

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**

MONDAY 18th NOVEMBER 2019, 5.30PM – 7.30PM
BILL HUNTER ROOM. 90 WELSFORD ST, SHEPPARTON.



Meeting opened: 5:33pm

1. Meeting attendance:

1.1 Committee attendees:

Shane Sali (Chair), Andrew Pogue, Kristina Marko, Geraldine Christou, John Montagner, Helen Sofra, Stephen Schneider, Zane Foott, Anthony Nicolaci, Mat Innes-Irons and Laura Church (minutes).

1.2 In Attendance:

John Anderson	Shepparton Chamber of Commerce and Industry
Alec Alabakis	Clubworks
Barb Sinclair	Clubworks
Edwina Dooley	Victorian Chamber of Commerce and Industry

2. Apologies: Cr Les Oroszvary, Cr Dinny Adem, Simon Quattrocchi, Fiona Le Gassick and Bonnie McIntosh

RECOMMENDATION

That the apologies of Cr Les Oroszvary, Cr Dinny Adem, Simon Quattrocchi, Fiona Le Gassick and Bonnie McIntosh be noted.

Moved: John Montagner

Seconded: Kristina Marko

CARRIED UNOPPOSED

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Me Ordinary Meeting held on Monday 28th October 2019 as circulated, be confirmed.

Moved: Andrew Pogue

Seconded: Kristina Marko

CARRIED UNOPPOSED

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.

- Nil

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ORDINARY MEETING MINUTES**

MONDAY 18th NOVEMBER 2019, 5.30PM – 7.30PM
BILL HUNTER ROOM. 90 WELSFORD ST, SHEPPARTON.



5. Correspondence

5.1 Correspondence Inwards

5.1.1

5.2 Correspondence Outwards

- 5.2.1 Letter of congratulations to Mayor Seema Abdullah – 30 October 2019
- 5.2.2 Letter of thanks to Cr Kim O’Keeffe - 30 October 2019
- 5.2.3 Letter of congratulations to Cr Dinny Adem – 30 October 2019
- 5.2.4 Media release – SSM Re-elected Office Bearers – 31 October 2019
- 5.2.5 SSM eNewsletter – 8 November 2019
- 5.2.6 SSM Adviser column - 13 November 2019

RECOMMENDATION – That the correspondence be accepted.

Moved: Kristina Marko

Seconded: John Montagner

CARRIED UNOPPOSED

5:35pm

6. Guest speakers

6.1 Database Update

Alec Alabakis
Director
ClubWorks

- Alec mentions handover of the updated database occurred Tuesday 11 November
- Alec mentions the feedback/concerns from the businesses. The most frequently mentioned concerns among Shepparton businesses are parking and that SSM is CBD focused
- Mat mentions SSM has already used the updated database to communicate to the road closure to the businesses including and surrounding Fryers Street in relation to the Fryers Street Food Festival

5:50pm

6.2 Victorian Chamber of Commerce & Industry

Edwina Dooley
Regional Manager
Victorian Chamber of Commerce & Industry

- Edwina presents the services the Victorian Chamber of Commerce can provide to local business including:
 - Workplace relations - Victorian Chamber industrial relations, human resources and equal opportunity consultants offer professional advice, training and assistance on a range of employment matters at highly competitive rates

SHEPPARTON SHOW ME ORDINARY MEETING MINUTES

MONDAY 18th NOVEMBER 2019, 5.30PM – 7.30PM
BILL HUNTER ROOM. 90 WELSFORD ST, SHEPPARTON.



- Occupational Health and Safety - From health and safety audits and policy creation to onsite training, the Victorian Chamber's consulting and training solutions will help you make sure your people are safe at work and give you the competitive advantage that comes with exceptional OHS performance. Currently delivering free programs to businesses around OHS and Mental Health.
 - Training - The Victorian Chamber is a registered training organisation and offers a selection of nationally-recognised diploma and certificate level courses in areas such as management, business administration, project management, HR management, OHS, and training and assessment.
 - International Trade - The Victorian Chamber is a registered training organisation and offers a selection of nationally-recognised diploma and certificate level courses in areas such as management, business administration, project management, HR management, OHS, and training and assessment.
 - Policy and Advocacy - With your assistance, the Victorian Chamber's policy and advocacy team has achieved significant 'wins' in the following areas – Increasing the Payroll Tax threshold, lowering labour hire licensing fees and currently advocating for changes to the Portable long service leave Scheme
 - Apprenticeship Services Australia - ASA is contracted by the Australian Government to provide one-stop shops across Victoria for those seeking to hire an apprentice or trainee, or take up an Australian Apprenticeship as a career path
- Edwina mentions Vic Chamber also hold briefings locally. The next one is around Mental Health Essentials (Thursday, 28 November from 2:00pm- 4:00pm)
 - Edwina mentions the membership packages and pricing
 - Mat asks if business need to be a member of the Shepparton Chamber of Commerce and Industry to become a member of the Victorian Chamber of Commerce and Industry
 - Edwina says it is not a requirement although members of the Shepparton Chamber of Commerce and Industry will receive a discount

ACTION: Laura to forward Edwina's contact information to the SSM committee members.

7. Acquittals

6:05pm

7.1 Lady Boss Events

Amanda McCulloch & Jessica Blizzard
Co-founders
Lady Boss Events

- Events: Lady Boss Events – The Deck, Saturday 19th & The Woolshed Sunday 20th October 2019
- The Saturday night event at The Deck hosted 50 people with Shannon Kelly White and the Sunday afternoon event saw 150 in attendance with celebrity panel
- Amanda mention the diverse demographic at the event – the 65+ demographic were present.
- 53% of attendees came from within Greater Shepparton (including Murchison, Tatura, Dookie, Tallygaropna, Kialla, Tatura and Mooropna)
- From those 47% that came from outside of Greater Shepparton, they originated from Melbourne, Bendigo, Wagga Wagga, Griffith, Albury, Echuca, Yarrawonga,

SHEPPARTON SHOW ME ORDINARY MEETING MINUTES

MONDAY 18th NOVEMBER 2019, 5.30PM – 7.30PM
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- Coleambelly, Deniliquin, Yarrawonga, Nathalia, Kyabram, Taylors Lakes, Healesville and the furthest traveller to this event came from Yenda – just north of Griffith, NSW
- 40% found out about the event through Lady Boss Events social media, 28% through friends and family, 22% had attended before, 7% found us through the speakers social media and 1% came through the radio, billboard or newspaper advertising – which ironically had the largest marketing spend
 - Lady Boss has received positive feedback post event regarding the event roll-out, speakers and venue change. Moving to a smaller, air conditioned venue was more suitable for our attendees. The only negative feedback was the timing of the event with so many female focused events within 1 week and we found some women were confused with the weekend format
 - Of the 45 respondents surveyed, 27% indicated they spent between \$200-\$500 while 22% spent over \$500 whilst in Shepparton for the events
 - Amanda mentions in excess of 40 local businesses collaborated as part of this event via spend from Lady Boss, inclusion in curated itinerary, on event day or via coverage on social media. This does not include the businesses and brands represented by Shepparton Show Me and the Visitor Information Centre as part of their activation space
 - Geraldine comments there were challenges with engaging local businesses, perhaps SSM can assist with communication with local business

6:15pm

7.2 NerdMania

Jim Gow
Project Officer
Word and Mouth

- 1,500 people in attendance, a 12% growth on the 2018 event. 63% local
- Jim mentions the event objectives were achieved: 1. Increase visitation from non-locals. 2. Maintain local attendance. 3. Continue to build on solid foundation. 4. Continue to broaden the benefits of the event to the rest of Greater Shepparton
- 60+ stalls – 80% stalls are not local
- 7% of visitors stayed overnight, mostly one night only. 22% stated that they dined out whilst in Shepparton, as well as 41% shopping locally. The majority of visitors outside of Greater Shepparton were from Melbourne, although there were people from as far as Adelaide, Warrnambool and Sydney
- Jim mentions going forward they would like to increase the overnight stays perhaps by having a Friday night event

6:25pm

7.3 Winter Fun Zone (Acquittal/partnership)

Anthony Nicolaci & Kristina Marko

- Partnership between SSM, GSCC, Shepparton Chamber of Commerce and Industry and Nando's
- There was a gap identified in the major events calendar in month of July. Data from SpendMapp shows peaks in resident escape spend in both July 2017 & 2018
- Goals achieved:
 - To attract visitation from outside of Greater Shepparton
 - Increase local retail spending and promote our retail diversity
 - Fill a gap in the June/July event calendar and capture escaped spend
 - Strengthen Greater Shepparton as a Tourism capital in Regional Victoria
 - Develop strong relationships with SSM and the Shepparton Chamber of Commerce
 - To grow the arts and culture community.

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**

MONDAY 18th NOVEMBER 2019, 5.30PM – 7.30PM
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- Over 4,500 ice rink participants with 42% of people coming from outside of Greater Shepparton from places such as Kyabram, Cobram, Benalla, Numurkah, Euroa and Echuca
- 12,000 participants overall (ice rink and daily activities)
- Of 41 people surveyed, 53% heard about the event via social media and 14% saw the TV commercial
- 42% of respondents indicated they dined at a café or restaurant while in town and 25% went shopping. Other activities included the cinema, supermarket, fun planet and visiting the Tower
- Of the 22 businesses surveyed, 50% indicated an there was a 10% increase in trade, increased sales and new customers
- Other notable feedback included:
 - Night time skating
 - Larger rink or less people at any one time as there were to many (less people on the rink was a consistent comment)
 - The activity decreased anti-social behaviour in the Mall
 - Definite increase in foot traffic in the Mall (some see that many people during the Christmas period)
 - More thought around position or entrance points needs to be considered as exposure for shops such as Joe Paul and Fyre was blocked
 - People lingered/stayed in the Mall due to time slots for skating (this was a positive)
 - Opened the Mall to new cliental (brand awareness)
 - Created atmosphere in the Mall
 - The event was affordable and free
 - Have food event one night
 - The marquee needs to look more presentable
- Seeking \$32,500 from SSM for the 2020 activation/event (matching Economic Development contribution) - Shepparton Chamber of Commerce and Industry has committed \$10,800
- Stephen asks if the Mall redevelopment will impact this event
- Anthony responds no, works will not have started by July 2020

***Zane Foott departs meeting at 6:46pm**

6:50pm

8. Reports

- All reports loaded to Google Drive
- | | | |
|-----|-----------------------------------|------------------|
| 8.1 | SSM Marketing Co-ordinator report | Mat Innes-Irons |
| 8.2 | Economic Development update | Anthony Nicolaci |
| 8.3 | Place Manager update | Anthony Nicolaci |

8.4 Shepparton Chamber of Commerce and Industry update

John Anderson

RECOMMENDATION – That the November reports be accepted.

Moved: Geraldine Christou

Seconded: Kristina Marko

CARRIED UNOPPOSED

7:00pm

9. 2019/20 Marketing Strategy Action Plan

All

9.1 Working Groups/Subcommittees to be established:

9.1.1 Brand transition

- Shane calls for volunteers

Brand transition working group: Andrew Pogue, Shane Sali, Fiona Le Gassick, Mat Innes-Irons, Anthony Nicolaci, Kristina Marko and John Montagner.

9.1.2 Sponsorship & Partnership Subcommittee

- Shane calls for volunteers

Sponsorship & Partnership Subcommittee: Shane Sali, Helen Sofra and Mat Innes-Irons.

9.1.3 Campaign planning

Campaign Planning Subcommittee: Simon Quattrocchi, Shane Sali, Mat Innes-Irons, Stephen Schneider and Geraldine Christou.

ACTION: Laura and Mat to organise meeting dates for each working group/subcommittee.

7:05pm

10. Financial report

10.1 Monthly Financial report

Kristina Marko

Income	
SSM Budget Bid 2019/20	\$ 620,000.00
Total Income	\$ 620,000.00

Expenses	
Marketing	\$ 5,797.10

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Events	\$	29,186.30	
Sponsorship	\$	27,250.00	
Operational	\$	65,251.83	
SSM member communication	\$	5,910.56	
Total Expenses	\$	133,395.79	
Total 2019 Budget Surplus			\$ 486,604.21
Monthly Spend - October 2019			
Annual Budget Breakdown	Oct-19		
Marketing	\$	-	
Events	\$	5,078.66	
Sponsorship	\$	5,000.00	
Operational	\$	17,630.36	
Member Communication	\$	2,902.30	
Total:	\$	30,611.32	

RECOMMENDATION – That the October 2019 financial report be accepted.

Moved: Andrew Pogue

Seconded: Helen Sofra

CARRIED UNOPPOSED

7:10pm

11. 2019 SSM Christmas Campaign proposal from Alchemy Media

- Committee responses loaded to Google Drive

RECOMMENDATION – To approve the 2019 Christmas campaign proposal from Alchemy Media – Option B - as per the recommendations provided by Alchemy Media on Wednesday 30 October. Circulated to the SSM committee via email on 31 October 2019.

Moved: Kristina Marko

Seconded: John Montagner

CARRIED UNOPPOSED

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 partnership funding.

Moved: Helen Sofra

Seconded: Kristina Marko

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MONDAY 18th NOVEMBER 2019, 5.30PM – 7.30PM
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12. 2020 Winter Fun Zone partnership

RECOMMENDATION – To approve \$32,500.00 for 2020 Winter Fun Zone activation with the potential to vary the amount based on the feedback from the Winter Fun Zone working group.

Moved: Stephen Schneider

Seconded: Geraldine Christou

CARRIED UNOPPOSED

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: Andrew Pogue

Seconded: John Montagner

CARRIED UNOPPOSED

7:15pm

13. General Business

13.1 Complimentary Parking

- Stephen raised a concern in regards to the 2 hour timeframe for complimentary parking (December & January)
- Stephen believes 2 hours is not enough time to do Christmas shopping
- Geraldine comments Council are working on a parking zones map which shows the zones and time limits which apply. The two hour timeframe is appropriate based on feedback
- Stephen says the marketing of complimentary parking is so important
- Geraldine adds traders will be encouraged to display the parking map and act as ambassadors - educating their customers. Geraldine adds the Shepparton Chamber of Commerce and Industry are keen to work with the traders to be positive ambassadors for parking

Meeting closed at: 7:21pm

NEXT ORDINARY MEETING:

MONDAY 16th DECEMBER 2019, 5:30PM.
LOCATION: COUNCIL BOARDROOM,
GREATER SHEPPARTON CITY COUNCIL