

**SHEPPARTON SHOW ME
ORDINARY MEETING AGENDA**
MONDAY 19th SEPTEMBER 2016, 6.30PM – 8.30PM
THE PROVENDER & CO – EMERALD BANK



Meeting opened: 5:41pm

1. Meeting attendance:

1.1 Committee attendees: Malcolm Blake, Cr Les Oroszvary, Johann Rajaratnam, Geraldine Christou, Mat Innes-Irons, John Montagner, Sam Lagozzino, Shane Sali, Simon Quattrocchi, Danielle Tait and Carrie Donaldson.

**1.2 In Attendance: Chris Reisner (Shepparton Chamber of Commerce)
Laura Church (Minutes)**

2. Apologies: Cr Dinny Adem, Fiona Le Gassick, Ron Popelier and Aaron Brain.

RECOMMENDATION

That the apologies Cr Dinny Adem, Fiona Le Gassick, Ron Popelier and Aaron Brain be noted.

Moved: Johann Rajaratnam

**Seconded: Cr Les Oroszvary
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on August 15th 2016 as circulated be confirmed.

Moved: Sam Lagozzino

**Seconded: Malcolm Blake
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.

Carrie Donaldson	Item 10.1	Shepparton Motor Museum Annual Motor Show
Shane Sali	Item 10.2	Shepparton Albanian Harvest Festival



5. Correspondence

5.1 Correspondence Inwards

- 5.1.1 Sponsorship application - Shepparton Motor Museum Annual Motor Show
- 5.1.2 Sponsorship application - Shepparton Albanian Harvest Festival
- 5.1.3 Sponsorship application - Shepparton Festival
- 5.1.4 Acquittal report - Shepparton Albanian Harvest Festival

5.2 Correspondence Outwards

- 5.2.1 SSM AGM invite to SSM stakeholders (sent via e-newsletter database)
 - Mat comments he had half a dozen responses directly from stakeholders to attend
- 5.2.2 SSM approval letter – St Georges Road Food Festival
- 5.2.3 SSM approval letter – Shepparton Agricultural Show

RECOMMENDATION – That the correspondence be accepted.

Moved: Cr Les Oroszvary

**Seconded: Malcolm Blake
CARRIED**

6. Sponsorship Applications & Acquittals

6.1 Shepparton Motor Museum Annual Motor Show Michelle Luscombe
6.05pm (Application) Committee Member
Shepparton Motor Museum and Collectibles

- Michelle says the Annual Motor Show has been running since 2012
- The Annual Motor show in 2015 saw 1,000 people attend and in 2016 over 2,000 were in attendance
- The Motor Museum has been extended an extra 900 square metres (double) and now also has a greater range of Vehicles
- The Motor Museum are seeking \$4,000 for the 2017 event and then working toward sustainability
- Simon asks Michelle when the event is
- Michelle says Sunday 19 February 2017
- Michelle thanks the Shepparton Show Me committee for their support

6.2 Shepparton Albanian Harvest Festival Rohan Sali
6.15pm (Acquittal and Application) Committee member
Albanian Moslem Society Shepparton Inc.

- Rohan thanks SSM for the opportunity to present and introduces fellow committee member Reg Qemel
- Rohan says SSM last year sponsored \$10,000 for marketing and the results were evident. The 2015 event had 1,000 attendees and the 2016 event had over 3,000 attend
Rohan plays a video of highlights of the 2016 event
- Rohan talks about targeting Albanian families in Melbourne and also in other major cities specifically Brisbane, Sydney and Adelaide
- The would like to advertise using print media (Melbourne newspapers), Radio (local), social media, Billboard, town entry event signs
- Also mail to Albanian Moslem Society's database and other Albanian committee's across Australia
- Surveys were undertaken with 58% of those surveyed were visitors to Shepparton, 41% locals. 53% of visitors stayed overnight, mostly one night and mostly with friends/family. Attendees surveyed were mostly from Shepparton or Melbourne
- The event supports local industry. All infrastructure, supplies, and food and beverages are sourced from local suppliers.
- The event supports local community groups. Money raised from the event is used to maintain the Shepparton Albanian mosque and facilitate other community projects
- Rohan says ideally, we would look to scale back our desired contribution from SSM in 2018, with the aim of delivering a fully sustainable event thereafter
- Mat comments to Rohan that this year the Festival was open to all cultures
- Rohan says yes, there were at least 50% non-Albanian
- Carrie asks Rohan if the money leftover has been returned to SSM
- Rohan says yes
- Carrie asks about the profits from the event and what they go toward
- Rohan says they made a donation to Hospice Care and the profits help pay for other events run by the Albanian Moslem Society

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6.3 Shepparton Festival
6:25pm (Application)

Amanda McCulloch
Festival Publicist
Shepparton Arts Festival Inc.

- Amanda says the Shepparton Festival is establish and now in its 21st year
- The theme for the Festival is 'Mapping Shepparton'
- Last year's Festival saw 49 events over 17 days all run by local community groups
- The Festival aims to drive visitation to the area
- In 2015, the Festival Club showcased local produce, artists and musicians. A community celebration in the CBD. Hoping to challenge negative perceptions of the CBD
- Amanda says they do not have a location for the Festival Club as yet so if SSM has any suggestion they would love to hear them. Looking for a unique location
- The dates for the Festival are 3-20th of March 2017 although the Festival Club will run over a 3 days
- 1,076 people attended the 2015 Festival Club, this time we're aiming for over 3,000
- Amanda says we are seeking \$20,000 from SSM. Major sponsorship, logo placement on all advertising and invitations to the VIP events
- Mat asks who financed it last year
- Amanda says the Bank of Melbourne and the Shepparton Festival
- Sam asks if there were any issues
- Amanda says they had issues with securing funding and promoting the event

7. Financial report

7.1 Monthly Financial report

Simon Quattrocchi

- Report loaded to Google Drive

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Carrie Donaldson

Seconded: Cr Les Oroszvary

CARRIED

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8. Reports

- 8.1 SSM Marketing Co-ordinator report Mat Innes-Irons
- Report loaded to Google Drive
- 8.2 Economic Development update Geraldine Christou
- Report loaded to Google Drive
- 8.3 Great Things Happen Here update Peter Sutherland and
Michael Diffey
Alchemy Media
- Peter says there are 4 commercials to complete, 47 more shots at different locations.
 - Also shooting extra footage for 'Many Great Things'
 - Peter mentions Charles Wooley has received feedback, people have mentioned seeing him in the advertisement
 - Peter adds Charles fell in love with Shepparton when he came, he originally was staying for 3 days but decided to stay for 5
 - Fiona has requested Charles to return in November
 - Michael Diffey talks about the media schedule

RECOMMENDATION – That the reports be accepted.

Moved: John Montagner

Seconded: Johann Rajaratnam
CARRIED

9. General Business

- 9.1 Shepparton Agricultural Show sponsorship All

RECOMMENDATION – The committee approved sponsorship of \$5,000.00 via email on 23 August 2016.

Moved: Cr Les Oroszvary

Seconded: Malcolm Blake
CARRIED

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9.2 Economic Development Tourism and Events response Carrie Donaldson

- Carrie asks as Shepparton Show Me is a stakeholder she wonders if we have submitted a response
- Geraldine confirms there wasn't a response from SSM although if SSM want to provide a response an extension can be granted (COB tomorrow)
- Geraldine can re-send the link around
- Johann asks the committee if they'd like to put a submission in
- Carrie says she was just wondering if they had read it and if there was a response submitted

9.3 Adviser column (monthly) Mat Innes-Irons

- **Not discussed**

9.4 SSM Christmas campaign Mat Innes-Irons

ACTION: Mat will email information and quotes regarding Christmas at a later date

9.5 SSM Database update Mat Innes-Irons

- Mat says it is important we update the SSM database as we are only hitting a third of the SSM stakeholders of which the data was gathered from
- Simon asks when was the data gathered
- Mat says the data was gathered over two years ago
- Mat says he's not sure if originally the data wasn't gathered accurately and/or the business have either closed, moved and haven't updated their details
- John explains to the committee it wasn't just to collect data but to talk about Shepparton Show Me directly to the stakeholders
- The committee agree work needs to be done on this

9.6 GV RV Rally Mat Innes-Irons

ACTION:
The committee request remaining sponsorship funds from the GV RV Rally of \$5,500.00 are returned to Shepparton Show Me and the Shepparton Agricultural Society reapply for the funds.

9.7 Sponsorship subcommittee

RECOMMENDATION – The following SSM committee members formed a sponsorship subcommittee; Carrie Donaldson, Sam Lagazzino, Malcolm Blake and Mat Innes-Irons

Moved: Shane Sali

**Seconded: Johann Rajaratnam
CARRIED**

9.8 Sales Representatives

Malcolm Blake

- Malcolm says it has come to his attention that sales representatives are avoiding Shepparton, which isn't good
- Simon asks what line of business?
- Malcolm says specialty food
- Geraldine asks Sam if he has had this problem, being in hospitality
- Sam says no, he has them there constantly/weekly
- Malcolm says the comment from this particular sales representative was "what is happening with this town?" (Negatively). He sells three times as much elsewhere for example; in Bendigo.
- Sam says it comes as a surprise to him
- Malcolm finishes by saying he thought he pass on this feedback to the committee

9.9 Media release on the advertising of GTHH

John Montagner

- John suggests sending out a Media release on Great Things Happen Here (GTHH) as people have been asking him why they are advertising locally?
- Sam agrees
- Carrie says it's about connecting with two separate audiences, to create a sense of pride for local people and connecting with a wider audience to promote Shepparton as a place to build a business
- Johann adds this may be something to go back to Fiona to have a chat about (with Mat)
- Mat suggests sending it out to our database
- Carrie believes it needs to go out to the resident population of Shepparton not just SSM stakeholders
- Sam suggests print media
- Simon suggests social media
- Johann says Fiona may have something allocated from the council budget for this so it's worth touching base with her first

ACTION: Fiona to email committee regarding GTHH Media release

- Johann suggests moving a motion via email

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9.10 GV Brain

Mat Innes-Irons

- Mat discussed with Rohan Sali, GV Brain have offered an in-kind sponsorship for GV Brain event seats next year, which is about \$2,500 worth. They would like to utilise our database to help promote their events, monthly column and e-newsletter
- Mat continues; they have offered five complimentary tickets to each event
- Carrie suggests they could use the GTHH commercial at the start of their events
- John would like to come to an arrangement where both groups could come together and update the database
- Sam adds the maintenance of the database is critical going forward as we don't want to be looking at this again in two years' time. We need have something in place to communicate if a business has opened up or shut down
- Geraldine suggests to put out a call to action to stakeholders, it's in their best interest
- Mat says the response last time was great as the stakeholders liked seeing someone from SSM and they were also able to answer any questions they had. Mat believes the only way to do it effectively is by going to each business
- Simon agrees

10. Sponsorship Discussion

Sponsorship discussion to be held at a Special Meeting 28 September 2016 at Noble Monks commencing 8:30am

10.1 Shepparton Motor Museum Annual Motor Show

- **Not discussed**

10.2 Shepparton Albanian Harvest Festival

- **Not discussed**

10.3 Shepparton Festival

- **Not discussed**

Meeting closed at: 8:30pm

**NEXT ORDINARY MEETING:
MONDAY 17th OCTOBER 2016
COUNCIL BOARDROOM**