

**SHEPPARTON SHOW ME  
ORDINARY MEETING MINUTES**  
MONDAY 17<sup>th</sup> DECEMBER 2018, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



**Meeting opened: 5:30pm**

**1. Meeting attendance:**

**1.1 Committee attendees:**

**Simon Quattrocchi (Chair), Shane Sali, Cr Les Oroszvary, Cr Shelley Sutton, Geraldine Christou, Andrew Pogue, John Montagner, Olivia Smith, Kristina Marko, Helen Sofra, Stephen Schneider, Anthony Nicolaci, Fiona Le Gassick and Mat Innes-Irons.**

**1.2 In Attendance:**

<b>Ross Graham</b>	Tourism Greater Shepparton
<b>Bonnie McIntosh</b>	Events Officer - Greater Shepparton City Council
<b>Laura Church</b>	Minutes - SSM Administration Officer

**1.3 Not In Attendance:** **Carl Hainsworth** Shepparton Chamber of Commerce and Industry

**2. Apologies: Cr Shelley Sutton and Chris Reisner**

**RECOMMENDATION**

That the apologies of Cr Shelley Sutton and Chris Reisner be noted.

**Moved: Cr Les Oroszvary**

**Seconded: Geraldine Christou  
CARRIED**

**3. Minutes of previous Meeting**

**RECOMMENDATION**

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 17<sup>th</sup> September 2018 as circulated be confirmed.

**Moved: Andrew Pogue**

**Seconded: Geraldine Christou  
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.**

- **Fiona Le Gassick – Item 12.4**
- **Anthony Nicolaci – Items 12.4 and 12.5**

## 5. Correspondence

### 5.1 Correspondence Inwards

5.1.1	Letter of thanks – Business Awards Sponsorship	20 November 2018
5.1.2	Acquittal – Business Awards 2018	20 November 2018

### 5.2 Correspondence Outwards

5.2.1	Adviser column	19 September 2018
5.2.2	ENewsletter	11 October 2018
5.2.3	Adviser column	17 October 2018
5.2.4	Letter – Stanford Marketing	19 October 2018
5.2.5	Letter – That Marketing Company	19 October 2018
5.2.6	Letter – Sparrowly Group	19 October 2018
5.2.7	ENewsletter	8 November 2018
5.2.8	Adviser column	14 November 2018
5.2.9	ENewsletter – SSM Marketing Strategy	5 December 2018

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

**Moved: Cr Les Oroszvary**

**Seconded: Helen Sofra  
CARRIED**

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## 6. Sponsorship Applications

### 5:40pm

6.1 Shepparton Auto Mechanika

Jenna Buzza  
Manager  
Shepparton Motor Museum

- **Not presented**

### 5:50pm

6.2 2020 UCI BMX World Cup

Rohan Sali  
Team Leader – Tourism and Major Events  
Greater Shepparton City Council

- Landmark international event for Shepparton
- January 31 to February 2 2020
- 200 to 250 international competitors
- Estimated 750 International visitors
- Estimated 2,000 visitors from intrastate & interstate
- Proposed supporting food and cycling festival with estimated 5,000 attendees
- Amateur national participation event with up to 1,000 riders
- Qualifying event 2020 Tokyo Olympics
- \$500 to \$700k event budget spend
- Estimated economic impact up to \$2.7 million
- Asking \$40,000 plus GST

### 6:00pm

6.3 An Evening with Sir Bob Geldof

Rohan Sali  
Team Leader – Tourism and Major Events  
Greater Shepparton City Council

- Event date: Monday 18 March 2019 – Eastbank
  - Format:
    - Staging
    - Meet & greet (VIP)
    - Dinner
  - Sponsors – GSCC, GV BRaIN & Riverlinks
  - Tickets – VIP (\$147.50pp) and General Admission (\$97.50 pp)
  - Asking \$9,300 – Targeting outside Greater Shepparton
  - Simo asks about the 60-90sec introductory video
  - Fiona explains this is a more dynamic way to introduce Sir Bob Geldof at the event
  - Andrew asks what exposure SSM will receive
  - Rohan says logo recognition on marketing materials
  - Mat asks can SSM business leverage, for example: Book signing at a local book store
  - Fiona says his management is open to suggestions
  - Olivia suggests there is scope to launch as a regular event, for example: Great People Here
  - Rohan wants this to be the start of hosting events of this calibre
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**7. Sponsorship acquittals**

**6:10pm**

7.1 A League pre-season friendly

Rohan Sali  
Team Leader – Tourism and Major Events  
Greater Shepparton City Council

- Presentation loaded to Google Drive
- Match Attendance – 1800. 32 per cent of attendees were from outside of Greater Shepparton
- CBD engagement: school and club clinics, workshops and activations that connected nearly 1000 people across the two day festival
- The event supported 16 local contractors who provided services for the match
- Marketing funds were utilised for A-Frame billboard, town entry signage, Flyers, Radio, Social media, Newspaper advertising and a promo cow

**6:20pm**

7.2 2018 Basketball Australia  
National U14 Girls Club Championship

Rohan Sali  
Team Leader – Tourism and Major Events  
Greater Shepparton City Council

- Presentation loaded to Google Drive
- 1300 participants officials and spectators
- Average stay for visitors was 7 nights
- 23 of the 24 competing teams came from outside Greater Shepparton
- 18 of the teams came from interstate
- Local basketballers were involved in professional development via volunteering at the event

- Marketing funds were utilised for A-Frame billboard, town entry signage, Radio, Social media and Newspaper advertising

**6:30pm**

7.3 Summer and Winter City Markets

Bonnie McIntosh  
CBD Place Manager  
Greater Shepparton City Council

**Summer City Market**

- Held 23 and 24 February 2018
- 32 Stallholders and Participants
- Live Music
- Roving Entertainers
- Animal Nursery
- Estimated 15,000 visitors over the two days
- Most visitors heard about the market via social media 27%, TV 22%, 16% word of mouth, Radio 14%, Newspaper 9% other 12%

**Winter City Market**

- Held 24 and 25 August
- 20 Original Stalls
- 45 Stallholders or Exhibitors total
- Community Groups
- Interactive activities
- F45 Fitness – Rowing Competition
- GV Woodworkers Demonstrations
- Free Kids Activities
- Jumping Castle
- Inflatable Driving Range
- Most visitors heard about the market via word of mouth 29.2%, TV 22.9%, social media 18.8%, Radio 10.4%, Newspaper 6.3% other 12.5%
- Contributions each Market
- \$30K from Shepparton Show Me
- \$5K from Economic Development
- Used to purchase marketing, event hire equipment, entertainment and activities
- Simon says he would be interested in seeing a comparison in the marketing plan for each event as word of mouth was most popular for winter while social media for summer

**ACTION:** Bonnie to provide comparison in marketing plan

**6:40pm**

7.4 Melbourne Cup Tour

Bonnie McIntosh  
CBD Place Manager  
Greater Shepparton City Council

- Lexus Melbourne Cup Tour
  - Tour of Australian and International Destinations in the lead up to the Melbourne Cup
  - Successfully secured a visit as part of the tour though competitive tender process

- Supported the visit with a series of events and activations throughout the day
- Accompanied by Brian Walker – legendary race caller
- Retirement Village Visit- Shepparton Villages
- Maude Street Mall Activation – SSM stage, Jumping castle, racing themed entertainers, face painting and community BBQ
- Primary School Visit – Gowrie Street PS
- Evening Function - Shepparton Harness Racing Club – Presentation and photo opportunities. 500 attendees
- Supported by Council, VRC and SSM. Print, Radio and Digital

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## 8. Presentation

**6:50pm**

8.1 SpendMapp presentation

Anthony Nicolaci  
Manager Economic Development  
Greater Shepparton City Council

- Loaded to Google Drive
- The SpendMapp software tracks credit card transactions (no personal data)
- Software developed by Geografia
- Tracks bank card transactions: Resident card holders and Non-resident transaction in local businesses
- Collates, categorises and analyses transaction data
- Accessible to all GSCC staff. Access can be granted to consultants / contractors
- Case study – Visitor spending. From September 2017 – August 2018. People coming from the Deniliquin area spend the most in Shepparton (around \$25 million followed by Kyabram (\$13 Million) and Numurkah (\$11 million). What are they spending on? Transport, Specialised & Luxury Goods and Professional Services
- Case study – Escape spending (Residents spending outside of the region). Melbourne (\$17 Million) Kyabram (\$6 Million) and Echuca (\$5 Million). What are they spending on? Dining & Entertainment, Discount Department Stores & Clothing & Textiles, Professional Services
- Fiona comments this software will be very helpful in campaign evaluation process

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## 9. Reports

9.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

- Report loaded to Google Drive
- Mat comments there will be a more detailed report for the Lady Boss partnership
- Mat adds Alchemy will present a report for the Spring Expo and Summer Styling in January 2019

9.2 Economic Development update

Anthony Nicolaci

- Report loaded to Google Drive

9.3 Place Manger update

Bonnie McIntosh

- Bonnie mentions the carousel currently located in the Maude Street Mall

- The carousel has been running from the 1 December and will continue to operate until 5 January
- Bonnie adds from the 1 December through to the 17 December there have been 4,754 riders
- January school holiday activities – Bonnie to finalise in the next few days
- Summer City Market 22-23 February: Bonnie has organised a traders meeting with the Chamber
- Mat adds if the committee have feedback or ideas for the upcoming market, please let Bonnie know
- Bonnie ideas are being looked into such as, eating competition. La Porchetta food truck and the Wendy's Ice Cream van have been confirmed. Also Optus will be activating in the Mall with their mobile truck

9.4 TGS update

Ross Graham

- TGS AGM – held Monday, 12 November at the Shepparton Golf Club
- TGS AGM was held as part of the 2018 Industry Development Forum, 'Creating Destinalional Food Communities' with guest speaker, celebrated food and travel writer, Richard Cornish
- Ross thanks those who were in attendance
- Ross also congratulates Sense of Place Accommodation for being a finalist in the 'Best New Business' category at the RACV Victorian Tourism Awards

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

**Moved: Kristina Marko**

**Seconded: Geraldine Christou  
CARRIED**

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**10. Financial report**

10.1 Monthly Financial report

Chris Reisner

- Loaded to Google Drive

**RECOMMENDATION** – That the September, October and November 2018 financial reports be accepted.

**Moved: Helen Sofra**

**Seconded: Simon Quattrochi  
CARRIED**

**11. General Agenda items**

11.1 Campaign Brief – Shop in Shepparton

Mat Innes-Irons

**ACTIONS ARISING** – Table for January meeting. Mat Innes-Irons to follow up with Council's social media officer regarding costings, content and reach and put together a plan.

**Moved: Shane Sali**

**Seconded: Kristina Marko  
CARRIED**

11.2 Campaign Brief – Industry and Service Providers

Simon Quattrocchi

**ACTIONS ARISING** – The committee to read through the brief and provide feedback at the January meeting.

Laura to arrange meeting for the first week in February

**Moved: Shane Sali**

**Seconded: Kristina Marko  
CARRIED**

11.3 Winter Festival development

Anthony Nicolaci

**RECOMMENDATION/ ACTIONS ARISING –**

**Winter Festival working group:** Shane Sali, Kristina Marko, Andrew Pogue, Bonnie McIntosh and Mat Innes-Irons.

**Moved: Shane Sali**

**Seconded: Kristina Marko  
CARRIED**

11.4 Second Music Festival update

Anthony Nicolaci

**ACTIONS ARISING** – Anthony to organise Skype meeting. Anthony/ Laura to provide date to committee members. If committee members are unable to attend and have any questions, provide them to Anthony prior to the meeting.

**Moved: Cr Les Oroszvary**

**Seconded: Stephen Schneider  
CARRIED**

**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: Helen Sofra**

**Seconded: Andrew Pogue**

## 12. Sponsorship discussions

### 12.1 Lady Boss partnership

**RECOMMENDATION** – The committee approve the partnership with Lady Boss for the amount of \$16,500.00 plus GST via email circulated on 26 September 2018. (Emails loaded to Google Drive)

- Lady Boss Partnership - \$8,500.00
- Sophie Cachia social media takeover - \$8,000.00

**Moved: Andrew Pogue**

**Seconded: Simon Quattrocchi  
CARRIED**

### 12.2 SSM Marketing Strategy Tender

**RECOMMENDATION** – As per the recommendation of the Marketing Plan subcommittee, the committee appoint Sparrowly Group as the successful consultant to develop the SSM 2019-2023 Marketing Strategy, therefore accepting the quotation for the amount of \$39,997.50 plus GST.

**Moved: Andrew Pogue**

**Seconded: Olivia Smith  
CARRIED**

### 12.3 Shepparton Auto Mechanika

- Not presented

### 12.4 2020 UCI BMX World Cup

**RECOMMENDATION** – Table for the January meeting.

**ACTIONS:** Anthony to provide more detailed marketing budget and cost on broadcasting fees.

**Questions:** What age groups are participating?

**Moved: Shane Sali**

**Seconded: Kristina Marko  
CARRIED**

### 12.5 An Evening with Sir Bob Geldof

**RECOMMENDATION** – The committee approve \$9,300.00 plus GST.

Conditions: Need to provide a detailed media schedule.

**Moved: Andrew Pogue**

**Seconded: Stephen Schneider  
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: Kristina Marko**

**Seconded: John Montagner**

**CARRIED**

**13. General Business**

13.1 Induction Document

- Stephen mentions the SSM induction document needs updating

**ACTION:** Mat and Laura to update the SSM induction document.

**Meeting closed at:**

**NEXT ORDINARY MEETING:**

21st JANUARY 2019

LOCATION: Council Boardroom