

**SHEPPARTON SHOW ME COMMITTEE MEETING**  
MEETING AGENDA  
MONDAY 18<sup>th</sup> JULY 2016, 5.30PM – 8.30PM  
COUNCIL BOARDROOM



**Meeting opened: 5:44pm**

**1. Meeting attendance:**

1.1 **Committee attendees: Malcolm Blake, Fiona Le Gassick, Geraldine Christou, Peter Radevski, Simon Quattrocchi, Shane Sali, Ron Popelier, Sam Lagozzino, Ed Thomas and Danielle Tait.**

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

**2. Apologies: Cr Dinny Adem, Cr Les Oroszvary, Johann Rajaratnam, Mat Innes-Irons and John Montagner.**

**RECOMMENDATION**

That the apology of Cr Dinny Adem, Cr Les Oroszvary, Johann Rajaratnam, Mat Innes-Irons and John Montagner be noted.

**Moved: Ed Thomas**

**Seconded: Ron Popelier  
CARRIED**

**3. Minutes of previous Meeting**

**RECOMMENDATION**

That the Minutes of the Shepparton Show Ordinary Meeting held on June 20th 2016 as circulated be confirmed.

**Moved: Danielle Tait**

**Seconded: Ron Popelier  
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.**

- No conflicts
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**5. Correspondence**

**5.1 Correspondence Inwards**

5.1.1

**5.2 Correspondence Outwards**

5.2.1 SSM July E-newsletter

5.2.2 Sponsorship approval letter – Victorian Open Bowls Championships

5.2.3 Sponsorship approval letter – EJ-EH Holden Nationals

- Simon questions item 5.2.3. Simon states there was another specific condition not listed on the approval letter; *to have accurate attendance numbers collected at the event.*
- Malcolm suggests sending another letter with the omitted condition
- Simon agrees

**Action: Laura to follow up on Wednesday 20 July – send letter with the omitted condition to Malcolm for approval**

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

**Moved: Danielle Tait**

**Seconded: Sam Lagazzino**  
**CARRIED**

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**6. Financial Report**

6.1 Monthly financial report

Simon Quattrocchi

- Financial report loaded to Google Drive
- Simon says there is nothing new to report

**RECOMMENDATION**

That the financial report be endorsed by the committee

**Moved: Simon Quattrocchi**

**Seconded: Ron Popelier**  
**CARRIED**

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## 7. Reports

### 7.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

- Not presented as Mat was a late apology

### 7.2 Economic Development update

Geraldine Christou

#### Zambrero (Blood Bank Building)

Lease has finally been signed! Opening will occur on Tuesday 16th August and fit out has already commenced. The health food business is still looking to commence in the More than Just Cupcakes former building. Meeting held with another food chain last week and investor has communicated he will invest in Fryers Street in 12-24 months.

#### Environmental Upgrade Agreements

Council is currently working with the Sustainable Melbourne Fund to offer within Greater Shepparton Environmental Upgrade Agreements. The Local Government Act was amended to allow for EUA's to be entered through Council. EUA's offer landlords the opportunity to enter into loan agreements with the SMF while Council receives repayments through its rates system. EUA's offer landlords the opportunity to include the tenant into the agreement and receive competitive interest rates and extended loans which can make energy related initiatives more viable. Council, at the April Council Meeting, resolved to adopt this system, internal processes are currently being undertaken with the ability to enter into the agreements being available in approximately 4-6 weeks. Contracts have been signed and a number of landlords and tenants have already signed up which is fantastic.

#### GV Link

Currently in negotiation with three investors interested in commencing operations at the GV Link site.

#### Commercial in Confidence Investment Discussions

A number of large investment discussions are progressing with announcements regarding job numbers to occur in the coming months.

Council is also working with Geoffrey Thompson in relation to their plans for the SPC Mooroopna site.

#### Inland Rail Forum

Held 30 June 2016, with great attendance. Council and attendees have determined an action plan to progress this game changing project in our favour including engaging the new Port of Melbourne owner and lobbying the Federal Government to ensure that the terms of reference for EOI's for private investors is broad enough to enable all route options to be considered.

#### Mini Minor Event

Continuing to work with Goulburn River Valley Tourism to develop a mini minors event which will be four days across the four regions of GRVT - Greater Shepparton, Strathbogie, Mitchell and Murrindindi - 250kms in each of the regions, aiming to attract 1,000 mini minors to participate. Draft itineraries for each of regions are currently being developed.

#### Branding

Goulburn River Valley Tourism launched their new destination branding at the Annual Dinner held on 30 June and also their new website [www.heartofvictoria.com.au](http://www.heartofvictoria.com.au).

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Future Events

MX Nationals - 100 plus support staff in town for this two day event at the Motorcycle track in Echuca Road.  
VIC Summit - 150 operators from VIC's around Victoria attending this event from 8-10 August.  
Winter Market - 26/27 August  
Shepparton Running Festival - 28 August - Vic Park Lake

Major event bids

Regional White Night – The Economic Development team submitted an application to host the Regional White Night in March 2017. Unfortunately Ballarat was successful in obtaining this opportunity, however a great achievement for Shepparton to be runner up. Places Shepparton well for an application in 2018.

Major events

New events secured recently-

Girls National Diversity Championships (to be announced)

- First ever national girls event (under 15) incorporating indigenous and multicultural carnivals combined for one super event
- 6 day event in September school holidays
- 400 participants plus additional support crew and family
- 100% visitation from outside Greater Shepparton

Basketball Victoria Country (BVC) under 16/18 division one Championships

- 54 teams totalling 540 players and additional support crew and family
- Three locations used due to event size - Shepparton Sports Stadium, Visy Care Community Centre (Wanganui High School) and Mercy Stadium (Notre Dame College) subject to approval and availability from school
- Around 95% of attendees will visit from outside of Greater Shepparton
- 25 regions represented from across the state

2017 State Urban Junior Fire Brigade Championships (to be announced)

- Two day state wide event
- Held in Tatura
- 800 participants and additional officials and spectators
- Around 95% of attendees will visit from outside of Greater Shepparton

Mountain Bike Australia Regional Victoria School Challenge (to be announced)

- Two day event
- 200 participants
- Mt Major Dookie

Significant bids in play - awaiting a response in next month

2017 Basketball Australia National Junior Basketball Championships - 8 day event, down to last two tenders

2017 AFL Nab Challenge – September / October outcome 2017 / 2018 AFL VLine Cup – 800 players 5 day event

Football Federation Victoria soccer tournament – 1500 players two days

University Games visit – pitching for 2018 - 2,000 participants over five days

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Upcoming events in next month:

MotorX nationals Series

- July 30/31
- 400 participants
- 3000 attendees
- Mooropna Motorcycle Track

Victorian Visitor Information Summit

- August 8 to 10
- 200 delegates

Tourism

Tourism week occurring September 5 to 9 includes industry workshop for two hours. Will also include New Destination brand launch and New destination website launch

GV BRaIN

GV BRaIN returns with a daytime event featuring Mr Geoff Akers, Chair Dairy Australia. Mr Akers is a dairy farmer from Tallygaroopna in Northern Victoria. He has extensive experience in dairy research, development and extension. He worked for Victoria's then Department of Agriculture (Target 10 and Operation Mid Lactation) and at the Kyabram Research Institute. He spent four of six years on the Murray Dairy Board as Chair and two years on the National Dairy Alliance Board. He has also served as a Director of Australian Dairy Farmers, a Central Councillor of the United Dairy farmers of Victoria and is a former Chair of the Victorian Farmers Federation Water Council. He is also a former Director of the Northern Victorian Irrigation Renewal Project  
When: Friday, 29 July 2016 Friday 29th of July, 2016, at 12:00pm – to 3:00pm  
Where: Eastbank Centre, 70 Welsford Street Shepparton  
Cost: All tickets \$38.00 (includes two course meal) Contact Riverlinks Box Office Phone (03) 5832 9511

Business Centre

Small Business Festival program now available (display stand in council foyer) The Shepparton festival will be launched Tuesday 2nd August. Shepparton calendar has 12 events, we hope to attract over 250 local businesses to our varied events.

June is a busy month with University exams, we accommodate up to 18 different universities across Australia, it sees our Training Room fully booked for the whole month (and again in November)

We co-hosted with community strengthening, a CALD workshop, the topic was 'planning and starting a business' there were 12 participants.

Free mentoring continues to be popular (first Wednesday of each month) most times appointments are fully booked in advance

Tenancy

Office occupancy is 50%, shed occupancy is also 50%. (2 x sheds and 1 x office vacated in June) A radio advertising campaign is currently underway to increase awareness of the Business Centre from a tenancy and casual hire perspective, also new signage is soon to be installed in New Dookie Rd to attract attention.

Shepparton Business Awards

Nominations are rolling in for the 2016 Shepparton Business Awards, judging for our category will begin shortly (Best New Business Under 2 year category).

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Place Manager

Coordination of the Winter City Market:

- 26th and 27th August
- Live music
- Free children's entertainment
- Interactive workshops and demonstrations- "science theme"
- Jumping castle
- Animal nursery
- Food trucks (one confirmed)

Visited Bendigo to meet with Place Manager and tour CBD

- Key Learnings
- Centralisation of activity- commercial and non-commercial anchors
- Focus on food offering
- New technology and wayfinding- GPS beacons and guided heritage tour app
- Developing concepts for Maude Street Mall activation which will be presented to Council on July 19th

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

**Moved: Sam Lagozzino**

**Seconded: Simon Quattrocchi**  
**CARRIED**

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**8. General Business**

**8.1 Marketing Planning**

**Next activities (as per marketing strategy):**

- Fiona suggests forming a working group for the marketing planning and asks for volunteers
- Geraldine suggests flagging this at the next ordinary meeting instead as the new committee members may like to be involved
- Malcolm asks if the new committee members have been informed of their positions
- Fiona responds no. As the new committee members must be ratified by the Councillors at their next meeting tomorrow night (Tuesday 19 July). They will be informed on Wednesday
- Fiona says the planning is rather urgent and suggests an email be sent out asking for volunteers for the working group

**Action: Mat to send out email re: forming a Marketing planning working group to the SSM Committee**

- Malcolm asks when the SSM AGM will be held
- Laura says the Monday 15 August
- Fiona lets the committee know Mat will inform the committee via email once the location is confirmed

**Action: Mat to inform SSM committee of the location of the AGM via email**

8.1.1 SSM welcome to Shepparton video (brief to be developed with the committee)

8.1.2 Father's Day

8.1.3 Flower Festival/Spring into the CBD/Spring Campaign (brief to be developed with the committee)

8.1.4 Show Me Shepparton Produce (brief to be developed with the committee)

- Fiona also mentions the launch to GTHH campaign is next Tuesday (26 July)

**8.2** Parking sign

Peter Radevski

- Peter mentions he was in the CBD on a Saturday morning and was confused by the parking sign. It had parking times from; Monday – Friday 9am - 5:30pm and Saturday 9am - 12pm. Peter says parking is free on Saturday's, so why is the sign incorrect?
- Shane adds that often confused people enter his stores asking whether they have to pay or not
- Geraldine says the parking is free on Saturday so why aren't we promoting it
- Shane mentions the parking officers are out on a Saturday
- Geraldine adds parking time limits still apply
- Shane says they mostly monitor the loading zones and disabled parking
- Fiona suggests that her or Mat can pass this onto the relevant person at Council

**Action: Mat or Fiona pass the parking sign query onto the relevant person at Council**

**8.3** 'Spin Out' movie

Peter Radevski

- Peter asks if there is going to be an opening for the 'Spin Out' movie that was filmed locally
- Geraldine says yes, that has only been confirmed this month. The premiere will be in Shepparton. The Community Fund is working in with Sony to orchestrate the event. Economic Development department are doing our best to work in with it also in terms of activating the CBD

**8.4** Maude St Mall discussion

Ron Popelier

- Ron mentions the Chamber are in support of re-opening the Mall and suggests the SSM Committee align with them or support them
- Geraldine says there's no reason why we can't
- Fiona says if the committee want to determine a position on this matter they can
- Fiona adds is it the partial or full reopening of the Mall
- Malcolm says to clarify the partial reopening is one way traffic through Stewart Street to come out at Corio Street
- Malcolm suggests the committee vote on which they would like to support (partial or full reopening)
- Sam says before he votes on this he'd like to know the costings of both
- Geraldine agrees. We need to know the cost for the return on investment

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- Ron adds the cost for the partial reopening is \$4.2M, as far as he knows there isn't any figures for the full reopening
- Geraldine says the figures were provided by Council
- Shane thinks instead of voting to keep it simple by saying, we support the Chamber of a partial reopening of the Maude Street Mall
- Simon thinks there are too many obstacles in the Mall eg: Trees
- Ron disagrees, trees offer good canopy. The Mall is entirely concrete and is not inviting
- Geraldine asks what the consensus is, are we in support?
- Sam adds that he is in full support of reopening the Mall, although if there are two different options to vote on, he needs to know the figures before voting on either
- Geraldine says we can put in a request to Council to provide costings on the full reopening
- Fiona adds the SSM committee support the reopening in principle although costings on both options need to be requested then provided before a definitive decision can be made
- Peter asks Ron if the Chamber have put this request to Council
- Ron responds that the Chamber plan to present this to Council
- Malcolm suggests we write a letter stating the SSM committee support the Chamber in their action to reopen the Mall

**Action: Laura to draft a letter to the Shepparton Chamber of Commerce stating the Shepparton Show Me Committee is in support of their action to reopen the Mall. Letter to be sent to Fiona and Malcolm for approval.**

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**Meeting closed at 6:24pm**

### **NEXT MEETING:**

AUGUST 15<sup>th</sup> 2016

COUNCIL BOARDROOM

COMMENCING 5:30PM