



Meeting opened 5:32pm by Chair - Malcolm Blake

1.

1.1 Attendees: Malcolm Blake, Cr Dinny Adem, Johann Rajaratnam, Mat Innes-Irons, Simon Quattrochi, Ed Thomas, Ron Popelier and Danielle Tait.

**1.2 In Attendance: Ross Graham (Tourism Greater Shepparton)
Laura Church (Minutes)**

2. Apologies: Cr Les Oroszvary , Fiona Le Gassick, Geraldine Christou, John Montagner, Sam Lagozzino, Peter Radevski and Shane Sali

RECOMMENDATION

That the apologies of Cr Les Oroszvary, Fiona Le Gassick, Geraldine Christou, John Montagner, Sam Lagozzino, Peter Radevski and Shane Sali be noted.

Moved: Johann Rajaratnam

**Seconded: Simon Quattrocci
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on March 21st, 2016 as circulated be confirmed.

Moved: Danielle Tait

**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.

- **Danielle Tait – Item 8.2** – Employee of Dexus Group who is a member of the Shepparton Chamber of Commerce and Industry
- **Ross Graham – Item 8.2** – Employee of GoTafe who is a member of the Shepparton Chamber of Commerce and Industry



5. Correspondence

5.1 Correspondence Inwards

5.1.1 Certificate of appreciation from Shepparton's World's Greatest Shave

5.1.2 Invoice for 2016 Business Awards from Shepparton Chamber of Commerce and Industry

5.2 Correspondence Outwards

5.2.1 SSM March E-newsletter

5.2.2 2016 Business Awards sponsorship approval letter

5.2.3 2016 Father's Day Heritage Weekend approval letter

RECOMMENDATION – That the correspondence be accepted.

Moved: Simon Quattrocchi

Seconded: Cr Dinny Adem
CARRIED

6. Financial Report

Simon Quattrocchi

- Financial report loaded to Google Drive

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Simon Quattrocchi

Seconded: Johann Rajaratnam
CARRIED

7. Reports

7.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

- Loaded to Google Drive

Mat Innes-Irons leaves the Boardroom to let Ross Graham in the building 5:54pm

Mat Innes-Irons returns with Ross Graham 5:57pm

Great Things Happen Here- Filming is continuing for the campaign as well as still photography. We aim to have the Shepparton launch Tuesday 24 May and the Melbourne launch Thursday 26 May. At this stage there is a tentative booking at River's Edge below Federation Square looking at a late afternoon presentation mainly to invited businesses with prospects of starting, relocating or expanding their business to the Greater Shepparton area. Charles Wooley will be present depending on 60 Minutes duties. Council Web designers are working with Kris Muir of Alchemy to build the site in readiness for the launch.

Renew Shepparton- We currently have 3 shops with Seven Creeks Pearls opening this week in the Tirana Walk. Chamber of Commerce, Committee for Greater Shepparton, Economic Development and SSM have contributed \$224 each for an Adviser feature to highlight the current stores, the shops that have entered into a permanent lease, acknowledgement of Landlords and advertise for a new round of expressions of interest.

Indigo at Dusk-The Renew Committee saw this youth market as a good opportunity to talk to potential Renew candidates. I will be catching up with 2 unique businesses to discuss Renew with them.

Careers Day Out-To be held at Macintosh Centre 28 April. While no financial assistance has been sought I have been helping with the set up for the event. The SSM van will be used on the day.

Fryer's Street Food Festival- has moved dates from Friday 18 November to Saturday 19 November after consulting most of the Fryers St businesses and the logistics of closing the road potentially from early morning. Being on the Saturday, it gives better opportunity for visitors from outside the Shepparton area to attend the event. Love Your Local has been asked to resubmit their sponsorship application to SSM with the intention of running it on Saturday 19 November.

A Chat With Mat- Present Jim Balaburov (Developer), Jenny Serra (Blossom with Love), John Montagner (SSM), Helen Moustafis (Emerald Bank Marketing), Michael Maroney (Hunters Group GM). Discussion points raised were:

Parking- Always a heated debate. The condition of the multi deck car park makes it uninviting to parking even though it is only about \$4.00 per day. Maybe shop keepers look at an incentive where they reimburse the parking fee (say \$4) when the customer spends say \$50 dollars in their shop. Even if they go to 4 shops and get \$4 off at each the shopper will be happy with \$16 off and each of the shops have made at least a \$50 sale.

Maude St Mall- Food! Encourage cafes to set up in the mall. Open up the idea of developers being involved in the rejuvenation of the mall. They may be interested in investing in building other stores, providing parking covering and weather proofing areas. Jim suggests developers may look at a 30 year lease of the mall.

Public Toilets-Very much lacking in the CBD. The Coles toilets are privately owned and are regularly closed due to vandalism. Jen said the Harris Scarfe toilets are quite clean as she is aware it affects her business adjacent. Jen advertises her business by placing flowers in toilet areas and gets work out of it. (Jen, Mick said he wouldn't mind having some of your

goods out at Hunters? In return he might drill a jack hammer into your floor to promote his business-joking)

Shop Fronts- Mat mentioned a council which offered businesses an incentive to repaint their shop front. I think it may have been their Graphic Artist did a free design. We can't force them to re do their shop fronts but so many are dated, faded and not relevant any more. I.e. Tirana Walk still has the silhouette of the man in flairs.

Where do you shop for clothes?-It seems we are after the shopping experience. Melbourne is an ideal destination as it is so accessible now. Some local stores were mentioned who give great service and even though twice as much had been spent we felt good about parting with the dollars. We are looking for the same experience when we go out for a meal or even a cup of coffee.

Motor Homes- Mick has had it mentioned that Shepparton is missing out on the Motor Home and RV market. There is a distinct lack of CBD parking for such vehicles as well as a dump point which is high on the list for the traveling nomads. It is a rapidly growing market and Shepparton should be looking at how to accommodate them.

Victoria Lake- Is it possible to build on the lake? Council own it and lease it out or is a private developer able to do something like building a café/ restaurant and reception area? Weddings overlooking the lake would be a huge draw card for Shepparton. Jen says currently losing Shepparton weddings to Echuca as they have venues overlooking the Murray River. Is there opportunity for pop up stores at the lake?

ACTIONS

- Mat to find out current stand on Victoria Lake. Itinerant traders and the ability to construct on the lake.
- Mat to investigate further options in sprucing up shop fronts.
- ALL- toss around ideas on a parking reimbursement scheme.
- Mat to find look further into where council sits in making Shepp RV friendly.

7.2 Economic Development update

- Loaded to Google Drive – report not presented as Geraldine is an apology

Rotary Motor Show and Market Day, Shepparton Showgrounds 2016 – 3rd April 2016 –

Recently held at the Shepparton Showgrounds this event is a major drawcard for car enthusiasts and bring good numbers to our region.

Estimated 5,000 people came through the gates to see the displays of new and old vehicles from cars to trucks including parts, accessories and craft.

Rods, Rats and Rides – Tatura Park – 9th & 10th April 2016

In its third year, this two day event is held at Tatura Park and brings in around 150 attendees + visitors. This Rockabilly Lifestyle Festival welcomes all things from the pre 78 period including Hot Rods, Rat Rods, Kustoms, Old School Cars to name a few.

Gives the owners of these fine vehicles an opportunity to show them off and cruise in a safe, controlled environment.

Converge on the Goulburn, Victoria Park Lake 19th March 2016

Converge has taken over from the Emerge Festival of the past four years

The event was again a huge success and drew in a crowd of around 3,000 throughout the day. We believe the weather had a large impact on the numbers this year as this was a very cold day which kept people away. Hosting a large range of food vendors and also cultural experiences which again proved to be a big draw card. This is a fully supported Council event together with State Government and part of the Shepparton Festival program which

we can keep building on in future years. Celebrating the diversity of cultures in Greater Shepparton through music, food and art.

Albanian Festival 2016 – Shepparton Showgrounds 20th March 2016

Annual Festival held at the Shepparton Showgrounds celebrating all things international. This event grows each year and this year had an expected 4,000 through the gate to celebrate this event.

A number of Melbourne visitors attended the event and signage was strong throughout the whole site. A tribute to the team of volunteers who put this event together.

Greater Shepparton on the Mooove to the MCG

This weekend will see a convoy of trucks heading the MCG in Melbourne to promote the region to over 60,000 proposed attendees to the inaugural Geelong Cats V's Essendon Country Game as part of the regular AFL season. A brain child of Kevin Sheedy, the game will become an annual blockbuster between the two teams to celebrate and acknowledge the contribution of regional communities to the game of AFL and the Australian Society.

We are taking 12 Moooving Art cows together with fruit, veg and various produce to sell at the Farmers Market which is being held outside Gates 2 & 3 at the G. Commencing at 10.30am and running until 2.30 – various vendors will sell their goods to the Football Community as they make their way into the ground for this inaugural game.

Brand – introduced to Council and not heading to Council meeting

After months of hard work, changes and fresh ideas the new Tourism Brand was tabled at the last Council briefing and was accepted (albeit with a name change).

This will now be presented to Council next week for implementation.

The team have worked hard to implement a new brand focus and we look forward to presenting this in the next few months.

GV Young Professionals

As part of the \$2000 contribution Council made to GVYP the group developed their own website. <http://www.gvyoungprofessionals.com/>

GVYP has also put together a flyer and letter to employers which has been sent out to over 200 targeted businesses. The committee (including Ro) will start catching up with these employers to encourage their younger staff to attend the events.

Early this year GVYP held their first event which was barefoot bowls that had 56 people attend. Next event will be held this Friday at SAM. To keep up to date with what's on, jump on the website or visit the GVYP Facebook page.

Digital Enterprise Program

The new Digi workshops are now in full swing and have been well attended. It would be great to see some more of the retail businesses involved. Two workshops are taking place this week – tonight from 6-8pm "What to know before getting a website" and Friday morning from 7-9am "Sharpen your edge on social media post writing"

Small Business Festival

Planning for the Shepparton Small Business Festival is well underway. Sponsorship agreements have been received, a letter of invitation to the Minister for the launch has been sent and confirmation of event details is due to be finalised by event hosts by Tuesday 19th April. We currently have 12 events listed on our calendar for the month of August. A further workshop is also being discussed with the Office of the Small Business Commissioner to take place in August. The festival will include small business development workshops, sustainable business practice and grant seminars as well as networking events and a business panel evening.

Careers Day Out

The Greater Shepparton Business Centre will be exhibiting at Careers Day Out on Thursday 28th April. There is an expectation that approx. 800 Year 10 students will be attending the 9.30am to 12noon Session and approx. 500 students attending the 12noon to 3pm Session plus members of the public.

Export Opportunities Workshop

The GSCC is collaborating with University of Melbourne to deliver an interactive workshop "Understanding your Export Opportunity" on Friday 29th April from 9:30am- 3:30 pm at the University of Melbourne's Dookie Campus. Tickets are \$50 and include lunch and refreshments. The workshop will cover some of the free-to-use resources you can access to gain an understanding of potential export markets. We will share some simple methodologies that can help you understand the product preferences of the export market consumers vs. local market consumers, how you can incorporate these insights into your product design and improve your chances of export success, the e-commerce opportunity and how you can access financial support to enable your business to grow.

RECOMMENDATION – That the reports be accepted.

Moved: Ron Popelier

Seconded: Danielle Tait
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:
Danielle Tait

Seconded:
Ron Popelier

CARRIED

8. General Business

8.1 Presentation of the 2016/2017 SSM Budget

Simon Quattrocchi

Resolution: Johann suggests, and the Committee agree, going through the proper process. Re-table this for the next SSM Ordinary meeting and give all committee members a copy of the document so there is time to consider it, provide feedback and then come back to the next meeting for discussion

8.2 Shepparton Chamber of Commerce & Industry MOU proposal

Malcolm Blake

8.3 SSM Mother's Day campaign

Mat Innes-Irons

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING AGENDA
MONDAY 18th APRIL 2016, 5.30PM – 8.30PM
COUNCIL BOARDROOM



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: Malcom Blake

Seconded: Ron Popelier

CARRIED

Meeting closed at 6:46pm

NEXT MEETING:

MAY 16TH 2016

SHEPPARTON LIBRARY

5.30PM