

**SHEPPARTON SHOW ME
ORDINARY MEETING AGENDA**
MONDAY 11th DECEMBER 2017, 5.30PM – 7.30PM
COUNCIL BOARDROOM



Meeting opened: 5:36pm

1. Meeting attendance:

1.1 Committee attendees:

Simon Quattrocchi (Chair), Cr Les Oroszvary, John Montagner, Fiona Le Gassick, Michael Carrafa (Acting Manager Economic Development) Mat Innes-Irons, Carrie Donaldson, Kruz Patel, Kristina Marko, Andrew Pogue and Helen Sofra.

1.2 In Attendance: Andrew Metcalf (Shepparton Chamber of Commerce)
Carl Hainsworth (Shepparton Chamber of Commerce)
Ross Graham (Tourism Greater Shepparton)
Will Adams (Shepparton Adviser)
Tim Russell (Place Manager GSCC)
Laura Church (Minutes)

2. Apologies: Cr Kim O’Keeffe, Geraldine Christou, Shane Sali,
Greg McKenzie (Acting Director Sustainable Development)
and Chris Reisner.

RECOMMENDATION

That the apologies of Cr Kim O’Keeffe, Geraldine Christou, Shane Sali, Greg McKenzie and Chris Reisner be noted.

Moved: Cr Les Oroszvary

**Seconded: Kristina Marko
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 20th November 2017 as circulated be confirmed.

Moved: Cr Les Oroszvary

**Seconded: Andrew Pogue
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.

- **Michael Carrafa – Item 11.3 - Events – Sponsorship application**

5. Correspondence

5.1 Correspondence Outwards

5.1.1 SSM Monthly ENewsletter – 15 November 2017

5.1.2 Adviser monthly column – November 22 2017

5.1.3 Sponsorship approval letter – 2019 BMX Australian National Championships

5.2 Correspondence Inwards

5.2.1 Letter of complaint – re: Fryers Food Festival

- Mat reads letter to the SSM committee
- Tim comments that this letter relates to the availability of power but takes the letter on board
- Simon says the letter will be forwarded on to Love Your Local (event organisers)

RECOMMENDATION – That the correspondence be accepted.

Moved: Helen Sofra

**Seconded: Kristina Marko
CARRIED**

6. Sponsorship Applications

5:40pm

6.1 Shepparton Italian Festa

Vince Tassoni & Vince Sageleo
Event Managers
Shepparton Italian Social Club

- Vince talks about their vision - to establish an annual Italian Cultural Festival, as one of the region's premium events
- A celebration of the Shepparton community spirit and everything that makes the GV great – but with a taste of Italy
- The event will be held at the McIntosh Centre at the Shepparton Show Grounds on Saturday 14th April from 2pm – 9pm with free entry
- The event will have traditional Italian food stalls, Italian Wine – tasting and sales, Wood-fired Pizza, mouth-watering desserts, sweets and Gelati
- The event will share special Italian traditions such as Salami making demonstrations and tasting, How to make traditional pasta sauce, Pizza dough spinning and Wine making demonstrations
- There will be entertainment for every generation, traditional Italian music and dancing, children's rides and face painting, bocce, fireworks, classic car displays
- Event appeals beyond the GV
- The event aims to increase in visitors to region, increased activity, increased community spending and increased awareness of Shepparton's facilities
- Carrie questions the location of the event and asks why not hold the event at the Shepparton Italian Social Club

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- Vince says the social club doesn't have enough space or power and if there is bad weather the social club venue will not be suitable
- Carrie encourages more thought to this as having the event at a destination has been successful for other event eg: Fryers Food Festival or St Georges Road Food Festival
- Vince mentions they also looked at the Lake as a venue although power would be an issue
- John asks in terms of the food, will locals be approached first.
- Vince says yes, local first and foremost

5:50pm

6.2 2018 Shepparton Festival

Liz Connick & Amanda McCulloch
Festival General Manger/ Festival Project Manager
Shepparton Arts Festival Inc.

- Liz introduces herself and talks about the festival theme 'By Design'
- **By Design** encourages artists, community and audiences to engage with continual dialogue, distilled by practice and woven with theory - there is instructive meaning in experiences
- Process. Practices. Play. Produce. Plate. Explore unique and unusual places. Discover Shepparton and the region. Experience arts, culture, food, and community.
- Total of 54 performances, workshops, exhibits, feasts, experiences, gatherings and displays happening during Shepparton Festival 2018 – By Design
- Expressions of interest from 35 community groups, poets, writers, artists, venues, musicians, photographers, businesses and schools (most in history of the Shepparton Festival)
- Working with partners including La Trobe University, Greater Shepparton City Council, Fairley Foundation, Creative Victoria, Film Victoria, Riverlinks, SAM, Kaelia Gallery, River Connect, SLAP, Splinter Contemporary Artists, Shepparton Textiles Association, Shepparton Shorts Association, Westside Circus, plus venues, businesses, artists, sponsors and other non-for-profits
- Looking to attract over **28,000** visitors and locals to events over 17 days in March 2018
- Liz mentions the Shepparton Arts Festival is seeking \$12,000 in sponsorship from Shepparton Show Me. Without the support of SSM the event would not be marketed to this extent

6:00pm

6.3 Events – Sponsorship application

Anthony Nicolaci
Team Leader – Tourism & Major Events
Greater Shepparton City Council

- Anthony is seeking funding for 3 events in the 2018/19 financial year.
- **Event 1** – Basketball Australia Under 14 Girls National Club Championships – seeking \$5,000 from SSM. 300 individual competitors. Over 1,000 visitors (90% from outside of Victoria). 6 days of competition. Average length of stay 7-8 nights. First national event in Shepparton since year 2000. Estimated economic impact of \$500k plus
- **Event 2** – Tennis Seniors Australia Individual Championships and Team Carnival – seeking \$6,000. NSW event held in Greater Shepparton. 800 competitors for teams carnival (week one). 350 individual competitors (week two). 10 days of competition over 14 days. 50 grass courts – 22 at Shepparton and 28 at Mooroopna (temporary

built). 90% of visitors will come from outside of Victoria, including some internationals. Estimated economic impact of \$1 million plus.

- **Event 3** – Country Week Tennis – seeking \$6,000. 1500-1700 individual competitors. 90 grass courts – 22 at Shepparton and 68 at Mooroopna (temporary built). 90% of visitors will come from outside of Greater Shepparton. 5 days of competition. Average length of stay 5 – 6 nights. Strong social and entertainment program. Estimated economic impact of \$2 million
- Anthony plays a highlights video of the last Country Week Tennis
- Total funding sought from SSM is \$17,000 plus GST\
- Carrie asks Anthony if there will be any additional events that SSM will be approached to support
- Anthony says at this stage, no

7. Reports

7.1 SSM Marketing Co-ordinator Report

Mat Innes-Irons

- Loaded to Google Drive

Christmas campaign

- Santa's Workshop is going very well with 74 photos taken so far. Santa's mailbox has had several letters with some hilarious responses from the children. The charity gift wrapping is available from 10am -4pm out the front of Santa's Workshop
- The Santa stage shows are going extremely well and are well attended. Mat has been gathering data at each show. The show today was live streamed on Facebook
- Carrie asks if the light are being left on in the workshop overnight
- Mat says yes – the fairy light (not all)

Great Things Happen Here

- Mat reports the feedback has been sensational from the year 2 launch of GTHH. Mat comments it was a hugely successful evening. Businesses are asking how they can be involved and there have been several inquiries from business owners to obtain a copy of the digital prospectus for their use. Mat also makes mention of the Simply Stems team, Radevski and Finer Fruits for their help creating the GTHH logo on the night

7.2 Economic Development update

Michael Carrafa

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7.3 Place Manager update

Tim Russell

- Maude Street Mall – concept redesign options. 29 people attended and the feedback was well received
- Free parking trial – at the Council meeting on the 19th there is a motion to trial free parking in two zones located in the CBD
- Tim mentions there will be free activities in the Mall over the Christmas period
- New businesses – Gozleme Palace (Wyndham Street) and here will be another food restaurant in Shepparton CBD in the near future

7.4 Shepparton Chamber of Commerce update

Andrew Metcalf

- Andrew mentions the Chamber are visiting businesses who have not put up Christmas decorations and encouraging them to do so

- Andrew mentions the Chamber have 5 new members join this month
- Carl asks for clarification around the category update (requested from the Chamber last month)
- **ACTION:** The Chamber to present their acquittal at the February meeting. SSM will make a decision around funding the 2018 event

7.5 TGS update

Ross Graham

- Ross mentions he GTHH event and comments on the professionalism and success of the night

RECOMMENDATION – That the reports be accepted.

Moved: Cr Les Oroszvary

**Seconded: Helen Sofra
CARRIED**

8. Financial report

8.1 Monthly Financial report

Simon Quattrocchi

- Loaded to Google Drive

RECOMMENDATION

That the November 2017 financial report be accepted.

Moved: Helen Sofra

**Seconded: John Montagner
CARRIED**

9. General Business

9.1 Christmas Campaign update

Mat Innes-Irons

- Provided in the SSM Marketing Co-ordinator Report (item 7.1)
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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 consideration of sponsorship funding.

Moved:
Carrie Donaldson

Seconded:
Helen Sofra

CARRIED

10. Great Things Happen Here

Fiona Le Gassick

10.1 Federation Square proposal

- Fiona presents proposal to the SSM committee

11. Sponsorship Discussion

11.1 Shepparton Italian Festa

RECOMMENDATION: The committee approve the sponsorship application for the Shepparton Italian Festa in principle.

1. The committee request more information around traders being approached for the event and what businesses are being targeted
2. To provide a more detailed marketing plan
3. To provide a media placement schedule

ACTION: Laura to draft letter and request media placement schedule and marketing plan

ACTION: To provide the event organisers advice around the Federation (Shepp) Square activation

Moved: Andrew Pogue

Seconded: John Montagner

CARRIED

11.2 2018 Shepparton Festival

RECOMMENDATION: The SSM Committee approve in principle \$12,000.00, with an option to support up to \$15,000.00

1. The committee require more information around the tiers of sponsorship and what recognition Shepparton Show Me would receive

ACTION: Event organisers to meet with the sponsorship subcommittee

Moved: Carrie Donaldson

Seconded: Cr Les Oroszvary

CARRIED

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11.3 Events – Sponsorship application

RECOMMENDATION: The committee approve funding for the following events:

- Event 1 – 2018 Basketball Australia National U14 Girls Club Championships **\$5,000**
- Event 2 – 2019 Tennis Seniors Australia Individual Championships and Teams Carnival **\$6,000**
- Event 3 – 2019 Country Week Tennis **\$6,000**
- Total \$17,000 plus GST

Moved: Carrie Donaldson

**Seconded: Kruz Patel
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: Kruz Patel

Seconded: Cr Les Oroszvary

CARRIED

12. General discussion

12.1 Shepparton Chamber of Commerce representative

ACTION: Send a letter to Chamber to seek clarification on who will be their representative at the SSM Ordinary Committee meetings. Laura to draft letter

Meeting closed at: 7:15pm

NEXT ORDINARY MEETING:

MONDAY 19th FEBRUARY 2017

LOCATION: COUNCIL BOARDROOM