

5. Correspondence

5.1 Correspondence Inwards

5.1.1 Invitation: Museum of Vehicle Evolution 13 September 2019

5.2 Correspondence Outwards

5.2.1 Adviser column 14 August 2019

5.2.2 SSM eNewsletter 22 August 2019

RECOMMENDATION – That the correspondence be accepted.

Moved: Kristina Marko

Seconded: Cr Dinny Adem

CARRIED UNOPPOSED

5:35pm

6. Acquittal presentation

6.1 BMX National Championships

Sam Saracino & Megan Treacy
Sports Events Officer/ Events Co-ordinator
Greater Shepparton City Council

*Megan plays an event highlights video to the committee

- The 2019 BMX National had 694 entries from the stand alone BMX Victoria event. In addition, 1587 entries were received from the different classes for the BMX Australia National Championships of the six days, including a large portion of riders from outside of Victoria
- 73% of participants came from outside of Victoria
- Council built the only 8m hill that exists in Victoria. The start hill tower was built locally by a Shepparton builder. The start hill was built to UCI standard to allow us to host international events like the 2020 World Cup next January/February
- 90% of attendees stayed at least one night
- 61% of attendees stayed at least six or more nights
- 89% of the visitors stayed in Greater Shepparton
- On average each attended spent an average of \$988 during the trip. The most significant expenses were accommodation at 31%, travel/transport at 17% and shopping at 16%.
 - \$1.24 million on accommodation in Shepparton.
 - \$666,772 on shopping in Shepparton.
 - \$384,813 at Takeaway restaurants in Shepparton.
 - \$388,950 on Dining out in Shepparton.
 - \$328,293 on groceries in Shepparton.
 - \$260,998 at Tourist attractions in Greater Shepparton.
 - Total: \$3,945,068.
- **Key numbers**
 - 19% went shopping
 - 16% visited the Shepparton Motor Museum
 - 14% visited the SPC Factory sales
 - 13% visited the Victoria Park Lake

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- Art bike display: Council partnered with a number of artists and a local primary school to decorate a series of BMX bikes. These were placed in the Maude Street Mall and City Central
- The Motor Museum experienced a spike in visitors with 300 visiting on day and that number remained steady for the 8 days
- BMX Australia spent approximately \$370,000 to deliver the event. A significant amount of this money was spent in Greater Shepparton. BMX Australia utilised the services of up to 40 businesses in Shepparton, generating notable benefits to traders in the area.
- 35 online articles, resulting in 84,249 page views on the BMXA website.
- Most viewed article - announcement of Shepparton hosting event (5,252)
- 120 media releases generated & 60 news items were published
- 71 National Championships videos uploaded onto YouTube and 37 National videos uploaded onto the Facebook page.
- BMXA Facebook Results: Reach was 1,148,403 (up from last year's 164,000).
- Page views: 190,481 - Post engagement: 61,635
- Video views: 451,974
- Live Stream results from tournament: • Page views: 125,464
- Average session duration: 5 minutes 17 seconds
- SSM contributed \$24,965 towards some of the broader spend on marketing and promotion including:
 - TV Commercial
 - Radio adverting
 - A-frame Billboard promotion
 - BMX cow
 - Town entry & directional signage
 - Flyers for businesses
 - Live streaming contribution on the main days – Thursday, Friday & Saturday
- Of the visitors surveyed 72% indicated they would attend the World Cup event in late January/early February 2020

5:45pm

7. Reports

7.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

7.1.1 Lady Boss Event

- **Activation:** Mat suggests working with the visitor centre to showcase fresh produce and local product rather than promote individual businesses. Mat adds he will also promote Land of Plenty.

<p>ACTION: Mat to follow up with Lady Boss to get finer details of the activation space and circulate update to the SSM Committee via email.</p>

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7.1.2 Database Collection Update

- Mat mentions the database update will be completed by the 31st October 2019. Alec (ClubWorks) will provide a full report and data.

7.2 Economic Development update

Anthony Nicolaci

Small Town Business Events 2019

This year's small town business events have commenced and the first event has taken place in Murchison. The following events will take place in Tatura and Dookie. Presenting the workshop is Grant Brookes from Brookford consulting - Building Customer Loyalty – Playing by Small Town Rules. The Tatura event will be held at the Tatura Golf Club on the 25 September and the Mooroopna event will take place on 2 October 2019.

Asia Fruit Logistica – China Delegation

The Mayor, Greater Shepparton City Council CEO and Manager Economic Development and Tim Nethersole from Jefthomson Fruit Packaging attended the Asia Fruit Logistica (AFL) in Hong Kong on 1 September 2019. The AFL is where various players linked to the international fresh fruit and vegetable supply chain meets face to face each year to make contacts and do business. Greater Shepparton hosted and exhibited at the event promoting horticulture in the Goulburn Valley.

The delegation also visited Jintan – Friendship City to further build on opportunities around export, education linkages and tourism opportunities. Advocacy regarding protocols relating to apples and pears was also a pertinent component of this delegation visit to China and encompassed meetings with both Austrade and Business Victoria.

Greater Shepparton Business Centre

Tenancy:

This month the Business Centre has welcomed new business tenants Agpro Consulting, Thrive 4 Life and So Creative. There is just one commercial shed and one office remaining vacant.

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 Writing
- Social Media Marketing

Please contact us at on (03) 5832 1100 for more information.

Business Local Events Program

The Business Centre recently hosted a workshop for the Youth of Colour and Culture group in partnership with Ethnic Council and Netgain. The workshop delivered by Netgain gave participant's practical information and steps to starting their own business.

Business Centre Workshops Program:

Please find below a list	10.30 – 12.30pm	Single Touch Payroll for
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of the upcoming workshops being conducted at the Business Centre. We are more than happy to work closely with SSM to support these workshops for our small business community and can provide discounted tickets to those businesses that would like to attend. Feel free to contact us at (03) 5832 1100 for more information. October 7		Small Business (Reporting)
October 22	6.00pm – 8.00pm	Finance Fundamentals
November 13	5.30pm – 8.30pm	Digital Marketing Essentials

**Tourism and Major Events Update:
Recently hosted major visitation events**

August:

- Hockey Australia Country Championships
- Vietnam Veterans Day
- Shepparton International Squash Tournament

Upcoming Major Events

September:

- AFL V/Line Cup (3000 visitors expected over four days)
- Kyabram & District Football/Netball Grand Final
- GVFL Grand Final
- Murchison Meteorite 50th Anniversary Celebration

Recently secured new events – embargoed:

- Rugby Victoria Pre-Season Cup – 14 & 15 March, 2020
 - 400 participants - released
- Bowls Victoria Regional Sides Championships – April 3 to 5 2020
 - Estimated 500 + visitors - embargoed not announced yet
- MV Australasian Speedway Solo Titles – 8 January, 2020
 - 80 riders + support crew and estimated 2,000 spectators - embargoed not announced yet
- Hockey Victoria Junior State Championships (July 2020)
 - 500 participants + support crew - Embargoed not announced yet

2019 Aleague preseason game update

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Greater Shepparton has a three year agreement with Melbourne City FC to host a preseason game at Shepparton Sports City. 2019 is the second year of the partnership which has SSM financial support (2018 to 2020 for marketing and promotion). Due to the Melbourne City preseason schedule and ground condition at Shepparton Sports City it is unlikely that a game will go ahead this year. It is proposed that instead of a men's preseason game a women's WLeague game occur for season points which would be a real coup for the city. More detail will be provided on match details once final negotiation is complete with Melbourne City.

Winter Fun Zone

Information is being collated on the winter fun zone with information and results to be presented at a future SSM meeting.

Great Things Happen Here (GTHH) Tourism Research Project:

"Sparrowly Group" has been appointed to deliver the GTHH tourism research project and they will be in Greater Shepparton in October undertaking consultations and familiarisations. A reference group comprising industry representatives has been formed to guide this research project.

Moooving Art Round Up

- Preparations are well underway for the annual "Great Moooving Art Round Up" which will be operating during the September School holidays. This app based treasure hunt for the MooovingArt Cows will get locals and visitors alike out and about exploring the herd in its various locations across Greater Shepparton.

7.3 Place Manger update

Anthony Nicolaci

Culture Corner: Saturday 7 September, 10am – 2pm

The September edition of Culture Corner will showcase Greater Shepparton's Afghani Community. This cultural experience will celebrate Afghanistan's traditions through offering free traditional kebabs and kid's crafts

Kids Space: Saturday 21 September, 10am – 2pm

To continue on with the success of having regular monthly activations, Kids Space will occur on the 3rd Saturday of each month in the Mall and host a diverse range of kids activities to attract more families to the CBD.

The first Kids Space will be launched at the start of the school holidays, Saturday 21 September. If you have any ideas or know of a suitable activity that could host a Saturday activation please let me know.

Grand Final Day Eve: Friday 27 September

Bonnie is working together with Goulburn Murray AFL to bring a football themed activation into the mall. Details to come.

CBD Fun - School Holiday Program: Saturday 21 September – Saturday 5 October 2019

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Fryers Street Food Festival: 15-16 November 2019

The Fryers Street Food Festival event managers for 2019 are Liz Connick from Your Project Partner and Jamie Lea from JL Productions and Hire. They were the successful applicants through an Expression of Interest process and both have extensive experience in event management and are passionate about the ongoing success of this great event.

Traders wanting more information related to event activities and how it will impact your business are encouraged to attend one of two Trader Information Sessions on Thursday 12 September at the Aussie Hotel at 3pm and 5.45pm.

For further information regarding the event, please contact Liz Connick or Jamie Lea via info@fryersstreetfoodfestival.com.au or visit their website <http://fryersstreetfoodfestival.com.au/>

Upcoming Major Events - September

- 21 September - Kyabram & District Football/Netball Grand Final - Mooroopna
- 22-26 September - AFL V/Line Cup (3000 visitors expected over four days) - Deakin Reserve, Princess Park and Mooroopna Rec Reserve
- 22 September - GVFL Grand Final – Deakin Reserve
- 27 September - Murchison Meteorite 50th Anniversary Celebration - Murchison

7.4 Shepparton Chamber of Commerce and Industry update

John Anderson

Business awards Gala Dinner

Quality of nominations this year has been excellent. Don't miss out. Tickets for dinner on sale now. Members \$70, Non-Members \$80. Purchase tickets through Riverlinks 58 329511 <http://riverlinksvenues.com.au/whats-on/event-details/!/calendar/event/2019-business-awards>

Chamber welcomes new members

- Gradian Projects
- Sofra Partners

AGM - Guest Speaker Damian Drum

Networking Function with Guest Speaker Damian Drum. Come and hear Damian speaking about leadership and Shepparton into the future.

Upstairs at Long Room "The Aussie" 6.00pm Thursday September 26

RSVP : Tuesday September 24 at info@sheppartonchamber.com.au

Parking in CBD

Chamber president John Anderson has been instrumental in organising a subcommittee to tackle the ongoing parking issues in CBD. The new parking plan, yet to be submitted to the Council, involves using the PayStay app on a person's mobile device and different free parking zones throughout the CBD. The plan would be to work with Council if it is accepted and to have several zones with different free rates.

Business Breakfast

The Shepparton Chamber of Commerce and Industry presented the second in a series of FREE events designed to inform local businesses on how to reach the right audience with their advertising. Alan Kellock, General Manager of Southern Cross Austereo presented an informative session at the Quality Parklake Hotel recently.

Free Parking for Market

Shepparton Chamber of Commerce and Industry once again had free parking for three hours on the top two floors of the multi-deck Care Park for the Winter City Market. Shoppers took advantage of the great winter weather, bargains and free parking.

RECOMMENDATION – That the September reports be accepted.

Moved: Geraldine Christou

Seconded: Simon Quattrocchi

CARRIED UNOPPOSED

6:05pm

8. 2018/19 Marketing Plan

Mat Innes-Irons

8.1 Events & Activations

8.1.1 Spring Expo

- Mat mentions he has had trouble securing the site for the events (location: car park/spare block behind Trellis's). Mat adds another location may have to be organised
- Shane asks the committee if they are still happy to go ahead with this site or change the location to perhaps the Mall or another venue
- Mat mentions the budget allocation includes marketing and event delivery
- Anthony thinks there is a limited amount of time to organise this event
- Shane mentions the Spring Expo forms part of marketing strategy so we need to be mindful that we have allocated a \$30,000 budget and we need to be able to explain why we haven't delivered as per the marketing strategy
- Geraldine isn't supportive of moving the event to the Mall
- Stephen doesn't believe there is enough time to deliver the Spring Expo
- Kristina adds another event/initiative will need to be developed that will benefit the SSM stakeholders

RECOMMENDATION – To cancel Spring Expo event due lack of resources and limited time frame to deliver the event.

ACTION: Reconvene the campaign subcommittee to develop a new event/initiative to benefit the SSM stakeholders. Event not to be held in the Mall.

ACTION: Any suggestions from the committee for a new event/initiative should be sent through to Mat via email.

Moved: Simon Quattrocchi

Seconded: Stephen Schneider

CARRIED UNOPPOSED

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8.1.2 Christmas campaign

- Stephen, Shane, Helen Mat and Bonnie volunteer to be on the Christmas Campaign subcommittee
- Geraldine suggests Mat and Bonnie sit in on the Festive Decorations briefing to Council tomorrow at 10:15am.

8.1.3 Land of Plenty

- Mat mentions corflute signage advertising the Land of Plenty is up on the Deakin Reserve scoreboard
- Anthony mentions ticket sales are heading towards at 3,000. Anthony believes locals could be leaving it to the last minute to purchase their tickets
- Stephen believes there is a clash with university exams
- Anthony mentions the announcement of 'Spilt Milk' has also hindered ticket sales for the Land of Plenty event

8.2 Marketing Strategy presentation to Alchemy

Mat Innes-Irons

- Mat mentions we need to present the 5 year marketing strategy to Alchemy Media, similar to the presentation to Council
- Working group: Shane, Andrew, Kristina, Stephen, Fiona and Mat.
- Shane mentions the presentation of the marketing strategy to Council and Executive staff went really well and it was very well received. They are supportive of the transition from SSM to GTHH

6:25pm

9. Financial report

9.1 Monthly Financial report

Kristina Marko

- Loaded to Google Drive

Income		
SSM Budget Bid 2019/20		\$620,000.00
Total Income		\$620,000.00
Expenses		
Marketing	\$ 4,147.10	
Events	\$ 252.73	
Sponsorship	\$ 22,250.00	
Operational	\$ 34,718.05	
SSM member communication	\$ 2,994.85	
Total Expenses	\$ 64,362.73	
Total 2019 Budget Surplus		\$555,637.27

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Monthly Spend - August 2019		
Annual Budget Breakdown	Aug-19	
Marketing	\$ -	
Events	\$ 252.73	
Sponsorship	\$ 16,250.00	
Operational	\$ 16,452.38	
Member Communication	\$ 1,002.40	
Total:	\$ 33,957.51	

RECOMMENDATION – That the August 2019 financial report be accepted.

Moved: Stephen Schneider

Seconded: Cr Dinny Adem

CARRIED UNOPPOSED

6:30pm

10. General Business

10.1 Fryers Street Food Festival

Simon Quattrocchi

- Simon addresses the confusion around the EOI process – where the event was pitched as 2 day event and was accepted
- Simon isn't supportive of the event going over two days. Saturday only.
- Simon believes the guidelines from our committee need to be clear and communicated as part of the EOI process
- Simon suggests this be added the agenda for the November meeting for discussion
- Mat mentions the Friday night soft launch was part of their successful application
- Simon believes this was never the vision of the committee in the first place and it has been altered with no consultation with the SSM committee
- Shane says with any major event we rely heavily on the communication that has been given to the Marketing Co-ordinator to be relayed to the broader committee – if the scope of an event changes our contribution is based on the accepted application/agreement. If the event organiser would like to amend their agreement, it must come back to the committee for direction going forward
- Geraldine mentions if something dramatically changes it must come back for a new resolution
- Shane adds he understands the need to partially bump in on the Friday (after business hours) and is supportive of them to do so but is not supportive of activating on Friday night. Bump in would need to occur early afternoon and this affects surroundings businesses
- Geraldine mentions adding another element (the Friday night activation) could cause confusion and discourage people from attending the Saturday night event
- Shane adds the focus should be the Saturday night activation
- Anthony mentions we have allocated funds to this as we don't have the resources to run it ourselves. The organisers have a limited budget and are trying to come up with different ways to generate more income and make it financially viable

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Meeting closed at: 6:42pm

ANNUAL GENERAL MEETING:

THURSDAY 17th OCTOBER 2019
LOCATION: SHEPPARTON GOLF CLUB

NEXT ORDINARY MEETING:

MONDAY 28th OCTOBER 2019
LOCATION: COUNCIL BOARDROOM