

5:35pm

5. Correspondence

5.1 Correspondence Inwards

5.1.1 Clubworks – Database update test phase results 5 July 2019

5.2 Correspondence Outwards

5.2.1 Adviser column 19 June 2019
5.2.2 Response to Ross Graham (TGS) 28 June 2019
5.2.3 SSM ENewsletter 4 July 2019
5.2.4 Thank you letter – Olivia Smith 9 July 2019

RECOMMENDATION – That the correspondence be accepted.

Moved: Geraldine Christou

Seconded: Helen Sofra

CARRIED UNOPPOSED

5:40pm

6. Partnership Application

6.1 Lady Boss Events Amanda McCulloch & Jess Blizzard
Co-Founders
Lady Boss Events

- Seeking \$15,000 partnership funds for event delivery of the Lady Boss 2 day event (19th & 20th October) in Shepparton
- A curated itinerary for guests is proposed to promote and direct attendees to local businesses and directing to SSM social media channels

7. Acquittals

5:55pm

7.1 Shepparton Italian Festa Vince Tassoni & Vince Sagaleo
Events Managers
Shepparton Italian Social Club

- Attendance: 7,000, an increase on the 2018 event with only 3,000 in attendance, this was due to bad weather
- The financial support provided by SSM contributed to the following main areas: Marketing and promotion including direct marketing to target main markets outside of Shepparton. This included mail outs, flyers, posters, radio, signage, print advertising (including Melbourne) and social media

SHEPPARTON SHOW ME ORDINARY MEETING MINUTES

MONDAY 15th JULY 2019, 5.30PM – 7.30PM
COUNCIL BOARDROOM. 90 WELSFORD ST, SHEPPARTON.



- Suppliers for our food and beverage areas were sourced from local suppliers which equated to direct expenditure to Shepparton Show Me members
- The event also resulted in a significant increase in visitation directly into Shepparton's CBD. It promoted harmony between groups of people from different cultural backgrounds, which further enhances Shepparton's reputation as a premier location to "play and stay", as well as diversifying the range of events that feature on the Greater Shepparton events calendar

A survey was undertaken on the day to determine where our audience came from, how long they stayed, and whether they undertook any other activities whilst in the region.

This outlined 391 completed forms. The results of this included:

- Melbourne area (104) – 26%
- Regional Victoria (41) – 10%
- NSW (4) – 2%
- Other (11) – 3%
- Greater Shepparton (231) – 59%

This included breakdown of:

- Shepparton 153
- Lemnos/Shepp East/ Kialla – 48
- Mooroopna - 18
- Tatura - 5
- Other – 7

From these completed forms (281 completed results) it outlined how people found out about the event with key results including:

- Friends/Family – 114
 - Facebook – 64
 - Advertising – 55
 - Newspaper – 15
 - Radio – 8
 - Online – 7
 - TV – 7
 - Signage – 7
 - Past event – 4
 - Media – 4
 - Il Globo – 3
 - Travel agent – 2
-
- Post event Council assisted after the event with a survey monkey. This saw 44 survey's filled in. Key themes in feedback including more seating, better layout outside, cheaper activities for kids, more food stalls, better access for people with wheelchairs, seats outside, more music acts to cater for older people, more Italian activities and more pasta

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6:05pm

7.2 Tennis Seniors

Sam Saracino
Sports Events Officer
Greater Shepparton City Council

- 24 temporary tennis courts we built for the event at the Mooroopna Recreation Reserve, 10 courts at Mooroopna Lawn Tennis Club and also using the 22 existing tennis courts in Shepparton

Australian Teams Carnival – week 1

- 86 teams
- Over 500 competitors

Australian Individual Championships - week 2

- 300 plus players
- 35 per cent of competitors also took part in the first week
- SSM contribution: Radio advertising, Billboard promotion, Tennis cow, Town entry & directional signage, City entry flags and Photos and video: Total \$5,403.80

6:15pm

7.3 Country Week Tennis

Megan Treacy
Co-ordinator - Events
Greater Shepparton City Council

- 64 temporary tennis courts we built for the event at the Mooroopna Recreation Reserve, 10 courts at Mooroopna Lawn Tennis Club and also using the 22 existing tennis courts in Shepparton
- 192 teams participated in the week-long activities
- 1,237 players
- Week-long social program at various businesses in Shepparton
- Estimated economic impact – over \$2M
- SSM contribution: Radio and print advertising, Billboard promotion, Social media promotion, Video and photos, Tennis cow and Posters: Total \$4,710

6:25pm

8. **Fryers Street Food Festival update**

Liz Connick & Jamie Lea
Event organisers
Your Project Partner/JL Productions

- Event date: 16 November 2019
- The Fryers Street Food Festival layout has an increased area: Fryers Street from Wyndham to Corio, the Mall from Fryers down to the rotunda and Maude to Edward Street - to create more space, improved pedestrian flow and include more businesses
- The event organisers aim to partially bump in on Friday to help ease the full bump in on Saturday post road closure

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- Road closures from 1pm - no different from previous year
- The Maude Street Mall Flavours of the World will open Friday night from 5pm to 9pm (alcohol free) and act as a soft launch
- We will encourage retailers to extend their trading hours till 8pm and work with Multi-Cultural Arts Victoria to provide entertainment and activities
- Entertainment: A main stage for live entertainment and also buskers located throughout the event
- Entertainment will also include various low cost and free kids activities
- Bars and entertainment areas will be strategically placed to encourage patrons to move throughout the precinct
- Offer a 'Book a Table' service 5pm - 7pm and 8pm to 10pm

Seeking: \$5,000 from SSM for marketing funds (as specified in the EOI document).

6.40pm

9. Reports

- | | | |
|-----|---|------------------|
| 9.1 | SSM Marketing Co-ordinator report | Jeremy Roberts |
| | <ul style="list-style-type: none">• No report | |
| 9.2 | Economic Development update | Anthony Nicolaci |
| | <ul style="list-style-type: none">• Report loaded to Google Drive | |
| 9.3 | Place Manger update | Bonnie McIntosh |
| | <ul style="list-style-type: none">• Report loaded to Google Drive | |
| 9.4 | Shepparton Chamber of Commerce and Industry update | John Anderson |
| | <ul style="list-style-type: none">• Report loaded to Google Drive | |

RECOMMENDATION – That the July reports be accepted.

Moved: Simon Quattrocchi

Seconded: Helen Sofra

CARRIED UNOPPOSED

6:50pm

10. 2018/19 Marketing Plan

10.1 Winter City Market

RECOMMENDATION – The committee approve Winter City Market 2019 marketing campaign brief.

ACTION: SSM Marketing Co-ordinator to provide to Alchemy Media

Moved: Kristina Marko

Seconded: Andrew Pogue

CARRIED UNOPPOSED

7:10pm

11. 2019 – 2023 SSM Marketing Plan Endorsement

RECOMMENDATION – The committee endorse the 2019-2023 Shepparton Show Me Marketing Strategy (second edition: July 2019).

Moved: Andrew Pogue

Seconded: Stephen Schneider

CARRIED UNOPPOSED

7:20pm

12. Financial report

12.1 Monthly Financial report

Kristina Marko

RECOMMENDATION – That the June 2019 financial report be accepted.

Moved: Geraldine Christou

Seconded: Simon Quattrocchi

CARRIED UNOPPOSED

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Income			
SSM Budget Bid 2018/19		\$	620,000.00
2017/18 residual budget		\$	218,462.96
Total Income		\$	838,462.96
Expenses			
Marketing	\$	361,696.89	
Events	\$	77,923.99	
Sponsorship	\$	139,896.88	
Operational	\$	206,025.83	
SSM member communication	\$	12,001.64	
Total Expenses	\$	797,545.23	
Total 2019 Budget Surplus		\$	40,917.73

Monthly Spend - June 2019

Annual Budget Breakdown	Jun-19
Marketing	\$ 59,242.26
Events	\$ 10,000.00
Sponsorship	\$ 7,608.13
Operational	\$ 14,411.07
Member Communication	\$ 130.91
Total:	\$ 91,392.37

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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: Kristina Marko

**Seconded: Simon Quattrocchi
CARRIED UNOPPOSED**

7:30pm

13. Partnership discussions

13.1 Lady Boss Events

RECOMMENDATION – The committee approve the Lady Boss conference proposal to the amount of \$15,000.00.

Conditions:

1. To confirm a speaker for the Saturday night event who will draw an external audience and encourage attendees to stay for the weekend for the benefit of SSM stakeholders.
2. To engage and involve as many local business that align with the Lady Boss demographic
3. Provide proof of engagement with local businesses

Moved: John Montagner

**Seconded: Simon Quattrocchi
CARRIED UNOPPOSED**

13.2 Fryers Street Food Festival

RECOMMENDATION – The committee approve additional allocation of funds toward marketing of the Fryers Street Food Festival to the amount of \$5,000.00. Budget provided (TRIM: 2019/41066)

Moved: Stephen Schneider

**Seconded: Simon Quattrocchi
CARRIED UNOPPOSED**

14. Campaign discussion

14.1 Spring Expo

ACTIONS ARISING –

1. Arrange meeting for the SSM Executive and SSM Marketing Co-ordinator to develop marketing campaign brief further.
2. Circulate revised marketing campaign brief to the broader SSM committee for feedback

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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: Cr Les Oroszvary

**Seconded: John Montagner
CARRIED UNOPPOSED**

7:40pm

15. General Business

15.1 Proposed date for SSM meetings Fiona Le Gassick

- No change of date is necessary

15.2 2019 Chamber Business Awards Marketing Category prize Fiona Le Gassick

ACTIONS ARISING –

1. To inform Shepparton Chamber of Commerce & Industry of the criteria around the prize.
2. To develop a certificate outlining the prize

15.3 Database Update All

ACTIONS ARISING – Laura to organise a meeting with Alec and SSM for next week.

1. ClubWorks to proceed with data collection as per brief provided.
2. Laura to obtain quotes for advertising fortnightly in the Shepp News and Adviser

Meeting closed at: 7:42pm

NEXT ORDINARY MEETING:

MONDAY 19th AUGUST 2019
LOCATION: COUNCIL BOARDROOM