

**SHEPPARTON SHOW ME  
ORDINARY MEETING MINUTES**

MONDAY 18<sup>th</sup> FEBRUARY 2019, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



**Meeting opened: 5:36pm**

**1. Meeting attendance:**

**1.1 Committee attendees:**

**Simon Quattrocchi (Chair), Cr Dinny Adem, Geraldine Christou, Shane Sali, Andrew Pogue, John Montagner, Kristina Marko, Helen Sofra, Stephen Schneider, Olivia Smith, Anthony Nicolaci and Mat Innes-Irons.**

**1.2 In Attendance:**

**Bonnie McIntosh** Place Manager - Greater Shepparton City Council  
**Laura Church** Minutes - SSM Administration Officer

**1.3 Not in attendance:**

**Ross Graham** Tourism Greater Shepparton  
**Carl Hainsworth** Shepparton Chamber of Commerce and Industry

**2. Apologies: Cr Les Oroszvary, Chris Reisner and Fiona Le Gassick.**

**RECOMMENDATION**

That the apologies of Cr Les Oroszvary, Chris Reisner and Fiona Le Gassick be noted.

**Moved: Andrew Pogue**

**Seconded: John Montagner  
CARRIED**

**3. Minutes of previous Meeting**

**RECOMMENDATION**

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 21<sup>st</sup> January 2019 as circulated be confirmed.

**Moved: Helen Sofra**

**Seconded: Kristina Marko  
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.**

- **Anthony Nicolaci – Item 11.1 - 2020 UCI BMX World Cup**

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ORDINARY MEETING MINUTES**

MONDAY 18<sup>th</sup> FEBRUARY 2019, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



**5. Correspondence**

**5.1 Correspondence Inwards**

- nil

**5.2 Correspondence Outwards**

5.2.1	Sponsorship approval letter - An Evening with Sir Bob Geldof	24 January 2019	5.2.2
	Sponsorship approval letter - Shepparton Auto Mechanika	24 January 2019	
5.2.3	Adviser column	13 February 2019	

**RECOMMENDATION** – That the correspondence be accepted.

**Moved: Helen Sofra**

**Seconded: Kristina Marko  
CARRIED**

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**6. Sponsorship Applications**

**5:40pm**

6.1 Shepparton Business Awards

Andrew Metcalf  
Shepparton Chamber of Commerce & Industry

- Andrew mentions the 2018 awards seen a record number of nominations
- The 2019 gala event will be held October 11, 2019. Earlier than usual, this is due to the availability of Riverlinks
- Anthony asks who the MC is this year
- Andrew confirms they are looking at a new MC for the 2019 event
- Anthony asks if there are any new categories
- Andrew says not at this stage
- Dinny suggests having a guest speaker, perhaps a well-known business person
- Andrew says this has been discussed and also looking at a comedian
- Seeking \$6,000

**5:50pm**

6.2 2019 Winter Festival

Fiona Smolenaars  
Chairperson  
Shepparton Arts Festival Committee

\*Geraldine arrives at 5:52pm

- Fiona mentions the Shepparton Festival committee are wanting to expand the Festival to have the March event and Winter event
- Fiona mentions the Festival would run from 22 June – 14 July 2019 in partnership with Shepparton Festival, Council and JL Productions

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ORDINARY MEETING MINUTES**

MONDAY 18<sup>th</sup> FEBRUARY 2019, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



\*Stephen arrives 5:53pm

- Fiona says there is a gap in the market over Winter
- Fiona mentions they have secured the Moon exhibition and currently they are looking for a space to display
- Festival Events – Music Festival (laneway at the Vault) and Ice rink (Mall)
- Seeking \$30,000

**6:00pm**

6.3 2019 & 2020 Shepparton Italian Festa

Vince Sagaleo & Vince Tasoni  
Event Managers  
Shepparton Italian Festa

- The Shepparton Italian Festa event will again be held at Shepparton Showgrounds on Saturday 6 April from 12pm to 9pm with free entry.
- There weren't any Italian festivals in this part of Victoria which presented a significant opportunity to leverage the strong Italian culture in the region and celebrate it by a large Festa.
- 2,000 people attended the event last year which would have included locals and visitors from around Victoria and interstate. Weather wasn't good which could have affected numbers. Aiming for 5,000 attendees in 2019
- Aiming to have a fully sustainable event by 2021
- Italian Food trucks and stalls celebrating authentic Italian cuisine. This would include a mixture of specialised Italian food trucks and selected local businesses and community groups
- Produce and traditional culture demonstrations
- Italian music, dancing and performers, car displays such as the Alfa Romeo and Fiat car clubs
- Live entertainment, family friendly activities and carnival rides
- Celebration / display of Italian heritage and migration to Shepparton
- Fireworks celebration to end the Festa
- Seeking a 2 year sponsorship for 2019 (\$7,500) and 2020 (\$5,500)
- Simon mentions to the organisers that data needs to be collected at this event for this level of sponsorship, should the application be successful
- Anthony mention Economic Development can help with providing some of this information

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**7. Sponsorship acquittals**

**6:10pm**

7.1 2018 Shepparton Italian Festa

Vince Sagaleo  
Event Manager  
Shepparton Italian Festa

- Acquittal report loaded to Google Drive

## SHEPPARTON SHOW ME ORDINARY MEETING MINUTES

MONDAY 18<sup>th</sup> FEBRUARY 2019, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



### 8. Reports

#### 8.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

- Loaded to Google Drive

**Mechanika** – The Motor Museum board were extremely happy with the Motor Museum’s birthday and in particular Mechanika. Jim Andriadis reported that there were consistently 200-300 people in the exhibition. Nearly all display sites had personnel present to talk to the public about their specific skill on show. They aim to collect 100 surveys over the month. The birthday (not sponsored by SSM) drew record attendance as well as site holders and displays.

**Data Base Collection** – Laura and I met with Alec Alabakis who has history in data gathering. He is currently putting together suggestions on the best method to do this along with a fixed price quote. As outlined in the Sparrowly Marketing Plan draft we need to have better communication with SSM members.

**Summer City Market** – Pat on the back to Bonnie who is doing a great job in piecing together this year’s market. Bonnie has an updated report for Feb meeting.

**Local Government Awards** – Our Shepp Square activation is a finalist at this coming Thursday night Local Government Awards in the Special Events category. To have this recognition in front of other larger Councils is a credit to all involved in Shepp Square. Last year we won the same category for the Great Things Happen Here campaign.

#### 8.2 Economic Development update

Anthony Nicolaci

- Loaded to Google Drive

##### **Small Towns Business Events:**

The final of the 2018-2019 Business events will be held on the evening of 25 February 2019 in Dookie with presenter Carrie Donaldson discussing points of interest within the town of Dookie that can be further capitalised on for economic and tourism benefits.

The team is now looking at planning the next round of workshops with feedback flowing in from the small towns on topics such as health and wellbeing, marketing and sustainability in small business.

##### **Over the Farm Gate – Application for funding:**

Economic Development secured funding to host two community BBQ events in March in support of drought affected farmers, raising awareness around mental health. These will be held the 17 March in Katandra and the 10 March in Merrigum.

### Greater Shepparton Business Centre

#### **Tenancy:**

The Business Centre is currently experiencing an occupancy rate at the over 75% with 4 businesses occupying the 6 available light commercial sheds, 13 businesses occupying the 16

## SHEPPARTON SHOW ME ORDINARY MEETING MINUTES

MONDAY 18<sup>th</sup> FEBRUARY 2019, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



available office suites and 8 virtual tenants. The tenancy mix currently comprises 53% incubator and 47% established tenants. There has been a reasonable amount of interest in the available office spaces and as such we expect that they will fill quickly.

### **Free Business Mentoring**

The Greater Shepparton Business Centre continue to provide FREE one on one mentoring sessions for those businesses or individuals requiring assistance in any of the following areas:

- Business Planning
- Business Coaching to grow and develop their business
- Finance Assistance
- Grants Assistance
- Social Media Marketing

Please contact us at on 5832 1100 for more information.

### **Business Centre Workshops Program**

The Greater Shepparton Business Centre is continuing to work in conjunction with Small Business Victoria and Melbourne Innovation Centre to deliver the following workshops:

21 February	5.30 - 9.00pm	Starting Your Business
7 March	5.30 – 8.30pm	Boosting Business through Facebook Advertising (ASBAS)*
20 March	6.00 – 8.00pm	Taking Your Business Online
14 May	5.30 – 9.00pm	Winning Government Business
4 June	6.00 – 8.00pm	Marketing Your Business
19 June	5.30 – 8.30pm	Profile Building & Networking on LinkedIn (ASBAS)*

*\* The registration free for the ASBAS Digital Solutions Program is \$55 and businesses must have an ABN to be eligible. This program allows small business to attend face to face workshops, 2 hours of 1:1 mentoring and access to an online learning portal and webinars.*

### **Upcoming ATO Workshops**

20 February	10.30 – 12.30pm	Record Keeping (not GST Registered)
27 February	10.30 – 11.30pm	Single Touch Payroll for Small Business

### **Careers Day Out**

This year marks the 21st birthday of Careers Day Out, one of the largest education, training and employment expos in Northern Victoria. The event will be held on Tuesday 30th April at the Multipurpose Pavilion of the Shepparton Showgrounds. This year promises to build on the success of 2018 in which over 1400 students attended from across the Greater Shepparton region and beyond.

The day session from 9 – 2.30pm will be open to Year 10 students and will host a record number of exhibitors actively engaging students by providing hands-on activities that start a conversation. The evening session from 4.30 – 7pm (Activation & Innovation Expo) will be open to the public and will cater towards students wanting information about further study, parents

## **SHEPPARTON SHOW ME ORDINARY MEETING MINUTES**

MONDAY 18<sup>th</sup> FEBRUARY 2019, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



looking to re-enter the workforce, job seekers, career changers and anyone wanting to start their own business.

During the evening session we will be providing information around NDIS to help answer questions and to facilitate connections to the right support or agency, we will be chatting to Netgain regarding the New Enterprise Incentive Scheme (NEIS) program and talking to young locals who have started their own businesses.

If it's a job you need or you are a business with jobs available, make sure you get along and pin it up on our "Jobs in the GV" jobs board. Our local Job Support Agencies will be there to help you find the right job.

### **Tourism and Major Events Update**

#### **Tourism and Major Events Industry Luncheon**

The Tourism and Events team launched its 2019 Tourism and Major Events Calendar to over 100 delegates within the tourism industry at Council's, Visitor Economy luncheon on Monday 4 February.

The major events calendar provides a great balance of activities across a full 12 months, covering a broad cross section of categories including arts and culture, food and wine, business, sporting and motoring events which reflect our region's strengths, community interests and the great lifestyle our region offers.

#### **Destination Visitation Statistics:**

Greater Shepparton's Visitor Statistics for YE September 2018 have been released. The National Visitor survey shows Greater Shepparton received 380,000 domestic overnight visitors – up by 5.5% on YE Sept 17. Visitors spent nearly 1.1 million nights in the region – up by 25.9% on YE Sept 17. Visitors stayed on average 2.7 nights – up by .2 nights on the YE Jun 18.

The number of domestic day trippers visiting Greater Shepparton continues to increase, with 867,000 day visitors in the 12 months ending September 2018 – an increase of 16.3% on YE Sept 18, spending an average of \$113 per visitor, or \$98 million in total.

#### **Recently hosted major visitation events**

##### **JANUARY and FEBRUARY:**

Tennis Seniors Teams & Individual Championships

- 6 – 18 January
- First week held at both Shepparton Lawn Tennis and Mooroopna Recreation Reserve. Event saw over 600 players converge on our region over the 2 week period

Shepparton Harness Racing Club – Gold Cup

- 12 January
- Event had 3,000 attendees

**SHEPPARTON SHOW ME  
ORDINARY MEETING MINUTES**

MONDAY 18<sup>th</sup> FEBRUARY 2019, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



Australian Country Cricket Championship

- 3 – 11 January
- 400 players and around 1,000 visitors at 7 venues within our region

International Dairy Week

- 20 – 24 January
- The event had around 1,000 participants and 5,000 spectators

Country Week Tennis 2019

- 11 – 15 February
- 1,500 players + Support Staff/Officials

**Upcoming major visitation events**

**FEBRUARY:**

Summer Sizzler (Tatura Park)

- 20 February
- 200 competitors + support staff

Veterans Badminton Tournament

- 23 – 24 February
- 400 + players and support Staff

Professional Bull Riding

- 23 February
- 2,000 to attend with 20 competitors at the Shepparton Show grounds

**MARCH:**

AFL JLT community series match Richmond v Melbourne

- 3 March
- Deakin Reserve
- 7500 attendees

Tatfest

- Food and Wine event
- March 3
- Tatura
- 2000 attendees

Welsh Nationals Horse Show

- March 8-10
- Tatura Park complex
- 2500 attendees

## **SHEPPARTON SHOW ME ORDINARY MEETING MINUTES**

MONDAY 18<sup>th</sup> FEBRUARY 2019, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



### VASCAL Basketball Classic

- 9-11 March
- Shepparton Sports Stadium
- 1000 players

### BMX Open

- March 10
- BMX Track
- 600 attendees

### Shepparton Festival

- March 15 to 31
- Multiple venues
- Over 60 events
- 30,000 attendees

### Converge on the Goulburn

- 16 March
- Multicultural event
- Victoria park lake
- 4000 attendees

### Bob Geldof Event

- 18 March
- Riverlinks Eastbank
- 700 tickets – sold out TBC

### Shepparton Albanian Harvest Festival

- 24 March
- Multicultural Event
- Shepparton Showgrounds
  
- 3000 attendees

### Shepparton Rotary Car Show

- 31 March
- Shepparton Showgrounds
- 5,000 attendees

### **Recently secured new events**

#### 7th Australian Biology of Tephritid Fruit Fly Conference

- 28 -29 May
- International guest speaker
- 200 attendees Eastbank



**SHEPPARTON SHOW ME  
ORDINARY MEETING MINUTES**  
MONDAY 18<sup>th</sup> FEBRUARY 2019, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



8.3 Place Manger update

Bonnie McIntosh

- Loaded to Google Drive (Economic Development update)

**February Maude Street Mall Activation:**

Due to the cancellation of a number of January school holiday kids activities caused by extreme heat, activities were rescheduled for the first weekend in February.

**Valentine's Day** Bonnie and Annmarie from Wendy's handed out 300 free cookies and donuts around the CBD.

Shepparton Motor Museum hosted a car display on Saturday 16 promoting their Mechanika exhibition.

**Summer City Market Update:**

Organisation is well underway for the Summer City Market 22 - 23 February, 9am – 6pm and 9am – 4pm. Bonnie and Mat have been following up a number of leads and working on the following ideas:

- Dunking machine
- Eating Competition
- Live music
- Sand pit
- Window display

Marketing has started this week including, radio, TV, posters, Ooh Media Digital Billboard located at corner of Wyndham and Knight Street, Facebook, and movable digital billboard.

**AFL JLT Community Series Match:**

The 2019 AFL JLT Community Series Match between Richmond and Melbourne is taking place on Sunday 3 March. On Friday 1 March from 3.30 – 5.30 there will be an activation in the mall which will include inflatable games, autograph signing, player Q&A and handball competition. Wendy's, Footy Korner and What's New will also be involved in this activation.

**Maude Street Mall Redevelopment:**

Council are in the process of creating a tender document for the detailed design and business case development for the project in order to provide more detail on the timelines, cost and final design of the redevelopment.

**Culture Corner:**

Malaysian community has confirmed their attendance at the first Culture Corner in April. More detail to come.

8.4 TGS update

Ross Graham

- Not in attendance

**RECOMMENDATION** – That the reports from January and February 2019 be accepted.

**Note:** Due to a failure to maintain a quorum at the January meeting, the reports could not be accepted.

**Moved:** Shane Sali

**Seconded:** Geraldine Christou  
**CARRIED**

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**9. Financial report**

9.1 Monthly Financial report

Simon Quattrocchi

**RECOMMENDATION** – That the December 2018 and January 2019 financial reports be accepted.

**Note:** Due to a failure to maintain a quorum at the January meeting, the financial report could not be accepted.

**Moved:** Simon Quattrocchi

**Seconded:** Geraldine Christou  
**CARRIED**

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**10. General Agenda items**

10.1 Marketing Strategy

Mat Innes-Irons

**ACTIONS ARISING** – A spreadsheet to be developed of the Marketing activities including a list of subcommittees.

10.2 Campaign Brief – Shop in Shepparton

Mat Innes-Irons

**RECOMMENDATION/ ACTIONS ARISING** – To hold off on this campaign until the 2019-2023 SSM marketing strategy has been finalised.

**Moved:** Geraldine Christou

**Seconded:** Kristina Marko  
**CARRIED**

10.3 Campaign Brief – Industry and Service Providers

Simon Quattrocchi

**RECOMMENDATION/ ACTIONS ARISING** – To hold off on this campaign until the 2019-2023 SSM marketing strategy has been finalised.

**Moved:** Shane Sali

**Seconded:** Andrew Pogue  
**CARRIED**

10.4 Winter Festival working group update

Anthony Nicolaci

**ACTION ARISING** – Table this item to the March meeting.

**ACTION:** To provide further updates following upcoming working group meeting

10.5 March Ordinary meeting

**RECOMMENDATION**– Via an email circulated on 24 January 2019, the committee approved Monday, 25 March 2019 as the ordinary committee meeting date. This is due to 'An Evening with Sir Bob Geldof' being held on Monday, 18 March 2019.

**Moved:** Cr Dinny Adem

**Seconded:** Kristina Marko  
**CARRIED**

10.6 Committee Guidelines

Simon Quattrocchi

- SSM GUIDELINES – COMMITTEE DELEGATIONS - Item 8.7

**ACTION ARISING** – Committee to provide feedback regarding SSM GUIDELINES – COMMITTEE DELEGATIONS - Item 8.7. Laura to collate feedback.

10.7 Invited guests

**ACTION ARISING** – Table this item to the March meeting.

**ACTION:** Summarise TGS and Chamber's role at SSM committees meetings. Committee to provide feedback. Laura to collate.

**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 the discussion of sponsorship funding.

**Moved: Simon Quattrocchi**

**Seconded: Geraldine Christou  
CARRIED**

**11. Sponsorship discussions**

11.1 2020 UCI BMX World Cup

Anthony departs the meeting at 8:00pm

**RECOMMENDATION – The committee approve sponsorship to the amount of \$40,000.00.**

**Conditions: Sponsorship is pending adopted SSM budget**

**Moved: Cr Dinny Adem**

**Seconded: Olivia Smith  
CARRIED**

11.2 Shepparton Business Awards

**RECOMMENDATION – The committee approve \$6000.00 sponsorship funds for the Best Marketing/Advertising category.**

**Conditions: Need to stipulate to the Shepparton Chamber of Commerce and Industry that the prize money for the winner is to go towards marketing their business (not a cash prize of \$2,500).**

**Moved: Stephen Schneider**

**Seconded: Helen Sofra  
CARRIED**

11.3 2019 Winter Festival

**RECOMMENDATION – Table to the March meeting. Decision is pending.**

**ACTION: The Shepparton Festival committee to provide a detailed marketing strategy and media schedule.**

**Moved: Olivia Smith**

**Seconded: John Montagner  
CARRIED**

11.4 Shepparton Italian Festa

**RECOMMENDATION – The committee approve a two year sponsorship for the Shepparton Italian Festa.**

- **2019: \$7,500.00**
- **2020: \$5,500.00**

**Conditions: Shepparton Italian Festa organisers need to provide a media schedule and data collection must be taken**

**Moved: Cr Dinny Adem**

**Seconded: Helen Sofra  
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: Olivia Smith**

**Seconded: Helen Sofra**

**CARRIED**

**12. General Business**

**12.1 Chair resignation**

- Simon informs the committee of his decision to resign as Chairperson of Shepparton Show Me

**ACTION: Simon to call a Special Meeting. Date is to be confirmed.**

**Meeting closed at: 8:12pm**

**NEXT MEETING:**

SPECIAL MEETING. Date and location to be confirmed.

**NEXT ORDINARY MEETING:**

MONDAY 25<sup>th</sup> MARCH 2019

LOCATION: Council Boardroom