

Meeting opened:

1. Meeting attendance:

1.1 **Committee attendees:** Simon Quattrocchi, Malcolm Blake, Geraldine Christou, Fiona Le Gassick, Mat Innes-Irons, John Montagner, Sam Lagazzino, Shane Sali and Ron Popelier

1.2 **Committee members not in attendance:** Danielle Tait and Aaron Brain

1.3 **In Attendance:** Chris Reisner (Shepparton Chamber of Commerce)
Ross Graham (Tourism Greater Shepparton)
Laura Church (Minutes)

2. Apologies: Carrie Donaldson and Johann Rajaratnam

RECOMMENDATION

That the apologies of Carrie Donaldson and Johann Rajaratnam be noted.

Moved: Sam Lagazzino

**Seconded: Malcolm Blake
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on October 17th 2016 as circulated be confirmed.

Moved: Shane Sali

**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.

- Geraldine Christou – Item 10.3 - Beach Volleyball Triple Crown World Tour Series – 2017 and 2018

5. Correspondence

5.1 Correspondence Inwards

- 5.1.1 Proposal – Shepparton Festival SSM sponsorship
- 5.1.2 Email quote - Kelly McPherson to Shepparton Agricultural Society – Re: GV RV Rally funds
- 5.1.3 Letter – Scherre L'Estrange re: Santa's Hut design, theme and layout
- 5.1.4 Email – Peter Sutherland re: success of the Fryers Street Food Festival
- 5.1.5 Email – Response from Matt Jarvis – GSCC Manager Finance and Rates to Simon Quattrocchi
- 5.1.6 The Adviser Christmas Gift Guide advertising opportunity
- 5.1.7 The Shepparton News Christmas Guide advertising opportunity
- 5.1.8 Invoice – Challenge Shepparton re: 2014 and 2015 GST

5.2 Correspondence Outwards

- 5.2.1 Sponsorship approval letter – OUTintheOPEN Festival
- 5.2.2 Sponsorship approval letter – Shepparton Albanian Harvest Festival
- 5.2.3 Sponsorship decline letter – Mad Cow Mud Run 2017
- 5.2.4 SSM E-newsletter - October update
- 5.2.5 SSM E-newsletter - November update
- 5.2.6 Approved quote – Expanda Sign - Marquee

RECOMMENDATION – That the correspondence be accepted.

Moved: Malcolm Blake

**Seconded: John Montagner
CARRIED**

6. Sponsorship Applications & Advertising Opportunities

*Meeting closed by the Chair due to the confidential nature of the application

6.1 Beach Volleyball Triple Crown World Tour Series – Anthony Nicolaci
5.50pm 2017 and 2018 (**Confidential**)

- Anthony is presenting a Partnership Opportunity to SSM over two years (2017 & 2018)
- Capitalising on the newly created FIVB Beach Volleyball World Tour Structure, Volleyball Australia (VA) is planning to launch a Triple Crown of World Tour Beach Volleyball events culminating at the 2017 Volleyfest on Manly Beach. By creating multiple playing opportunities, it will attract more international teams to Australia and will allow VA to sign multi-event network deals with Asian television networks. The series will be broadcasted in Australia and key countries in Asia. After having secured Manly as the venue for the final round, VA is engaging with Shepparton to be one of the other hosts.
- Post Rio Olympics and commonwealth games sport pedigree
- Triple crown of events in 3 locations in a one month period
- US 100,000 prizemoney across the series (25k for Shepparton which is around 33 to 35k)
- 2 x Men's and Women's World Tour Star 1 – one in Shepparton other in QLD, NSW or WA. Final event Men's and Women's Tour Star 2 in Manly NSW as part of a broader Volleyfest
- **Event Details;** Competition – Two days
- 32 countries - 16 male and 16 women. 6 teams from Australia, maximum 6 teams from Asia/Oceania and minimum 4 teams from other continents. Australian & international officials and support staff
- Length of stay - Teams will stay a minimum of 3 nights but up to 7 nights
- 2018 Commonwealth Games – key lead in event
- Spectators - 3,000 per day with 35% to travel to the event from intrastate, interstate and international based on historical information
- Support events - other beach events to be investigated as part of a broader festival and community engagement activity's in the lead up and during the event
- Estimated total economic impact: \$628,800 to \$691,680
- Broadcast details and exposure - Live Australian TV (7mate), Live Chinese TV - 5 million plus, Live Fox Sports Asia - multiple countries (12 million +), replayed telecast within 7 days across 3 target markets - 17 million +, Live streaming (Volleyball Australia You Tube Channel) 75,000 +
- State National and International promotion & social media exposure
- Estimated host broadcast value - (\$500,00)+
- Building the Victorian Beach volleyball Capital - The proposed venue the iconic Victoria Park Lake events area
- 700 tons of sand – 50 trucks, soil test, sand purchase, sand transportation, hay bails, builders plastic, bobcat, restoration of grass area (including turf), 500 to 750 grandstand and associated event infrastructure such as: Sound system, Temporary fencing and crowd control barriers, Temporary toilets, Waste management
- Toilet cleaning / rubbish management during event, Generators requirements, Spectator/ player first aid, Event offices, Big screen, Electronic Score board, Security
- 2017 / 2018 Business Partnership Opportunities -TV broadcast contribution - \$20,000. This will include the following exposure for SSM: Live Australian TV for finals (7mate), Live Chinese TV - 5 million plus, Live Fox Sports Asia - multiple

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**

MONDAY 21st NOVEMBER 2016, 5.30PM – 7.30PM
COUNCIL BOARDROOM



countries (12 million +), Replayed telecast within 7 days across 3 target markets - 17 million +

- Marketing and city activation - General marketing and activation to include the following marketing spend. TV advertising contribution, Large billboards, Radio include live broadcast and sponsorship package with station if possible, CBD and business posters, Social media and print advertising, CBD mini activation as part of Summer Market, Welcome billboards and corflute signage in cbd and Gateway flags
- Other exposure - National and international business exposure, On and off court signage opportunities, Big screen promotions, Corporate hosting opportunities
- Regional, state and national marketing leverage
- Malcolm asks who does ticket sales
- Anthony says that is still to be finalised
- Anthony mentions the main cost for the event is the sand (50-70 trucks)
- Shane asks if the event is locked in.
- Anthony says essentially we have it although it is not signed off yet
- Mat asks what happens with sand after the event
- Anthony says it will be ours to do what we like. It could be used for many things
- Anthony mentions this sponsorship (if approved) would be spread over the 2017 and 2018 budgets
- Anthony and Geraldine will approach businesses also particularly with a Chinese connection
- Simon asks Anthony when he will need our decision by
- Anthony says it will be announced next week
- Simon will send out an email to the committee regarding the decision on Thursday

6.2 The Adviser Christmas Gift Guide advertising opportunity Will Adams

- Will says the price is the same as the last year (rate protected)
- Wed 30th Nov edition: 15x4 ad (150mm deep x 132mm wide) @ \$488 + gst
- Wed 7th Dec edition: 38x8 Full Page ad (380mm deep x 267mm wide) @ 1265 + gst inside our Ultimate Xmas Gift Guide. Also includes \$600 worth of free editorial space inside this edition and an extended circulation of 38,000 copies to all major and smaller towns throughout this region
- Wed 14th Dec edition: 15x4 ad (150mm deep x 132mm wide) \$488 + gst
- Mon 21st Dec edition: 19x4 Quarter Page ad (190mm deep x 132mm wide) @ \$398 + gst
- Total of Total spend is \$2639 + gst
- Mat asks if we can change the design and content
- Will says yes they're flexible to change

ACTION: Decision to be made via email. Mat will circulate email to the committee on Wednesday 23rd November.

7. Reports

7.1 Shepparton Shake-Out update Anthony Nicolaci

- Event date – February 3, 4 and 5 2017
- 5 international acts
- Venue – Showgrounds (Multi-purpose and Macintosh)
- Motor Museum may help with car displays
- Marketing planning session will be arranged next week
- National BMX is the same weekend so Shepparton will be full
- Mat mentions they're also looking at old fashioned carousels and vintage caravans etc

7.2 SSM Marketing Co-ordinator report Mat Innes-Irons

- Report loaded to Google Drive

ACTION: Re: Christmas campaign. Mat to organise photo opportunity for SSM Committee

7.3 Economic Development update – November Tabled

- Report loaded to Google Drive

7.4 GSGTHH Monthly Report – October Tabled

- Report loaded to Google Drive

RECOMMENDATION – That the reports be accepted.

Moved: Ron Popelier

**Seconded: Malcolm Blake
CARRIED**

8. Financial report

8.1 Monthly Financial report

John Montagner

RECOMMENDATION

That \$500.00 be transferred from the Marketing and Promotions budget into the Mobile Stage budget (-\$53.15) and the financial report be endorsed by the committee

Moved: Shane Sali

Seconded: Sam Lagozzino

CARRIED

9. General Business

9.1 Maintenance of the Shepparton Show Me Database

Mat Innes-Irons

- To be reviewed at the SSM Marketing Planning Session prior to the next meeting

RECOMMENDATION – To table this item at the next ordinary meeting with more information on costings

Moved: Sam Lagozzino

Seconded: Malcolm Blake

CARRIED

9.2 Christmas Meeting/Celebration

All

RECOMMENDATION – The Shepparton Show Me Ordinary meeting scheduled for the Monday 19 December, 2016 to be moved forward a week to Monday 12 December, 2016.

Location to be confirmed via email.

Moved: Malcolm Blake

Seconded: Ron Popelier

CARRIED

9.3 Shepparton Festival update

Simon Quattrocchi

- Simon, Shane, Carrie and Mat met with Amanda to explain the concerns the SSM committee had with their original proposal
- The committee members said SSM were more interested in sponsoring if the funds were used for marketing/promoting Shepparton
- Simon mentions he likes the idea of “Mapping Shepparton” and says the committee will make a decision on this tonight when the meeting is closed for sponsorship discussions

9.4 GV Suns update

Simon Quattrocchi

- Sam, Simon and Mat met with Paul Uniacke
- Simon says the \$30,000 requested is a large ask
- Simon continues it would be a \$8,000 commitment from SSM
- Simon mentions they are currently looking for a major sponsor
- Mat says Paul has great ideas for the sports precinct not just GV Suns
- Fiona comments it needs to be the right activity for SSM

9.5 Challenge Shepparton – discussion around GST

Mat Innes-Irons

ACTION: Laura to follow up their sponsorship application, incoming correspondence from Challenge, the SSM outgoing correspondence to Challenge and all invoices received. Mat and Laura to talk to the Finance department at Council for advice

- Fiona suggests we obtain a statement from Finance around the GST on invoices for SSM internal and external sponsored events

9.6 Sponsorship criteria process update

Sponsorship sub-committee

- Sam mentions item 9.5 will be addressed when the sponsorship sub-committee meet
- Sam informs the committee the sponsorship sub-committee will meet once Carrie returns from Spain

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.

Moved:
Malcolm Blake

Seconded:
Ron Popelier

CARRIED

10. Sponsorship Discussion

10.1 GV Suns

RECOMMENDATION – To table this item at the next Ordinary meeting. Further clarification is needed in regards to their own internal sponsorships, their budget and their commitments to SSM

Moved: Sam Lagozzino

**Seconded: Shane Sali
CARRIED**

10.2 Shepparton Festival

RECOMMENDATION – The SSM committee declined the Shepparton Festival sponsorship application for the proposed amount of \$20,000.00.

A counter-offer was proposed for SSM to sponsor the Shepparton Festival for the amount of \$10,000.00, A vote was taken;

FOR

Simon Quattrocchi

John Montagner

AGAINST

Shane Sali

Sam Lagozzino

Ron Popelier

Malcolm Blake

Moved: John Montagner

Seconded: Simon Quattrocchi

REJECTED

10.3 Beach Volleyball Triple Crown World Tour Series – 2017 and 2018

RECOMMENDATION – Decision to be made via email. Simon to circulate the email to the SSM committee on Wednesday 23rd November.

Moved: Malcolm Blake

**Seconded: Ron Popelier
CARRIED**

Meeting closed at: 7:52pm

**NEXT ORDINARY MEETING:
MONDAY 12 DECEMBER 2016
LOCATION TBC**