



Meeting opened: 5:42pm

1. Meeting attendance

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

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

2. **Apologies: Fiona Le Gassick, Peter Radevski and Ed Thomas.**

RECOMMENDATION

That the apology of Fiona Le Gassick, Peter Radevski and Ed Thomas be noted.

Moved: Cr Les Oroszvary

Seconded: John Montagner

CARRIED

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on May 16th, 2016 as circulated be confirmed.

Moved: Ron Popelier

Seconded: Danielle Tait

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.

- Sam Lagozzino Item 11.1 Assessment of the Committee applications
- Shane Sali Item 11.1 Assessment of the Committee applications
- Danielle Tait Item 11.1 Assessment of the Committee applications

(All the above are renominating for a position on the Shepparton Show Me Committee)

5. Correspondence

5.1 Correspondence Inwards

5.1.1 Shepparton Festival 2016 report (on Google Drive)

5.2 Correspondence Outwards

5.2.1 SSM June E-newsletter

5.2.2 Sponsorship approval letter – Fryers Street Food Festival

5.2.3 Sponsorship approval letter – Shepparton Running Festival

RECOMMENDATION – That the correspondence be accepted.

Moved: Cr Les Oroszvary

Seconded: Shane Sali
CARRIED

6. Sponsorship Applications and Acquittals

6.1 EJ-EH Holden Nationals
5:40pm (Sponsorship Application)

Les Adams
Operations Manager
Spring Car Nationals

- Les thinks it will be great to hold this event the same weekend as the Spring Car Nationals as it will attract more people to the area
- It is the 25th Anniversary of the Spring Car Nationals
- Les mentions people from WA, North Queensland and Canberra will be attending and adds people come from all over Australia for this event
- Les believes this event is an iconic event for Shepparton and is good for the local economy
- Les says with SSM support to market this event he would like to run this event each year or at least every second year
- Les Oroszvary asks: how much are you asking for in sponsorships funds from SSM
- Les replies \$10,450 for the marketing of the event. Aiming to market more broadly to get people to come and stay the weekend in Shepparton
- Shane asks; if approved will the funds be used for this event only or the Spring Car Nationals also
- Les says the event is separate to the Spring Car Nationals although he thinks it would be silly if they weren't advertised together
- Les mentions the ticket prices for the Spring Car Nationals are the same as last year and a ticket to the Spring Car Nationals will allow entry into both events

6.3 Challenge Shepparton 2015
6:00pm (Sponsorship acquittal)

Kelvin Maude
General Manager – Events
McPherson Media Group

Kelvin plays a Youtube video showcasing the 2015 Challenge

- Kelvin says the 2015 event delivered better spectator facilities and there was more local participation
- He adds there was a drop in participants in the main event
- John says the video is impressive and asks if it will be used for the next event
- Kelvin says yes it will. A drone was used for some of the shots and the images used were from a professional photographer
- Malcolm agrees with and thinks it was money well spent
- Malcolm thanks Kelvin for the presentation

6.4 Mad Cow Mud Run
6:10pm (Sponsorship acquittal)

Geoff Cobbledick
Administrator
Mad Cow Mud Run

- Geoff thanks the committee for inviting him to present the acquittal
- The 2016 event saw over 1,000 children enter the kids event and over 1,000 participated in the adult event
- It was estimated 2,500 people were in attendance over both days
- Based on the surveys taken around 50% of participants were from outside of the Goulburn Valley
- Geoff thanks SSM for the sponsorship funds, the use of the Kia Thompson mobile stage and Mat's MC services
- The event has 3 goals –
 1. Physical Activity
 2. Raising funds for charities and local clubs
 3. Community wellbeing – look to spend locally
- 2/3 of the participants are female
- 99% of the participants surveyed were 'Extremely satisfied' with the event
- Geoff mentions numbers were down by 20% in the adult event this year and believes because there have been more regional events similar to the Mad Cow Mud Run organised, it could be the reason for the drop in participants
- Geoff says the event will run again in 2017 and will look to SSM for support to market more broadly
- Mat observed there weren't as many football/netball clubs
- Geoff mentions there were a few although agrees not as many and says they will be sure to target them for the 2017 event
- Simon suggest targeting universities
- Malcolm suggests 'Teachers' as the Teacher's Games were quite successful
- Malcolm thanks Geoff for presenting

7. Guest speakers – information only

7.1 CBD update
6:20pm

Tim Russell
Place Manager
Greater Shepparton City Council

- Tim thanks the SSM committee for the invitation
- Tim introduces himself and talks about his work history
- Tim is originally from Shepparton but has lived in Melbourne for a number of years to study at University and work
- Tim previously worked at the Space Agency in Melbourne which is an activation agency specialising in transforming spaces into places
- Tim talks about his role at Greater Shepparton City Council as Place Manager
- Tim is the primary contact for traders and his role is to activate the CBD. He hopes to set in place short term solutions for long term goals
- He will work collaboratively with the CBD traders and introduce them to opportunities
- Currently looking for an onsite office in the CBD
- Geraldine says if anyone has any thoughts on improvements negative or positive please contact Tim
- Johann asks if this includes maintenance issues
- Geraldine says yes, Tim is the contact
- John asks to define the CBD (what area does this include)
- Geraldine says she will send out a map to the committee of the CBD area
- John suggests to put this map in the SSM newsletter
- Tim thanks the committee for the time and says he will leave his business cards for anyone who would like one

7.2 Greater Shepp Update
7:00pm

Damien Willoughby
Social Media Officer
Greater Shepparton City Council

- Damien introduces himself
- Damien says Greater Shepp Update is digital portal to deliver local information you need to know, first
- www.greatersheppupdate.com.au
- Damien says the video updates have had a lot of reach, in some cases tens of thousands
- Mat asks how SSM can get involved
- Damien says to get in contact with the Marketing and Communication's team at Council. He adds most people have a phone so anyone can shoot a video or take a photo and our team can include the story on the website
- Damien also mentions any SSM initiatives will be featured
- Simon asks when the website went live
- Damien says the website has been live for 6 months although it has only been advertised this month
- Mat suggests to Laura to send the link out to the committee

8. Financial Report

8.1 Monthly financial report

Simon Quattrocchi

- Financial report has been loaded to Google Drive
- Simon adds the Business awards has been factored in
- The EOFY campaign has been included in the 2016-2017 Budget
- Simon says the entire 2015-2016 budget has been spent

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Simon Quattrocchi

Seconded: Cr Les Oroszvary

CARRIED

9. Reports

9.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

Greater Shepparton Great Things Happen Here - Filming for the 60 sec TVC has been completed and more footage for the digital prospectus has been gathered. Initial media has been booked. GSGTHH web site is coming together as you saw in Fiona's email last week. Shepparton launch is Tuesday 26 at Noble Monks. Invitations to those involved will be going out soon in a can supplied by SPC free of charge. It will be branded with a GSGTHH label and will contain the invitation to the local launch.

We are still holding talks with the Melbourne PR Company regarding the best way to penetrate metro markets. Once idea floated is to potentially host select media representatives in Greater Shepparton for two days.

Renew Shepparton - Chamber, C4GS, Economic Development (GSCC) and SSM contributed to an ad in the Adviser detailing Renew, testimonials, where the shops, thanking land lords and calling for more expressions of interest from potential tenants. Not one response was recorded. Lucy, Chamber EO, is looking into landlord, tenant and Renew Shepparton's obligations if we choose not to continue the programme which is up for review September.

Icon Event - Sam, Simon and I have been working in with Economic Development regarding SSM's plan to bring a music event to Shepparton. Initially A Day On The Green were contacted and after numerous follow ups finally replied to Sam with a "no thanks".

Talks are continuing with Red Hot Summer Tour and another company Anthony Nicolaci (Tourism and Events Team Leader) is in contact with.

Fryers Street Food Festival - has moved to Saturday 19 November. I have been working with Love Your Local supplying Shepparton food venue contacts. Love Your Local intend on approaching external vendors with other non-conflicting businesses to fill the street.

End Of Financial Year Campaign - is in action. Many businesses were happy to see a SSM representative in their shop. TVCs, radio and Super Screen are all go along with Facebook with pics of some of the businesses.

Shop The City - Danielle has floated the idea of holding a “Shop The City” style day where the major retail areas combine to collectively sell Shepparton. Originally ear marked for Saturday 3 September just pre Father’s Day and start of spring the Mall traders all felt it was too close to Winter Market. We are now looking at a later date. Danielle will provide a brief overview.

Next activities (as per marketing strategy):

- Winter City Market (August)
- Shepparton school holiday fun campaign/s (campaign brief completed)
- SSM welcome to Shepparton video (brief to be developed with the committee)
- Father’s Day
- Flower Festival/Spring into the CBD/Spring Campaign (brief to be developed with the committee)
- Show Me Shepparton Produce (brief to be developed with the committee)

9.2 Economic Development update

Geraldine Christou

Digital Enterprise Program

The very last workshops as part of the Digital Enterprise Program will be conducted from Tuesday 21st June – Thursday 23rd June. We encourage those that have not taken advantage of these workshops to do so.

Small Business Festival

Planning for the Shepparton Small Business Festival continues. The 2016 SBFV website is live and the program has been printed! You can download a copy of the program or peruse the calendar to see what is in store for this year. The team are still ironing out inevitable bugs and glitches with the site. The events specific to Shepparton can be found here <http://www.business.vic.gov.au/sheppartonfestival>. We are still awaiting confirmation of Ministerial attendance at the launch which has been proposed for Tuesday 2nd August at 11am in the Bill Hunter Room here at Council.

Victoria’s Regional Network Development Plan

The Hon Jacinta Allan MP presented a briefing in Shepparton on Wednesday 1st June, discussing the launched Regional Network Development Plan, citing upgrade to the Shepparton Station and one additional service to Shepparton. Shepparton also received \$30K towards a feasibility study that is being undertaken to look at improvements around the Shepparton station - investigate development of vacant land, better pedestrian access and improvements to shelter, landscaping and parking around the station. Jacinta advised that further work regarding stabling, track work, signalling and passing loops need to be undertaken to achieve additional services beyond this.

Upcoming CALD Workshop

Charlene Norton from the Community Strengthening Team at Council approached the department a few weeks ago to help set up a business workshop suitable for our CALD community. A 3 hour workshop titled “Starting & Planning Your Business” facilitated by Small Business Victoria will take place on the 29th June at Philippine House.

Tenancy

Tenancy at the Business Centre is tracking well with two perspective tenants having toured the facilities this week. Advertising for new tenancy continues in the form of radio, new signage and sponsorship. Concrete Culture have advised us that they will be moving out shortly. They have already outgrown us - their new premises is over 10 times larger than their current space here at the Business Centre. We wish them well in their future endeavours.

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.

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 currently being signed. Hoping to be underway in August.

SPC Ardmona Mooroopna Site

Agreement of sale signed on Friday 10th June between SPC Ardmona and Geoffrey Thompson. You will recall that part of the \$22M funding agreement with the state included consolidation of operations. The agreement includes a short term lease for warehouse storage back to SPC and Foodshare will continue to operate from the building. Geoffrey Thompson's logistic operations and head office will move to Mooroopna. Possession will take place in mid September.

GV Link

Currently in negotiation with an investor interested in commencing operations at the GV Link site, this is a relocation of current operations to allow for expansion and growth, with the creation of an additional 50 new jobs.

Place Manager

Tim Russell commenced in the role of Place Manager within Economic Development on 26 April this year. Tim has previous experience in precinct activation, through his previous work with the Space Agency in Melbourne, working on activation of both new and established developments. Tim has made contact with local traders to introduce himself and hear initial thoughts and ideas. Tim has initiated co-ordination of Winter City Markets with local traders – steering committee meeting was held on Wednesday afternoon. Tim's main focus in the short term will be to continue to establish relationships with traders and other groups. Tim is also working on developing his understanding of the CBD – particularly around vacancy rates, gaps in the retail / service offering and opportunities for activation. Tim will be responsible for the conduit of information relating to CBD matters. Tim has commenced coordination of the Winter City Markets, started planning for Rotary Markets in the second half of the year.

Inland Rail Forum

With the Federal Government committing \$594M towards research and land acquisition for the Melbourne to Brisbane Inland Rail line, and with the recent decision to have the Department of Finance oversee market testing to assess the private sector's interest in delivering and financing the inland rail project, this nation building project is gathering momentum and community interest is high. Council is hosting an inland rail forum to update the business community on the progress of this project and to hear from speakers on the topic. Thursday 30th June 12-2.00pm.

GV BRaIN

Guest speaker - Geoff Akers - Dairy Australia Chair. The event will be held on the 29th of July at Eastbank for lunch - \$38.00

Mini Minor Event

Currently working 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 is currently being developed.

Branding

Many Great Things branding adopted by Council at April Ordinary Council Meeting. New destination website is currently being developed and the brand will be launched to coincide with the new website completion.

Major events

Held June long weekend - Council supported three events with the highlight being the multi-year agreement to host the Victorian Masters Softball Championships which saw approximately 1,000 players play in Mooroopna. There was also approximately 100 players for the AFL Masters Vic Metro v Country game played at Deakin Reserve. In addition there was a City V Country representative Basketball game at the sport stadium with a sell out crowd of around 500.

July

MX Nationals - 100 plus support staff in town for this two day event at the Motorcycle track in Echuca Road.

August

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 in partnership with Marketing and Communications team have submitted an application to host the Regional White Night in March 2017. Illuminations and projections, events and activities stretching from Victoria Park Lake, Council precinct, the Mall, Education Precinct to the Showgrounds. Still no outcome, should have an announcement by the end of June.

Australian Junior Nationals Basketball Champs – July 2017 – 9 day event expected to attract 1,000 visitors.

Nitro Circus – (Crusty Demons motorbike show) Shepparton Showgrounds – 8,000 people March 2017

Ultimate Mixed Frisbee Victorian State Championships – Mooroopna - 200 players and around 500 visitors in August.

RECOMMENDATION – That the reports be accepted.

Moved: Cr Dinny Adem

Seconded: Cr Les Oroszvary
CARRIED



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 and the current SSM committee members being re-nominated for the assessment of the 2016 SSM committee position nominations.

Moved: Malcolm Blake

Seconded: Cr Les Oroszvary
CARRIED

11. SSM Committee position nominations

11.1 Assessment of the 2016 SSM committee position nominations

12. General Business

- No general business
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Meeting closed at: 7:43pm

NEXT MEETING:

JULY 18TH 2016
COUNCIL BOARDROOM
5.30PM