

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 14TH DECEMBER 2015, 5.30PM – 7.00PM

UPSTAIRS: THE AUSSIE HOTEL



1.1 Attendees: Malcolm Blake, Cr Les Oroszvary, Johann Rajaratnam, Mat Innes-Irons, Fiona Le Gassick, Geraldine Christou, Simon Quattrochi, John Montagner, Ron Popelier, Shane Sali, and Ed Thomas.

1.2 Guests: Stephen Schneider – Stephens Jewellers

**1.3 In Attendance:
Laura Church (Minutes)**

**2. Apologies: Cr Dinny Adem, Peter Radevski, Sam Lagozzino and Danielle Tait.
Riki Gurden (Shepparton Chamber of Commerce and Industry) and Ross Graham (TGS Shepparton)**

RECOMMENDATION

That the apologies of Cr Dinny Adem, Peter Radevski, Sam Lagozzino and Danielle Tait be noted.

Moved: Cr Les Oroszvary

**Seconded: Ron Popelier
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on November 23rd, 2015 as circulated be confirmed.

Moved: Shane Sali

**Seconded: Simon Quattrocchi
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.

5. Sponsorship Applications

5.1 5:40pm Big Bash on the Big Screen

Belinda Conna
Healthy Communities Coordinator
Greater Shepparton City Council

Carmel Nicholson
Healthy Communities Officer
Greater Shepparton City Council

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- This event is a part of the Activities in the Park program
- The program has been running 5 years with over 200 free events this year, all throughout Greater Shepparton - October through March
- Cricket Victoria come to them with the idea that they wanted Activities in the Park program to run this event in Shepparton. A trial event had been run in Bendigo - received good positive feedback.
- The event is organised to be held at the Victoria Park Lake, Monday 11th of January 7:30pm
- Cricket Victoria and the Renegades will be attending
- Development staff will be there on the night to do Cricket activities also
- Activities in the park program struggles to engage men in the program and this would be an opportunity to engage men
- The aim is to encourage families to grab some food from the food restaurants and come down to the lake for a picnic
- The game will be displayed on a 5x3 meter screen good quality screen
- Carmel says you might ask why Monday 11th as its not ideal night. They wanted to organise to hold the event at the Lake but it has been out of action from November – December 2015 Also, it was a matter of getting the Renegades to come on their away game because they provide a lot of collateral
- The Renegades are providing one of their Rookies
- Carmel believes it will be a perfect time of the year as people aren't working and can get there
- They are wanting to promote event to people outside Shepparton area so they come to the event but also so local SSM businesses can leverage
- Feedback from other events Activities in the Park program have run have shown that attendees coming from outside of the area give more positive feedback. A lot of the support for this program is coming from people from outside of Shepparton
- Budget wise the Activities in the Park program is contributing and Cricket Victoria are as well
- The sponsorship from SSM that the program is seeking is to encourage people from the surrounding areas to come to Shepparton and ultimately to this event
- The event will run without SSM support although SSM contribution will help in bringing more people in
- Evaluation will be taken on the night by University of Melbourne
- Mat states very few food places will be open on a Monday night. Very limited SSM businesses will leverage.
- Carmel says she understands but unfortunately this was the only date that suited
- Simon asks who are the Cricket teams playing
- Carmel responds the Melbourne Renegades and Sydney Thunder. This also works well as Aiden Blizzard (local) signed with Sydney Thunder. This will bring locals in to support our local star
- Fiona states concern with Newspaper advertising. A once off ad in Newspaper is not ideal when you're targeting families. Would you look at Cinema advertising in Shepparton



or Benalla? Ideal time of year for cinema advertising as a lot of families go and there are multiple rotations. Or even TV - more exposure.

- Carmel responds they definitely would consider other forms of advertising for the event
- Simon agrees more coverage with television
- Shane asks Carmel about the \$4,500 asked for from SSM. What will this add to the event and how will this help more as you (Carmel) said it would go ahead regardless of SSM sponsorship
- Carmel responds it will go ahead although without SSM sponsorship/support we will not get the volume of the people we are trying to attract; it would get the word out more basically.
- Les adds that basically the support from SSM will increase your advertising coverage area basically
- Malcolm thanks Carmel and Belinda for the presentation and adds that the committee will give it due consideration

Guest Speaker

6:00pm Stephen Schneider – Stephens Jewellers

6. Correspondence

6.1 Correspondence Inwards

6.1.1 Mad Cow Mud Run invoice

6.2 Correspondence Outwards

6.2.1 NAB Cup AFL Challenge & Netball Pre Season Challenge 2016 approval letter

6.2.2 Shepparton Arts Festival approval letter

6.2.3 Shepparton Motor Museum Annual Motor Show approval letter

6.2.4 Shepparton Tradies Day 2016 approval letter

RECOMMENDATION – That the correspondence be accepted.

Moved: Cr Les Oroszvary

Seconded: Ron Popelier
CARRIED



7. Financial Report

Simon Quattrochi

- Financial report loaded to Google Drive

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Simon Quattrocchi

Seconded: Cr Les Oroszvary

CARRIED

8. Reports

8.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

Christmas Campaign

The Christmas campaign is going extremely well. Data is being collected at each show and we have been receiving positive feedback. A lot of people are using Facebook to follow the show locations. We will not need to spend more money on prizes, we have enough.

Renew

Mat is meeting with the Renew Committee Tuesday 15th December. The concern is we're losing momentum. Jamie is taking a backseat. The Chamber is taking more of a driving seat.

Geraldine states Investment Attraction have agreed to support Lucy and the Renew committee administratively. Geraldine adds she has had discussions with Real Estate agents also.

Great Things Happen Here

Fiona went on site to SPC today. Charles is set to be here January, still in the process of locking in the date. Alchemy has filmed seasonal shots (canola, fruit, wheat etc.). Fiona adds SPC are excited to be a part of it.

John asks for the eta

Fiona says March 2016 is the launch date of Great Things Happen Here

8.2 Communications Sub-committee report

John Montagner

- No report as the sub-committee did not meet. John will organise a date in late January.

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8.3 Investment Attraction report

Geraldine Christou

Rotary Markets

General feedback has been very positive from the Traders. Rohan has talked to them saying that the November market especially was the most successful. Traders think it would be great to keep them going. Rohan is going to do a specific formal survey in the next 2 weeks about the Markets and CBD Fun. Rohan will be presenting at the next SSM meeting about school holiday activities and working with the Rotary Markets again.

GV Brain

Peter Alexander will be here on the 19th March. We should encourage all of our retail business to come along. Great mentor.

New business

A new business moving into the old 'Not just cupcakes' shop on Fryers St.

Summer City Market

The Summer City Market will be held 26th & 27th February. Sam Ludeman is featuring in the ads. Also, the police band are coming back to perform after 4 years.

Launch for Pre-season International Netball event

Launch for netball is Tuesday 15th December at Monash Park. The Vixens, Thunderbirds and NZ teams will be playing at the event which is the same weekend as the AFL NAB Cup Challenge.

Simon adds he will be attending the Netball launch at Monash Park.

RECOMMENDATION – That the reports be accepted.

Moved: Cr Les Oroszvary

**Seconded: Ron Popelier
CARRIED**

RECOMMENDATION

That pursuant to section 89(2)(h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be closed to member of the public for consideration of sponsorship funding and committee membership applications.

**Moved:
Malcolm Blake**

Seconded:

CARRIED



9. Sponsorship Discussion

9.1 Big Bash on the Big Screen

RECOMMENDATION – To decline sponsorship of \$4,500 for Big Bash on the Big Screen

Moved: Cr Les Oroszvary

**Seconded: Shane Sali
CARRIED**

10. General Business

10.1 Marketing Plan for endorsement

All

- Malcolm: We went through the plan at the last meeting but did not formalise/ endorse it
- Fiona adds the Marketing Plan is ready to endorse with the committee approval as per recommendations from the committee at the last meeting
- Malcolm asks if anyone would like to move a motion to endorse the Marketing Plan

RECOMMENDATION – To endorse the Marketing Plan for 2015-2016

Moved: Cr Les Oroszvary

**Seconded: Ron Popelier
CARRIED**

10.2 January Meeting

All

- All committee agree next meeting on the 8th February (No January meeting)

***Action: The next Shepparton Show Me Ordinary meeting will be held February 8th 2016**

10.3 Summer City Market

Action: Geraldine and Mat to discuss SSM funds allocation for Summer City Market with Rohan Sali, if there is an issue Mat will let the committee know via email

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: Malcolm Blake

Seconded:

CARRIED

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Meeting closed at 7pm

NEXT MEETING:
8th FEBRUARY 2016
COUNCIL BOARDROOM
5.30PM