next 3 years
- The previous year (2014) saw 940 entrants, and increase of 350 on the previous year (2013)
- Bowls Victoria are expecting over 1500 entries this year
- Prize money pool is \$42,000, with \$2,000 from Shepparton Park Bowls
- 17 clubs volunteer players from the local area
- The event draws a lot of people to the area which is great for business
- Promotion for this event will be done via TV, radio, Facebook and on the website
- Application is for \$5,000 from Shepparton Show Me
- Also requiring the SSM tent

Committee to consider application.

6.2 5.50pm St Georges Road Food Festival

Fiona Smolenaars

- Fiona Smolenaars is from the Events Team GSSC
- The event date is the Sunday 27th September 2015, 11am – 4pm
A video presentation is presented with footage from last year's event
- The event this year is run during school holidays. A great way to attract numbers
- Great to profile the businesses down St Georges Road
- Help stimulate the economy
- 2,000 people attended last year.
- Generated a lot of interest locally
- Lots of people sat communal
- Important for breaking down the barriers of multiculturalism in our area
- All about creating a better understanding among our cultures
- Asking for sponsorship for advertising the event (TV, radio)
- Advertising to be spread to places like Wangaratta and Benalla (outside of local area)
- Total budget \$28,000

- A lot of the money is spent on infrastructure
- Asking for \$7,800 sponsorship from SSM (\$800 – Billboard, \$5,000 – TV Commercial, \$2,000 – Radio advertisement)
- Advertising (TV & Radio) is aimed at the general public
- ‘word of mouth’ and Facebook will be more effective for the multicultural
- VMS boards will also be used
- Advertising cards have been made and are being distributed around the local area
- Mat asks how many food stalls?
- Fiona replies there will be 10 food stalls brought in and 2 businesses selling food from different cultures (Filipino, Malaysian, Iraqi, Afghani, Indian to name some)
- Hoping to get more involved (Italian, Chinese, Albanian)
- Fiona is also trying to get arts & crafts to sell or display

Committee to consider application.

6.3 6.05pm Shepparton Springnats

Mat Innes-Irons

- Mat Innes-Irons presenting for Les Adams as he could not attend
- Event date is 27th- 29th of November 2015
- Event is in its 23rd year of operation
- Victoria largest performance car festival
- Free for SSM stakeholders to have space
- Asking for \$3,300 in sponsorship from SSM

Committee to consider application.

7. Correspondence

7.1 Correspondence Inwards

7.1.1 Letter from the Shepparton Chamber of Commerce re: Parking

7.2 Correspondence Outwards

7.2.1 Letter of decline to the Chamber of Commerce re: C.A.R.E Sales/Service and Experience program

7.2.2 Letter of acceptance to the Heritage Festival

7.2.3 Letter of acceptance to the Shepparton Agricultural Society

RECOMMENDATION – That the correspondence has been accepted

Moved: Geraldine Christou

Seconded: Sam Lagozzino
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: **Malcolm Blake** **Seconded:**

CARRIED

8. Sponsorship Discussion

8.1 Victorian Open Bowls Championships 2015

RECOMMENDATION: To give the Victorian Bowls Championships \$3,500

Moved: Shane Sali

Seconded: Geraldine Christou

CARRIED

8.2 Shepparton Springnats 2015

- Mat Innes-Irons leaves room (conflict of interest)

RECOMMENDATION: To decline Springnats sponsorship of \$3,300

Moved: Shane Sali

Seconded: Sam Lagozzino

REJECTED

8.3 St Georges Road Food Festival

- Geraldine Christou leaves room (conflict of interest)

RECOMMENDATION: To give \$4,000 sponsorship. Condition: Make the effort to make food stands more presentable / hygienic.

Moved: Simon Quattrochi

Seconded: Ed Thomas

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:

CARRIED

9. Reports

9.1 *SSM Marketing Co-ordinator report*

Mat Innes-Irons

- Heritage Festival – Sunday 5th September (Father's Day)
 - No street parade this year
 - Working on heritage beer to market
 - Great attendance numbers
 - Vintage fly-in at airport – bus services provided from CBD to airport
 - 700-800 people transported last year
- Renew Shepparton
 - 2 shops in Vaughn St got notification that ownership was changing hands and didn't want 'renew' in there
 - 'Lost Shepparton' have been relocated to Corio St
 - Vintage Monkey not continuing in the project but heavily support it
 - Hollie's Nappy Cakes shop has a permanent tenant going in and SSM are searching for a new location
 - Vintage Chicks on High St are going very well. They are also working with others
 - Secured DOTS- Education and Special Needs toys. They will be located in the old Newsagents in Fryers St.
- Father's Day
 - Mat is working with Peter Sutherland (Alchemy Media)
 - Getting out in the Thompson/Kia truck and filling it with gift ideas for Father's Day
 - 2 different locations each day
 - Publicised on Facebook
 - There will be Xbox with V8 Supercars set up for four people
 - Mat will be on the microphone promoting businesses and the local area

-Radio ads from Thursday 27th August

-Starting promotion earlier to build more hype
- Great things happening
 - Meeting with Peter Sutherland (Alchemy Media) Friday morning to discuss project, website, logo and the stories to be told on there
 - Mat and Peter took Charles Woolley to Pactum Dairy, SPC and Radevski's
 - His interest was in the people not just the factories/plants
 - They observed that Charles knows where the interesting stories are
- Santa's Hut
 - Project has been proposed to committee
 - Mobile trailer done up as 'Santa's Hut' for the Mall
 - Plan is for the trailer to be versatile so it can be used for several events
 - Still awaiting final costing's
 - Verbal quote for trailer to be made around \$25,000. Looking at \$35,000 all up

- “Floralising” Fryers St
 - Mat has been talking with John Dryden about concept
 - John has signatures from businesses in Fryers St who want to participate
 - John would like to tie it in with spring
 - It would entail decorating every shop front up to the round about
 - John would supply flowers/plants
 - Mat suggested doing that in conjunction with other nurseries/florists also
 - John will submit application with SSM

9.2 *Investment Attraction Report*

Geraldine Christou

- Commercial Activity Centres Strategy
 - Activity Centres (Council) are working collaboratively with organisations
 - For the development of community facilities and to encourage a night time economy
 - All about protecting the CBD and increasing the vibrancy of it
 - Geraldine encouraged committee members to look at the strategy and provide feed back
- Shepparton Small Business Festival
 - Event is in its third week
 - Events have been well received and attended
- The Winter City Market
 - Friday 28th & Saturday 29th August 2015
 - Host of kids rides and attractions – free of charge
 - Winter wonderland
 - Live entertainment
 - Jumping castle, snow play area, kids workshops, roving entertainment, face painting and petting zoo
 - ‘Grill’d’ airstream bus is attending
 - Fashion, home wares, jewellery and over 50 unique market stalls
 - Win \$2,000 shopping spree on Friday
- GV BRaIN - Ahn Do
 - Successful night
 - Over 450 people in attendance
- Economic Development and Tourism Strategy
 - Currently in development
 - Urban initiatives engaged to put strategy together
 - 5 year strategy
 - Currently undertaking consultations
 - There is a meeting on Tuesday 25th at the Council board room at 6pm to provide input into the strategy
- Festive Decorations Committee
 - Committee has been appointed
 - First meeting to be held in the first week of September
- New Tourism Statistics
 - Committee to read at their leisure
- Victoria Teachers Games
 - 20th – 23rd of September 2015
 - 2,500 teachers coming to the event from around Victoria to converge on a regional centre (previously Bendigo and Ballarat)
 - Tourism staff planning events for Teachers
 - Shepparton have the event for 3 years

- Mat has placed an article in the Adviser encouraging businesses to embrace the opportunity
- Mooving Art
 - New cow to be added with a 'tourist' theme
 - Informing committee of the vandalism of some of the cows
 - Some have been repaired
 - Some were not repairable
 - \$6,000 per cow
- Visitor Centre
 - 3 year application for accreditation has been approved under the Australia Tourism Program
 - Less than 70 tourism centres across Victoria hold this accreditation
- Victorian Information Centre Summit
 - Shepparton are hosting the 2016 Victorian Information Centre Summit
 - 200 government employees converge on Shepparton
 - The event hasn't been held in Shepparton for 16 years
- Former UDP Site
 - Former UDP site has sold
 - Cassolari has purchased and will start bottling in the near future

RECOMMENDATION –

Moved: Shane Sali

**Seconded: Ed Thomas
CARRIED**

