

1. Meeting attendance:

1.1 Committee attendees:

Simon Quattrocchi (Chair), Shane Sali, Cr Les Oroszvary, John Montagner, Geraldine Christou, Fiona Le Gassick, Mat Innes-Irons, Andrew Pogue, Kruz Patel, Kristina Marko, Helen Sofra and Chris Reisner.

**1.2 In Attendance: Carl Hainsworth (Shepparton Chamber of Commerce)
Tim Russell (Place Manager GSCC)
Laura Church (Minutes)**

1.3 Not in Attendance: Ross Graham (Tourism Greater Shepparton)

2. Apologies: Cr Kim O’Keeffe and Carrie Donaldson

RECOMMENDATION

That the apologies of Cr Kim O’Keeffe and Carrie Donaldson be noted.

Moved: Cr Les Oroszvary

Seconded: Helen Sofra

CARRIED

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 16th October 2017 as circulated be confirmed.

Moved: Chris Reisner

Seconded: Shane Sali

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.

- Geraldine Christou – Item 12.1 – BMX Nationals

5. Correspondence

5.1 Correspondence Outwards

- 5.1.1 Adviser monthly column – Wednesday 25 October 2017
- 5.1.2 SSM Monthly ENewsletter – Thursday 26 October 2017
- 5.1.3 SSM Monthly ENewsletter – Wednesday 15 November 2017

5.2 Correspondence Inwards

- 5.2.1 Letter of thanks – Chamber of Commerce re: Sponsorship – Business Awards

RECOMMENDATION – That the correspondence be accepted.

Moved: Helen Sofra

Seconded: Andrew Pogue
CARRIED

6. Acquittals & advertising proposals

5:40pm

- 6.1 Emerald Bank Heritage Day and Market

Helen Moutafis
Event Co-ordinator
Emerald Bank Leisure Land

- Helen mentions the event had 3,500 visitors on the day and over 500 through the Motor Museum. Estimated 200 people attended the Antique Aircraft Fly In and GV
- Aero Club Open Day on the Sunday, with the majority transported over with shuttle buses from Emerald Bank to the airport.
- Helen adds the number were up from last year and the business at Emerald Bank had significant increase in sales
- Helen says 38% of visitors were from out of town. 62% of visitors were from Shepparton, 22% were from surrounding towns, 12% were from Intrastate and 4% were from Interstate. Interstate visitors stayed between 2 & 5 days in accommodation. Extra activities undertaken whilst in Shepparton were: Outdoor Expo, Aquamoves, Market Place and SPC Factory Sales.
- Helen mentions the SSM Sponsorship went toward the TVC, Radio, Print media, Facebook and flyers and without the support of SSM there may not have been such an increase in visitation to the area
- The Shepparton Show Me mobile stage was used to play music and to make announcements
- There were many attractions such as miniature steam engines, a vintage printing press, antique tractors, vintage cars and trucks and entertainment from local Rock'n'Roll bands and wood chopping
- Helen says a great day was had by all and thanks Shepparton Show Me for the continued support

- Carl comments that the event was great
- Fiona congratulates Helen on such a successful event
- Helen mentions she would like to continue to grow the event
- Simon asks if the visitors from interstate came for the event or were passing through
- Helen is not sure although appreciates the feedback and will add that question to the survey for next year

5:45pm

6.2 Christmas advertising

Will Adams
General Manager - Sales
The Shepparton Adviser

- Will hands out the Christmas campaign advertising from 2016
- Will mentions if SSM chose to do the same schedule as last year, the details and editions dates would be:
 1. Wed 29th Nov edition: 38x8 Full Page ad (380mm deep x 267mm wide) @ \$1285 + gst inside our Ultimate Xmas Gift Guide. Also includes at least \$700 worth of free editorial support space inside this edition and an extended circulation of 33,250 copies to all major and smaller towns throughout this region
 2. Wed 6th Dec edition: 15x4 ad (150mm deep x 132mm wide) @ \$488 + gst
 3. Wed 13th Dec edition: 19x4 Quarter Page ad (190mm deep x 132mm wide) @ \$488 + gst inside our second of two Ultimate Xmas Gift Guides with an extended circulation of 33,250 copies to all major and smaller towns throughout this region
 4. Wed 20th Dec edition: 15x4 ad (150mm deep x 132mm wide) \$398 + gst

Total spend is \$2659 + gst

- Will mentions the package is heavily discounted and its rate protected, so it hasn't gone up and is delivering exceptional value for money
- Will says The Adviser covers a big area. The latest Roy Morgan readership survey states that the Adviser has 14,000 more readers than any other newspaper in the area

7. Sponsorship Applications

5:50pm

7.1 BMX Nationals

Anthony Nicolaci
Acting Manager – Economic Development
Greater Shepparton City Council

- Anthony mentions this event has the biggest participation of all BMX events
- Shepparton has previously hosted this event in 2010 and 2014
-
- Around 1,800 individual competitors
- Over 4,500 visitors with around 70% to 75% of these from outside of Victoria (Over 3,194 interstate visitors to Victoria and estimated over 1,000 intrastate visitors)
- Over 29,902 visitor bed nights to Victoria. This includes estimated 26,406 nights in Greater Shepparton and 3,496 nights elsewhere in Victoria
- Average length of stay 6.8 nights
- An additional 2,000 regional spectators would be anticipated across the event
- 7 days of competition
- over 3000 event entries across the weeklong event activities schedule

- The event caters for amateur age groups starting from four year old to master class categories through to elite professional competition. (predominantly age groups from 4 to 16 so very family friendly orientated)
- 2020 Tokyo Olympics qualifying event for elite riders
- Estimated economic impact of \$3.8 million (based on an independent study on the 2016 event in NSW)
- Greater Shepparton is proposing a number of support events in the broader scheduled to maximise the benefit of the event to the region, increasing visitation, length of stay and visitor yield
- Anthony says the Events Team are seeking \$25,000 in sponsorship funding from Shepparton Show Me. GSCC are contributing \$75,000 (presenting partner in conjunction with Shepparton BMX Club) and Victorian Government - via Visit Victoria Regional Events fund (embargoed) - \$75,000 + GST
- Simon thanks Anthony for the presentation

8. Reports

- | | | |
|-----|--|--------------------|
| 8.1 | SSM Marketing Co-ordinator Report | Mat Innes-Irons |
| | <ul style="list-style-type: none">• Loaded to Google Drive | |
| 8.2 | Economic Development update | Geraldine Christou |
| | <ul style="list-style-type: none">• Loaded to Google Drive | |
| 8.3 | Place Manager update | Tim Russell |
| 8.4 | Shepparton Chamber of Commerce update | Carl Hainsworth |

RECOMMENDATION – That the reports be accepted.

Moved: Helen Sofra

Seconded: Cr Les Oroszvary
CARRIED

9. Financial report

- 9.1 Monthly Financial report
- Loaded to Google Drive
 - Chris mentions the Kia Thomson mobile stage may need some repairs
 - Mat mentions we continually have troubles with the sound system/electrics in the Kia Thompson mobile stage. Looking at getting a quote to have a box attached so the settings cannot be tampered with. Mat says he will obtain a quote and inform the committee

ACTION: Mat to obtain a quote for the repairs to the SSM Kia Thomson mobile stage

RECOMMENDATION

That the October 2017 financial report be accepted.

Moved: John Montagner

Seconded: Shane Sali

CARRIED

10. General Business

10.1 Christmas Campaign update Mat Innes-Irons

- Mat says Santa's workshop will be completed by the end of this week and there will be social media advertising in the lead up. Santa's Hut will be activated on Saturday 2nd December, as will the Blue Santa show in the Mall
- Mat says there will be a new TVC and radio ad as well
- Mat says a photographer has been arranged for the Santa's Hut and Shepparton Camera House will print the photographs, which should keep the cost down for the images
- Simon asks what the pricing is for the prints
- Mat said he doesn't know the price but will let the committee know when he does
- Mat mentions he may call on committee members for help to be Santa or elves
- Mat adds the shows will run through to Christmas Eve

10.2 Subcommittee for Tender process Simon Quattrocchi

- Simon mentions the Tender for the creative services / advertising will be advertised next year. Currently there is only one provider (Alchemy)
- Simon adds this subcommittee would help develop the criteria moving forward
- Simon asks for any volunteers
- Shane, Chris, Andrew, Fiona and Simon volunteer
- Fiona mentions the contract ends September 1, 2018. A panel will need to be in place prior to that date

RECOMMENDATION: To form the Tender process subcommittee to form an action plan.

Members: Shane Sali, Chris Reisner, Andrew Pogue, Fiona Le Gassick and Simon Quattrocchi.

Moved: Kristina Marko

Seconded: Shane Sali

CARRIED

10.3 Subcommittee for 2018 Spring campaign Simon Quattrocchi

- Simon mentions this a forward planning for the SSM Spring Campaign in 2018
- Simon adds there were many fantastic ideas for the 2017 campaign unfortunately there wasn't enough time to implement them

- Simon asks for volunteers
- Kristina, Mat, Shane, Simon, Fiona and Geraldine volunteer

RECOMMENDATION: To form the Spring Campaign subcommittee to forward plan for the 2018 campaign.

Members: Kristina Marko, Mat Innes-Irons, Shane Sali, Simon Quattrocchi, Fiona Le Gassick and Geraldine Christou.

Moved: Cr Les Oroszvary

Seconded: Chris Reisner

CARRIED

10.4 Timeline for budget bid

Fiona Le Gassick

- Fiona would like to provide some context for Thursday night's Marketing Planning Session. We will be working towards developing a draft budget for the 2018/19 financial year
- Fiona mentions the budget bid need to be in the Council's financial system by January 12, 2018.
- Fiona comments we need to work through developing our marketing plan for the next 12 months but also get some ideas on some key concepts that we can start costing out and putting together a budget.
- Mat and Fiona will be working on documents that they will have ready to facilitate the session
- Fiona mentions we will look at all aspects of the budget (eg: how much allocating to sponsorship and operational costs)

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 for consideration of sponsorship funding.

Moved:
Helen Sofra

Seconded:
Cr Les Oroszvary

CARRIED

11. Great Things Happen Here

Mat Innes-Irons

11.1 Great Things Happen Here update

RECOMMENDATION: The committee will review the proposal over the next few weeks and make a decision at the December (11th) Ordinary committee meeting. Any feedback or questions are to be directed to Fiona.

Moved: Cr Les Oroszvary

Seconded: Kristina Marko

CARRIED

12. Sponsorship Discussion

12.1 BMX Nationals

- Geraldine leaves room due to a conflict of interest

RECOMMENDATION: The committee approve \$25,000.00 for the 2019 Australian National BMX Championships.

Moved: Andrew Pogue

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 re-opened to members of the public

Moved: Cr Les Oroszvary

Seconded: Chris Reisner

CARRIED

13. Business Awards

ACTION: Ask Carl Hainsworth to give the committee a category update in relation to the Business Awards for 2018 at the December Ordinary meeting. A decision to be made around the 2018 sponsorship of the Business Awards will be made at the February Ordinary meeting.

14. Adviser Christmas advertising

RECOMMENDATION: The committee approve the Adviser Christmas advertising proposal as follows:

1. Wed 29th Nov edition: 38x8 Full Page ad (380mm deep x 267mm wide) @ \$1285 + gst inside our Ultimate Xmas Gift Guide. Also includes at least \$700 worth of free editorial support space inside this edition and an extended circulation of 33,250 copies to all major and smaller towns throughout this region
2. Wed 6th Dec edition: 15x4 ad (150mm deep x 132mm wide) @ \$488 + gst
3. Wed 13th Dec edition: 19x4 Quarter Page ad (190mm deep x 132mm wide) @ \$488 + gst inside our second of two Ultimate Xmas Gift Guides with an extended circulation of 33,250 copies to all major and smaller towns throughout this region
4. Wed 20th Dec edition: 15x4 ad (150mm deep x 132mm wide) \$398 + gst

Total spend is \$2659 plus GST

Moved: Andrew Pogue

Seconded: Cr Les Oroszvary

CARRIED

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 20th NOVEMBER 2017, 5.30PM – 7.30PM
COUNCIL BOARDROOM



Meeting closed at: 7:45pm
NEXT ORDINARY MEETING:
MONDAY 11th DECEMBER 2017
LOCATION: ANAYA RESTAURANT & TAPAS BAR