

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING AGENDA
MONDAY 21ST MARCH 2016, 5.30PM – 7.30PM
COUNCIL BOARDROOM



Meeting opened at 5:32pm by Malcolm Blake - Chair

- Malcolm welcomes Peter Harriott GSCC CEO and thanks him for attending the SSM meeting

1.1 Attendees: Malcolm Blake, Cr Dinny Adem, Cr Les Oroszvary, Johann Rajaratnam, Mat Innes-Irons, Fiona Le Gassick, Geraldine Christou, Simon Quattrochi, John Montagner, Ron Popelier, Shane Sali, Sam Lagozzino and Danielle Tait.

1.2 Guests: Peter Harriott (Greater Shepparton City Council CEO)

**1.3 In Attendance: Riki Gurden (Shepparton Chamber of Commerce and Industry)
Ross Graham (TGS Shepparton)
Laura Church (Minutes)**

2. Apologies: Ed Thomas, Peter Radevski and Riki Gurden

RECOMMENDATION

That the apologies of Ed Thomas, Peter Radevski and Riki Gurden be noted.

Moved: Ron Popelier

**Seconded: Johann Rajaratnam
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on February 8th, 2016 as circulated be confirmed.

Moved: Ron Popelier

**Seconded: Simon Quattrochi
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 5.1 (Business Awards)
 Item 5.2 (Fryers Food Festival)
- Mat Innes-Irons Item 5.2 (Fryers Food Festival)



5. Sponsorship Applications & Acquittals

5:40pm

5.1 Business Awards Sponsorship **Application**

Leanne Hulm
Shepparton Chamber of Commerce
and Industry

- The Business Awards are in their 21st year
- SSM sponsored last year
- The event keeps growing. The location of this event has been moved back to Eastbank to accommodate more people
- Last year there were 109 nominations and 470 guests

Leanne plays video and audio of highlights and advertisements from last year's event

- The campaign runs from May 2016 – April 2017
- Last year a Health category was added
- Leanne says the Business Awards keep growing and evolving each year and the support from SSM is really appreciated

- Leanne adds there are two option for sponsorship-

Option 1: 1 Year - \$6,000 plus GST

Option 2: 3 Years – 2016 \$5,500, 2017 \$6,000, 2018 \$6,500 plus GST

- Categories are: Best Marketing/Advertising campaign, Business of the year, Customer service (Professional Services, Trade Services, Retail Services), Hospitality Business of the year, Best new Business, Entrepreneur of the year, Health, Young Professional and Apprentice/Trainee of the year
- Malcolm asks if the nominations are public
- Leanne says yes. Forms can be found on the Shepparton Chamber of Commerce website
- Malcolm says the committee will give the sponsorship application due consideration

5:50pm

5.2 Fryers Food Festival **Application**

Stacey Anderson
Lisa Rees
Love Your Local

- Stacey Anderson introduces herself and her Lisa Rees (Love Your Local)
- Stacey states they presented to the SSM committee 8 months ago for the Love Your Local Twilight Markets
- Following the success of the LYL Twilight Light Markets, GSCC approached Love Your Local to run the Fryers Food Festival to be held on Friday 18th November from 5pm – 10pm
- Stacey believes it will benefit the current traders in Fryers Street and surrounds, encourage Friday night trade and the CBD in general
- Love Your Local are asking for \$8,000 from SSM to advertise the event on print, radio and possibly TV as well as flyers and social media
- Fryers Food Festival will be a free event. A ticketed option was considered but decided against it
- Stacey states Love Your Local are experienced in running events. The Twilight Markets held at the Lake averaged 4,000 people
- Stacey estimates 5,000 people will attend the Fryers Food Festival

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 21ST MARCH 2016, 5.30PM – 7.30PM

COUNCIL BOARDROOM



- Johann asks, other than the extended opening hours of traders, are there any more activities in the CBD?
- Stacey responds there will be entertainment for kids and adults. Roving entertainment and a band.
- Johann asks if any of the land or business owners are contributing
- Lisa says no they are not
- Dinny asks where the street will be closed off from
- Stacey responds the from the Lemon Tree through to Wyndham Street from 5pm – 10pm
- Dinny asks if Love Your Local has been in touch with the Multi Deck car park to ensure there will be enough parking for the influx of people to the CBD
- Stacey says no they haven't. Love Your Local are in the early stages of development for this event and were waiting to see if they had the support from SSM then they would further investigate the mutli-deck car park and the traders input
- Mat adds he has discussed this with them
- Peter Harriott asks about the Love Your Local brand and asks to hear more about it
- Stacey explains Lisa and herself aren't local to Shepparton and live in the Macedon Ranges, although Stacey grew up here in Shepparton.
- Lisa adds the Love Your Local brand is about promoting local business, only having local stall holders and local produce
- Ross asks why the event is so big. 5,000 people in that area, Ross is concerned there is an issue with the size
- Fiona asks who the target market is. Families? Young adults? And asks if it is A Food and Wine Festival?
- Stacey says the event is not just targeted at families, but everyone. This event will be a Food Festival, a Food and Wine Festival needed to be over a weekend. The Fryers Food festival will showcase the array of eateries currently in Fryers Street
- John asks if Love Your Local have contacted the food outlets and if so, do they embrace it
- Stacey states they have not spoken with them and adds the stall price will be \$120, owners will be offered a stall at a discounted rate. There will up to 12 food vendors
- Dinny asks will the event still go ahead without SSM funding
- Stacey says they will need to re-evaluate if SSM do not support
- Simon asks how much Council are putting in
- Stacey responds \$6,000
- Malcolm says the committee will give the sponsorship application due consideration

6:00pm

5.3

Shepparton Father's Day Heritage W/end 2016 **Application**

Helen Moutafis
Emerald Bank Leisure Land
Event Coordinator

- Helen starts by saying the Father's Day Heritage Rally is a unique event that has run for the past 4 years
- The Shepparton Father's Day Heritage Weekend 2016 (September 3rd & 4th) will include the Shepparton Heritage Market and Exhibition on the Saturday and the Annual Emerald Bank Heritage Rally on the Sunday (Father's Day), which also includes the Antique Aircraft Fly In and Goulburn Valley Aero Club Open Day at the Shepparton Airport
- The two day format will commence with a Heritage Market & Heritage Display in Maude Street on the Saturday from 9am to 2pm with fresh produce, salami making

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 21ST MARCH 2016, 5.30PM – 7.30PM

COUNCIL BOARDROOM



competition, homemade pasta sauces, homemade sausages, cider guys, as well as wood turners, a display of heritage cars & trucks, live entertainment & food tastings with a heritage flavour

- The Antique Aircraft Fly In and Goulburn Valley Aero Club Open Day at the Shepparton Airport will be held on the Sunday in conjunction with the Emerald Bank Heritage Rally. This combination proved very successful over the last few years with over 800 people using the free buses from Emerald Bank to the nearby airport to enjoy the aviation display
- This is a tourism focused event but aim to have locals embrace it also
- Food outlets in the CBD will be encouraged to open
- Fiona explains SSM provide seed funding to events and asks why the request for funds has gone up rather than down
- Helen says that last year's event was only for one day, this is over two days
- Fiona asks if the funds are for more marketing
- Helen states yes and plans to market to people outside the local area
- Mat adds that Rohan will organise a Rotary Market to add to this
- Malcolm says the committee will give the sponsorship application due consideration

5.4 Shepparton Motor Museum Annual Motor Show 2016 **Acquittal** Helen Moutafis
Emerald Bank Leisure Land
Event Coordinator

- Helen says the Shepparton Motor Museum Annual Motor Show was very successful
- Over 1500 people in attendance – which is a 50% increase
- Helen believes the greater attendance was due to the ad campaign and also people returning to the event who attended previously
- Advertising used – TVC (Bendigo, Ballarat and surrounds), Radio, Billboard and Facebook
- The SSM Kia Thompson mobile stage was used for trophy presentations
- The event ran to the budget
- Malcolm asks if the Helen would rate the event as successful
- Helen responds most definitely

6:10pm

5.5 Shepparton Running Festival **Acquittal** Tara Bell
Public Relations Officer
Shepparton Runners Club

Miscommunication – Tara presented for sponsorship and not the sponsorship acquittal report. Tara will submit the sponsorship application form at a later date.

- The 2016 Shepparton Running Festival will be a little different this year. The new tagline will be “Keep Moooooving”
- The event date is 28 August 2016
- There will be 5 events. A marathon, a half marathon, 10km run, 5km run and a kids super hero fun run
- A flat, fast and accurate course for runners
- The events will raise money for leukaemia, breast cancer and also for the Shepparton Running Club

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 21ST MARCH 2016, 5.30PM – 7.30PM

COUNCIL BOARDROOM



- Aim is to showcase Shepparton to the participants and get people to come from outside the local area
- Hoping to expand the event this year to over 1,000 participants
- Data collection from last year's event saw 18% from Melbourne, 28% from regional Victoria, 8% from ACT and NSW, 12% from within an hour of Shepparton and 34% from Shepparton
- Event will be promoted through the Runner's World Magazine, TVC, Shepparton News, Social Media (over 1,000 likes on Facebook) and local distribution of flyers and banners
- Previously Shepparton Runners Club owned the event, although for the next 3 years Wangaratta Fun Addicts will be directors of the event. They will take care of the timeframe, help with budgeting, seek opportunities that may not have been seen, the event permits and approvals, traffic management, determine amount of volunteers required and their roles and manage the entry registration system
- Tara has also developed a new website for the Shepparton Runners Club
- Tara states the Shepparton runners Club are seeking \$4,000 advertising assistance
- Malcolm apologises for interrupting and informs Tara this was meant to be an Acquittal report of the 2015 event not a sponsorship for the 2016 event
- Mat says there must have been a miscommunication as we only have got forward and Acquittal report, and adds Tara will not need to present again
- Fiona lets Tara know there is a formal application to be filled in before sponsorship presentation which we will get to you
- Tara apologises she wasn't aware the sponsorship application had not been submitted and says she will get the relevant paperwork back to SSM as soon as possible

Action: Mat to provide Tara Bell with the Sponsorship application form. A decision will be made at the SSM Ordinary meeting in April if application has been submitted

6:20pm **CEO Address**

5.6

Peter Harriott

CEO

Greater Shepparton City Council

- Peter has moved back to Shepparton from South Australia and is excited to be working on a range of projects at GSCC
- Peter adds a lot of great things happen in Shepparton. Shepparton is a very multi-cultural, welcoming and unique city

Peter's plays a video to the committee based around current projects GSCC

- Peter says the organisation is working on major projects and also some other smaller ones as well
- The Inland Rail route – may be a difficult ask to change the route to go through Shepparton
- The Bypass
- Improved passenger Rail service
- SAM - \$10M from the State Government
- Attempting to get to Canberra to lobby for a range of different things

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 21ST MARCH 2016, 5.30PM – 7.30PM

COUNCIL BOARDROOM



- The events program was launched at the Vault, it' set to be a busy year of events. March saw Shepparton Festival, NAB AFL Challenge game, the preseason Netball, Mad Cow Mud Run and the Murchison Tomato Festival
- Focus on bringing people from outside Shepparton to bring outside dollars to spend here
- Upcoming Councillor Election on the 22nd October. There will be a caretaker period 1 month prior
- Peter encourages anyone interested in running for Council to contact him as Council are running programs for interested persons
- Peter adds there has been a minor restructure at Council, all Departments now report to a Director (Office of the CEO disbanded). There will be no large restructure
- A draft budget has been developed. The long term financial plan sees a rate increase of 4.9%. Rate capping limits that to 2.5%
- The capitol budget for 2016/17 is \$43M, which is a large budget
- The operating budget Council have been quite responsible to fit in 2.5% rate rise
- Overall goal in financial management is to get to surplus, Peter believes Council can do that
- In order to get to surplus we need to ensure the income is greater than the expenditure. We need to fund our renewals and for the first time in a long time Council will be fully funding our renewals of \$24.5M in 2016/17 financial year. Peter says \$24.5M must be allocated to renewing assets
- Another important point is keeping debt under control. \$10M has been allocated for SAM which makes a debt of \$32M in borrowing
- \$32M is approximately 40% of rate revenue
- The Victorian Auditor General sets risk categories and GSCC are low end risk at 40%. 60% is considered medium risk and anything above that is considered high risk
- Peter talks about the video played and thanks Fiona and her Marketing & Communications team for their efforts in creating the video. He adds Minister Pallis was very impressed
- Infrastructure Victoria CEO Michel Masson has recently visited Shepparton and Peter adds they are developing a close working relationship
- Infrastructure Victoria are a separate independent body who report to Parliament
- They will be responsible for developing a plan for the Infrastructure of Victoria for the next 30 years
- The task will be handed over to a citizen's jury. The jury is selected from 12,000. From those 12,000, 43 people will be selected. There will be two jury's, one based in Melbourne and one for rural Victoria which will be based here in Shepparton
- Over a course of 6 weekends, the jury's will be presented with plans from experts and local government representatives. At the end of the 6 weeks the jury's will determine what Victorian Infrastructure needs for the next 30 years
- One jury being based in Shepparton gives us a great opportunity to influence them
- Peter then talks about how he has been fortunate enough to go to China last year
- Peter adds Council have established a China Engagement Strategy. This means a trip to China to develop a relationship so we can assist businesses to access their market
- China's Government structure encourages Councillors and Local Government representatives to engage with them. Once a relationship is developed, our businesses can access their market. Peter adds it's quite a process but can be very beneficial for the community
- Peter finishes by saying he is excited about the great things happening around Shepparton and he is happy to be part of it. He asks the SSM committee if anyone

has any questions and welcomes anyone who would like to come and see him at the office

- Ron asks Peter, what is his vision for Shepparton and where do you see Shepparton heading over the next 30 years
- Peter believes Shepparton has a reputation for being a welcoming city. Shepparton attracts people to visit and attracts people to come back
- Peter's vision is to attract small, medium and large business. How do we do that? By continuing to be an attractive and welcoming city. Also in part by rolling out major infrastructure projects so Shepparton has regional standard facilities, up there with the likes of Bendigo and Ballarat. He'd like to see the same level of Health and the same passenger rail services. Peter finishes by saying he would like Council to support businesses, inform and offer access to Government programs and funding and assist businesses to get through the bureaucratic process of applying for funding. He believes this is achievable.
- Simon asks, why is there so much focus on SAM? It seems a lot of Shepparton people do not support it and would rather more infrastructure, Eg. Improved Rail. Simon also mentions there is a lot of negativity around SAM on Facebook
- Peter says he's isn't on Facebook and he likes to engage with the community with groups like this (SSM) and get their sense of it. In a financial sense, SAM is the best project GSCC has. The State has allocated \$10M and if we can get \$10M from the Federal Government, it's the best bang for buck option GSCC has. With most projects, Council puts in majority of the funding. Peter adds financially this project is worth perusing, as are the other projects including improved Rail, although we have been granted \$10M for arts already
- Peter adds there are different funding opportunities that will come along for the Rail, Bypass and CBD Revitalisation
- SAM is attracting support from outside our community. Carillo Gatner has said he will contribute \$500,000 and his multi-million dollar art collection
- Peter says SAM isn't just for the art section of the community. It's for kids, families, and schools. It's a meeting place, it's for Aboriginal art.
- If SAM can mirror the Mona project even a little, it will bring people from all over the country. Peter adds he knows not all people support it, but it is a special project that has some very passionate people behind it
- Malcolm asks, what if SAM does not get the Federal funding?
- Peter says the project will not go ahead if the Federal funding isn't received. Council will not allocate \$20M. The project needs \$34.5M or it won't happen
- Peter states when Aquamoves was an aspirational project a significant body of people were against it also. Aquamoves benefits are being seen and the facility will continue to serve the community for many years to come

7. Correspondence

7.1 Correspondence Inwards

7.1.1 Debra Barnes – re: parking in Shepparton City Centre

7.1.2 Stephen Schneider – re: Valentine's Day promotion

7.2 Correspondence Outwards

7.2.1 SSM February E-newsletter

7.2.2 Email to SSM Committee – re: Quote for 30 sec collage for NAB Challenge Game



RECOMMENDATION – That the correspondence be accepted.

Moved: Cr Les Oroszvary

Seconded: Cr Dinny Adem
CARRIED

8. Financial Report

Simon Quattrochi

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

- Loaded to Google Drive

Sponsored Events

Shepparton Motor Museum Birthday - As per acquittal.

Tradies Day - We have asked for the acquittal for the next SSM meeting.

Mad Cow Mud Run - Excellent weekend with over 2,000 competitors. SSM van used both days as compare point and DJ on Sunday. Great reports from all participants.

NAB Cup – Extremely hot weather keeping numbers down on previous years. The facilities looked just as good on the TV as it did at the ground.

Netball Challenge - Both Saturday and Sunday were sell outs. For a non-contact sport it is pretty tough!

Summer City Market - From my conversations with traders the numbers were down on last year but way up on a regular Friday and Saturday. As SSM cut back funding there wasn't as much marketing, entertainment cut back and some activities reduced. Again some traders made their own hours of business with some not bringing their stalls out front on Saturday. I would like to see some support for other CBD businesses in the way of "Market" flags or flags for their racks out front and some form of entertainment. Disappointing only 2 traders turned up for the market debrief.

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 21ST MARCH 2016, 5.30PM – 7.30PM

COUNCIL BOARDROOM



Twilight Fishing - John and I met with Trely and his son in relation to Twilight Fishing this year. The aim is for Trely and committee to run the event with the support of SSM. He understands we want to involve as many Shepparton businesses as possible.

Renew Shepparton –

-Ross Morgan is about to start in Tirana Walk (ex-Inky's Café) with his Aboriginal Art and Crafts as well as conducting workshops.

-DOTZ are now a permanent tenant in the Harris Scarfe Plaza.

- Kee (Kitty) has just opened behind DOTZ.

-Vintage Chics are looking at relocating.

-Lost Shepparton is currently negotiating another site.

Renew is lacking unique businesses. We have the ok for two more vacant shops but need non-competing businesses. Lucy (Chamber) and I met with Adviser to discuss assistance in promoting the project itself, the businesses currently operating, the land lords and expressions of interest for new businesses.

Love Your Local - Met up with Stacey and Lisa to discuss the possibility of a Fryers St event.

Rockabilly Retro Festival - Lyndelle from Vintage Chics has sown the seeds for a weekend event in Shepparton around all things Retro including music, entertainment, food, cars, caravans and more. She is putting together a detailed business plan to apply for Govt. grants and other funding including SSM.

9.2 Economic Development update

Geraldine Christou

- Loaded to Google Drive

New Investment/Employment

Recent confirmation regarding an investment which will create approximately 14 jobs within two years. Confidential at this stage as the property changes hands in April.

Commencement of a new niche fruit processing facility - 25 new jobs, lease agreement and financial investors signing off now.

Three new businesses opening in Fryers Street - details will be released when no longer commercial in confidence.

Working with horticultural business who have committed to expanding - \$10M construction per year over three years, 60 new jobs per year over three years for 10 months of the year.

Dick Smith

- Employment Response Plan being delivered Thursday night to employees affected by the closure of Dick Smith. Aim is to assist displaced workers to gain new employment.

Visitation

Upcoming visitation events include:

- Rotary District 9810 Conference held over the weekend with 600 attendees held over three days

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 21ST MARCH 2016, 5.30PM – 7.30PM

COUNCIL BOARDROOM



- Easter weekend Australian Mini Mokes 50th Anniversary National Muster (motoring) – 400 people over four days

- Basketball tournament on the last weekend of school holidays with around 600 to 800 players and families over three days will be very visible in town.

Updated major events calendar

-Calendar has been printed in the Adviser and distributed to all CBD visitors. Also planning to distribute to other tourism entertainment and accommodation businesses around Greater Shepparton. We need to encourage businesses to display these, be aware of the events that are occurring, and plan to leverage from them.

New Shepparton Art Museum (SAM)

SAM - \$10M investment from Victorian Government announced on 3rd March, Federal funding application for further \$10M now submitted, announcements for this National Stronger Regions Round 3 funding expected in July this year.

AFL NAB Challenge Game Preseason Country Game Essendon v Geelong

Pre-sale tickets to the game reached 7,000, however actual attendance was 5,488 (obviously the heat affected the figures). Approximately 40 per cent of attendees were from outside Greater Shepparton. National live TV audience on Foxtel of approximately 40,000 people. Significant national media coverage across TV, print, radio and social media. The CBD Farmers Market and signings that took place in the Mall were well received by traders.

ANZ Netball preseason Challenge Melbourne Vixens v Adelaide Thunderbirds

Sold 2,000 tickets (sold out in 10 days - we estimate 4,000 to 5,000 could have been sold if available). Approximately half of the attendees were from outside Greater Shepparton with visitors including regional Victoria (526) Melbourne (143) NSW (83) as well as WA, SA and four international tickets purchased. Fantastic feedback was received from Adelaide and Melbourne teams about Shepparton, the community and the hospitality received. Again, strong national coverage across print radio and online. Accommodation across the weekend was 90 per cent of capacity on the Friday night and 100 per cent on the Saturday night.

Summer City Market 26-27 February

The event was delivered as detailed in the sponsorship application. Overall the market was very successful. This year IA was allocated \$10,000 less funds from Shepparton Show Me.

The cut of funds were taken from:

- No open radio broadcast
- No horse and cart ride
- No headline musical act
- No promo giveaway
- No press advertising – however we were fortunate enough to receive editorial in both papers.

The Mall was filled with a total of 48 stall holders which included. The acquittal for the market will be submitted soon. The general consensus from the traders was that the market was very successful for them.

Rotary Craft and Produce Market/AFL/Netball Promotion – 5 March

The Market along with the AFL/Netball promotion added a real buzz to the CBD. Rotary struggled to get the 35 stalls we aimed for. Rohan is going to assist Rotary in getting additional stalls for the Easter weekend market. Saturday, 19 March 2016



Rotary Craft and Produce Market – 26 March

35 stalls, Easter Egg Hunt, animal nursery, jumping castles, roving entertainment, kids workshops and face painting.

CBD Fun

Friday 25 March - Sunday 10 April – for details jump on the SSM Facebook page. Two weeks of school holiday fun/activities.

Digital Enterprise Program

The business case to extended DEP was accepted by the Federal government and we have put together a further 18 workshops that will be conducted over the course of the next 4 months – to 30 June 2016. A new flyer is currently being printed that provides the details all of the workshops that are on offer.

Small Business Festival

An information session to highlight the host benefits of the Small Business Festival took place on Wednesday 17th February at the Greater Shepparton Business Centre. Host submissions closed on 2nd March and it currently looks as though we will be hosting approximately 10 events throughout the month of August. The workshops will include small business development workshops, sustainable business practice and grant seminars as well as networking events and a business panel evening.

CBD Vacancy Audit

The CBD vacancy audit was conducted on Monday 29th February 2016 and the current vacancy rate has reduced from 72 to 70. This is an overall reduction from 11.2% last quarter to 10.82% this quarter. The street with the greatest change in vacancy rates was Vaughan St which contained two fewer vacancies than last quarter.

Shepparton Festival

Saturday, 19 March 2016. Shepparton Festival concluded on the weekend with the Converge on the Goulburn Multicultural Festival. Very successful 49 events over 17 days, challenged by extreme weather at times.

Minister Pallas

Victorian Treasurer Minister Tim Pallas visited Shepparton last week and our CEO presented him with a number of asks in relation to Greater Shepparton. Amongst these were CBD Revitalisation, Passenger Rail Services, Inland Rail, GV Highway Bypass, GV Health, Shepparton Sports Stadium and Export Readiness. Council recently committed \$35K to undertake a social impact study and economic benefits assessment of the creation of stages 1a and 1b of the project, and has offered to coordinate an updated traffic count on behalf of the state government. The Victorian Government on Friday pledged \$30K to undertake this updated traffic count which is very pleasing.

RECOMMENDATION – That the reports be accepted.

Moved: Ron Popelier

Seconded: Johann Rajaratnam
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:

Seconded:

Simon Quattrocchi

Shane Sali

CARRIED

10. Sponsorship Discussion

10.1 Business Awards

RECOMMENDATION – SSM approve the Shepparton Business Awards sponsorship for one year (2016) for \$6,000 plus GST. A breakdown of how funds are being spent is required.

Moved: Simon Quattrocchi

Seconded: Shane Sali
CARRIED

10.2 Fryers Food Festival

Action: Mat Innes-Irons to set a meeting date

RECOMMENDATION – To set a meeting with Love Your Local and the SSM Iconic Event subcommittee to help with the organisation of this event. Love Your Local to come back with information gathered at the next (April) Ordinary Meeting and committee will then make a decision to approve or decline sponsorship.

Moved: Shane Sali

Seconded: Sam Lagozzino
CARRIED

10.3 Father's Day Heritage Weekend

RECOMMENDATION – SSM approve \$3,000 in sponsorship for the 2016 Father's Day Heritage weekend event

Moved: John Montagner

Seconded: Ron Popelier
CARRIED

- Ross reminds the committee to be mindful that this will come out of the next financial year budget

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:

Seconded:

CARRIED

11. General Business

- 11.1 Council allocation to SSM for 2016-17 Cr Les Oroszvary
- Not discussed as Peter Harriott talked about this in his address
- 11.2 Proposed expenditure for 2016-17 Cr Les Oroszvary
- Les says Peter has already touched on this although wanted to flag this with the SSM committee. Council have been looking at where they can save on costs and in a general sense, SSM has been discussed. It would be great to show Council the SSM budget is fully expended on promotions and things of that nature. Les just wanted to touch on the discussions the Councillors have been forced to have
- 11.3 SSM Nomination Review recommendations Mat Innes-Irons
- Mat says the subcommittee have held a couple of meetings and it has been noted that it takes a while for new committee members to know how SSM operates
 - The consensus is a new system needs to be introduced to inform applicants about SSM
 - Previously, outgoing committee members were evaluating people they didn't know
 - Johann states of late there have been questions over the selection process, budget and the GV Rally which has forced him to look through the SSM guidelines to gain direction on how to handle these things. (1) Changing the nomination process affects the terms of reference. If the committee agrees they need to be amended it must go back to Council to be ratified. (2) There are budget requirements in the terms of reference, some covered by Fiona, this will assist with how much Council will allocate to SSM so be aware. Johann will be looking for direction from the SSM committee members. (3) Where the terms of reference are silent on acquittal funding, it defaults back to Council to make a decision. Council will need to make a decision whether the applicant keeps the funds or is requested to return the funds. We'll need to put documentation together. Johann adds he will be going to Council with these items in the next few months
 - Mat he would like to see new committee members be more informed on SSM
 - Fiona suggests the nomination review subcommittee come back with a strong recommendation for the SSM committee to endorse
 - Sam says Mat, Peter and himself had a meeting regarding this the other day. Sam's experience is he was thrown an application and took a punt on SSM, not knowing much about it. Sam thinks there needs to be a process to follow. Advertise expressions of interest, then recruit, then educate. We need to see if they're suitably qualified for the position and have an informal meeting to see if they're passionate or if they will add something different to the committee. Then Mat or I would make a recommendation
 - Johann says there are two components, one is educating, the other is how you go about the selection process

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 21ST MARCH 2016, 5.30PM – 7.30PM

COUNCIL BOARDROOM



- Fiona adds previously we have done an information session once the applicants have been successful, perhaps we should do this prior
- Sam states once he had that information he felt comfortable
- Malcolm suggests they come sit in the public gallery at one of our meetings
- Mat says that has been discussed and asks Fiona for a timeline for to advertise Expressions of Interest
- Fiona says before July so they need to be advertised in May. Nominations need to go to Council

11.4 SSM Contribution re-wording Mat Innes-Irons

- Not discussed

11.5 SSM Iconic Event update Sam Lagozzino

- Subcommittee – Mat, Sam, Simon, Ed and Geraldine
- Sam says the town is lacking in Festivals based around music, food and beverage unlike other towns who have an annual event
- Sam's suggestion is to approach Roadhouse Entertainment Group who organise A Day on the Green Festivals. The feel of these events is enjoying great food and wine whilst listening to great music with friends. A Day on the Green event attracts big names such as Fleetwood Mac, Elton John, Rob Thomas, Chris Isaac and John Farnham. These events are usually sell outs and are commonly at wineries, although there is one in Perth that would be at a similar location to us if it was to be held at the Showgrounds. No BYO alcohol. Local wines and ciders to sell at the event. Food Trucks also
- Malcolm says the Showgrounds aren't picturesque like the locations where these events are held
- Sam is positive a look can be created
- Johann thinks something different might work
- Sam thinks the ideal time for the event to be held would be 2pm-10pm
- Johann asks if this event could be accommodated into the budget
- Fiona says not this year, but 2016-17 budget yes, it could be
- Malcolm likes the idea but we need to see the costs to see if it's feasible
- Johann suggest preparing a formal proposal for this event

11.6 Advice re: RV Rally funds Johann Rajaratnam

- Discussed in item 11.3

11.7 Silicone wrist bands Mat Innes-Irons

- Not discussed

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING AGENDA
MONDAY 21ST MARCH 2016, 5.30PM – 7.30PM
COUNCIL BOARDROOM



Meeting closed at 8:21pm

NEXT MEETING:
APRIL 18th 2016
COUNCIL BOARDROOM
5.30PM