

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING AGENDA
MONDAY 23RD NOVEMBER 2015, 5.30PM – 7.30PM
COUNCIL BOARD ROOM



Meeting opened: 5:36pm

1.1 Attendees: Malcolm Blake, Mat Innes-Irons, Danielle Tait, Fiona Le Gassick, Ron Popelier, John Montagner, Simon Quattrocchi, Cr Les Oroszvary, Sam Lagazzino, Geraldine Christou, Ed Thomas, Cr Dinny Adem and Shane Sali

1.2 Guests: Will Adams – The Adviser

Riki Gurden – Shepparton Chamber of Commerce and Industry

1.3 In Attendance: Laura Church (Minutes)

2. Apologies: Johann Rajaratnam, Peter Radevski and Ross Graham (TGS Shepparton)

RECOMMENDATION

That the apologies of Johann Rajaratnam, Peter Radevski and Ross Graham (TGS Shepparton) be noted.

Moved: Cr Les Oroszvary

**Seconded: Cr Dinny Adem
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on October 19th, 2015 as circulated be confirmed.

Moved: Cr Dinny Adem

**Seconded: Cr Les Oroszvary
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.

- Geraldine Christou – Item 5.1
- Fiona Le Gassick – Item 5.4
- Geraldine Christou – Item 5.5
- Cr Dinny Adem – Item 5.5

Disclosure must occur immediately before the matter is considered or discussed.



5. Sponsorship Applications & Acquittals

5.1 SheppARTon Festival Festival Club

Ros Abercrombie

5:40pm

Festival Director

- Shepparton Festival is in its 19th year
- Festival has 37 existing sponsors and has secured 20 new relationships
- 42 events across 17 days
- 25,000 people
- 11% of patrons were from outside of GV area
- Promotion of the event will be via Print, TV, Radio and Social Media
- A post on their Facebook page on average reaches 1,006 people
- The Shepparton Festival has received an RACV Bronze Winner award
- Last year's Festival Club event saw them take over the old Hunters site
- Local artists performed over 4 nights
- Very successful event which they would like to build on
- 20th year is being labelled "Be Consumed" (be consumed by arts, be consumed by food etc.)
- Currently looking for a space for Festival Club 2016 with an inside and outside space
- 4-20th of March 2016
- Looking for presenting partner (SSM), Venue partner, Alcohol partners and program partners
- Seeking \$20,000 from SSM (Major Sponsorship)
- For this investment SSM will receive:
- Opportunity to speak at associated program
- Logo Placement in Printed Program (level differentiated)
- Logo Placement on Website (level differentiated) □ Opening & launch Invite
- AGM Invite
- Winter VIP event Invite
- Double passes to festival produced events, as requested
- Committee to consider application

5.2 Shepparton Motor Museum Motor Show

Cam Mangiameli &

Michelle Luscombe

SMM Board Members

5.50pm

- SMM Annual Motor Show 4th Birthday celebration
- The 2015 event was a success although there was confusion with advertising
- Had 14,000 in attendance
- Looking to get around 18,000 - 20,000 in 2016
- Fiona asks Cam what the most effective form of advertising was for this event
- Michelle said TV probably the most successful, radio is also very effective
- Michelle adds that \$10,000 in all goes to marketing
- Asking for \$5,000 from SSM
- Committee to consider application

5.3 Big Bash on the Big Screen

6:00pm

Carmen Nicholson
GSCC Healthy Communities Officer
GSCC 'Activities in the Park' Program

- No show for presentation

5.4 Shepparton Tradies Day

6:10pm

Bruce Giovanetti
Craig Blizzard &
Aaron Brain

- Craig starts by saying he associates with a lot of Tradesman who informed him they can never attend Business lunches as they are working which is where the concept for 'Tradies Day' has arisen
- The organisers decided to put on a show for Tradies. They had 16 businesses pay for a site (or some in-kind)
- 140 Tradies attended
- After the event they had a lot of enquiries from businesses as to why they didn't know about this event as they would've been involved
- Craig states that SSM cover a lot of retail and accommodation although Trades people miss out
- The organisers have done their research and there aren't any other 'Tradies Day' events
- The aim is to get businesses and Trades talking to each other
- Malcolm asks if they are trying to organise a field day for Trades
- Craig responds with yes and that there is a tentative booking at the Showgrounds
- Mat asks if SSM sponsor would you open it up to SSM Members
- Craig responds yes but will open it up to others outside the area
- Shane comments that it is a great idea and asks is it one day or over a weekend
- Craig said we're planning just one day and from the feedback we've had it would be held on a Friday
- Shane asks what date the event is planned for
- February 19th 2016 – afternoon 3pm-7:30pm
- Craig is trying to secure Billy Brownless and Rex Hunt
- Malcolm asks if he intends on having ute dealers
- Craig responds yes
- Malcolm states SSM need to promote more of this sort of thing
- Sam asks why not on a Saturday
- Craig responds that on Saturday a lot play sports and the feedback from Tradies said that Friday afternoon suited best
- Shane asks if they are selling sites/spots for the event and would SSM Members get a discount
- Craig responds yes for up to \$500 and SSM Members would most likely receive 10% discount
- Geraldine asks if the organisers will refuse conflicting businesses from outside the area
- Mat asks what marketing they will be using
- Craig says TV, Press and Radio. Radio a main focus as Tradies listen to the radio all day whilst working
- Malcolm asks where the profits are going to
- Craig responds last year they made \$4,000 and it went back into the Shepparton United Footy Club but are happy to explore other options such as charities as the event becomes more established
- Committee to consider application

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: Malcolm Blake

5.5 NAB Cup/International Netball

Anthony Nicolaci
Team Leader
GSCC Tourism and Events

- AFL NAB Cup Challenge Essendon Vs. Geelong
- Saturday March 5th 2016 Deakin Reserve
- Anticipated crowd 8,000- 10,000
- Live TV Broadcast
- Very successful event in 2015
- Only regional city to get a pre-season AFL game 2 years in a row

- Netball Pre-season International Challenge
- Melbourne Vixens, Adelaide Thunderbirds and New Zealand teams to play
- Saturday March 5th – Sunday March 6th
- To be held at Wanganui Visy Stadium
- Anticipated crowd of 2,500
- Tying event in with the launch of the \$2mil sports precinct – netball courts

- First time for an event for elite Football and Netballers
- Both events combined set to generate 750,000 - \$1mil for the local economy
- SSM members will leverage
- John asks why Shepparton
- Anthony responds that his team had a better pitch than other regional cities, such as Gippsland and Bendigo
- Anthony adds Geelong is playing Collingwood the week before playing in Shepparton so his Tourism Team have been talking to Geelong's Tourism Team about promoting Shepparton in their CBD with our Mooving art cows etc.
- Matt asks if SSM don't sponsor the Netball, will it go ahead
- Anthony responds with no, and that he is meeting the General manager from Netball Victoria on Thursday 26th hopefully to sign off on it – after looking at the venue
- Asking for SSM contribution of \$18,000 (AFL \$12,000, Netball \$6,000) for marketing, pre event promotion and billboard
- Committee to consider application

5.6 Teacher's Games Acquittal Presentation

6:20pm

plays YouTube video on the 2015 Teachers Games event

- No questions
- Committee agree it was a very successful event



6. Marketing Campaigns

6.1 Adviser Christmas Promotion

Will Adams
Adviser

- Will states this is a small campaign but last year it tied in extremely well with the SSM Christmas TV and Radio promotions
- Will says there will be 3 main editions of the Adviser pre-Christmas
- The full page in the special edition which will be an extended circulation. Being distributed to towns such as Benalla - 38,000
- The cost will be \$2,600 plus GST
- Malcolm asks is it \$2,600 per edition
- Will responds no, that is the total cost
- Committee to consider campaign

6.2 Shepp News Christmas Promotion

Mat Innes-Irons

- Not discussed

7. Financial Report

Simon Quattrocchi

- Financial Report loaded to Google Drive

RECOMMENDATION

That the financial report be endorsed by the committee

Moved: Simon Quattrocchi

Seconded: Cr Les Oroszvary

CARRIED

8. Correspondence

8.1 Correspondence Inwards

8.1.1 \$1200 quote for the replacement SSM marquee top (Mat Innes-Irons)

8.2 Correspondence Outwards

8.2.1 Mad Cow Mud Run - Sponsorship Approval Letter

RECOMMENDATION – That the correspondence be accepted.

Moved: Simon Quattrocchi

Seconded: Cr Les Oroszvary

CARRIED



9. Sponsorship Discussion

9.1 Shepparton Motor Museum Motor Show

RECOMMENDATION – To sponsor the Shepparton Motor Museum Annual Motor Show \$5,000 with Mat working with the organisers to ensure that this will benefit SSM Members

Moved: Cr Les Oroszvary

**Seconded: Ron Popelier
CARRIED**

9.2 SheppARTon Festival - Festival Club 2016

RECOMMENDATION – to sponsor the 2016 Festival Club \$10,000 on the condition SSM receive adequate representation and the sponsorship money is going toward the marketing of the event

Moved: Cr Les Oroszvary

**Seconded: Malcolm Blake
CARRIED**

9.3 Big Bash on the Big Screen

- No discussion

9.4 Shepparton Tradies Day

RECOMMENDATION – To approve sponsorship funding of \$10,000 to the Shepparton Tradies Day providing the event organisers agree to the SSM conditions

Moved: Shane Sali

**Seconded: Cr Les Oroszvary
CARRIED**

9.5 AFL NAB Challenge Cup and Pre-Season International Netball

RECOMMENDATION – To sponsor the AFL NAB Cup Challenge and the Pre-Season International Netball event \$18,000 (\$12,000 AFL and \$6,000 Netball)

Moved: Cr Les Oroszvary

**Seconded: Shane Sali
CARRIED**



10. Campaign Discussion

10.1 Adviser Christmas Promotion

RECOMMENDATION – To approve Adviser Christmas promotion 2016 at a cost of \$2,600 plus GST

Moved: Cr Les Oroszvary

Seconded: Sam Lagozzino
CARRIED

10.2 Shepp News Christmas Promotion

RECOMMENDATION – To approve the Shepp News Christmas Guide 2016 at a cost of \$700

Moved: Simon Quattrocchi

Seconded: Ron Popelier
CARRIED

11. Reports

11.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

Chamber of Commerce Business Awards- Stephen's Jewellers won the SSM sponsored Best Marketing/Advertising campaign. Stephen has been invited to the next meeting to tell his story of rebranding his shops and his business philosophies. Very good vibe in the room. A good bit of time to network.

Victorian Open Bowls Tournament- Run over 8 days. Lots of bowlers seen around the streets. Consistent media coverage. Looking forward to the acquittal

Challenge Shepparton- Excellent reports from all competitors. Great set up at the lake. VIP area was sensational. Numbers for the main race were down like many other triathlons. Hospitality venues reported good sales. Competitors fairly obvious by arm numbers.

Telstra Tower Run- As part of the festival SSM were given naming rights to the Tower Run. A worthwhile event and has potential to be much bigger.

Christmas Campaign- Alchemy have filmed a TVC for this year highlighting the mobile stage and the Santa Show. We have borrowed a spinning wheel from Star FM and having a Christmas decal made for it. TV commercials start Sunday 29 Nov. Santa show starts Wed. 2 Dec running in 2 locations every day (excluding Sundays). Shepparton Mall, Riverside Plaza, Home Central, Ray's Outdoors (general area) and Vaughan Central. Any other suggestions?

Santa's Hut- Confirmed location is Harris Scarfe (Mall side). Scherre Le Estrange will have Santa's Hut installed Sunday 29 November with Dale Wright commencing Thursday 3rd taking Santa photos. Gold coin gift wrapping each day.

Renew Shepparton- In return for lending SSM van to the Twilight market we had the renew participants under the SSM marquee. It also gave exposure for the Renew Shepparton brand but got blown away early in the evening. No new shops have come forward.

Party Party Casino- David Wilson approached me with a concept he would like to present to the SSM committee. He has ex-Crown Casino tables and wheels as well as a money grab machine.

11.2 Investment Attraction report

Geraldine Christou

- Loaded to Google Drive

Digital Enterprise Program - winding up for the year, targets met in all categories. Program concludes December 2015. There is some funds remaining that we will utilise in 2016 to roll out a further training program.

Economic Development, Tourism and Events strategy - Have had excellent input into the strategy for 2015-2019 from key stakeholders. Draft strategy not far away.

Inland Rail - John Anderson has handed down his report to the Federal Government, recommending Albury/Wagga Wagga. National Trunk Rail has had approaches from two US engineering firms wishing to partnership on a public private partnership. Currently advocating for the Federal Government to at least consider an expression of interest process to determine private interest. Delegations to this effect will occur in February 2016.

Agricultural Project - program that determines changes in production in 2030 and the most suitable commodities. Will assist Planning when considering Planning Scheme amendments and also for investment attraction purposes. Will also assist the real estate agents. Greater Hamilton have been the first in the state to undertake this project and claim to have attracted over 10 investors through the information it provides.

Christmas decoration - installation is 90 per cent completed. A new sign with the word 'rejoice' is scheduled to be installed on the Multi-Purpose Pavilion at the showgrounds on Wednesday. Installation of flag infrastructure on power poles is unlikely to be approved by Powercor due to ageing infrastructure, so will instead occur in Vaughan Street. Quotes being sought to light up some trees in Fryers Street instead.

CBD Fun / Rotary Market - held on 14th November was a huge success. Over 40 stalls and feedback from traders was very positive. Rotary alone tripled what they make at the Queen's Gardens. Next Market is being held on 5th December and will kick start the Christmas activities through the Mall.

Next GV BRaIN event - Peter Alexander - 9 March 2016.

Investment Attraction and Committee for Greater Shepparton - met with Werribee South Growers on Friday 13th November in Werribee South to continue discussions regarding the Shepparton opportunity. Currently putting together some greenfield calculations for the growers for their consideration. They are still not getting traction from the Victorian Government in relation to eradicating the 'green wedge' and providing them with a cash windfall they could utilise for relocation.

Tourism Branding is being finessed at the moment and will be presented to Council shortly for consideration.

RACV Victorian Tourism Awards - Visitor Centre was a finalist in a very tough visitation category won by Phillip Island.

51 Days of Major Sporting Events - this campaign highlights that 12 state national and international sporting events over a 51 day period generating approximately 20,000 external visitors, 30,000 bed nights and around \$7-\$9M in economic stimulation is going strong. Key

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highlights include the Australian Football Skools International championship in October with a record number of 106 teams (1200 players and approximately 3500 people), 30 per cent increase in bowls entries for the Victorian Open and a fantastic Challenge Shepparton Triathlon, BMX State Championships saw 2,500 visitors with Spring Car Nats and Junior Basketball still to come.

AFL Game secured for 5 March 2016 - Essendon and Geelong

Close to signing off on four significant national events for 2016 (March, June long weekend, September school holidays and Cup weekend in November). Once these are confirmed we will reprint the events calendar and distribute to businesses.

Two new staff - Sam Saracino (formerly Win TV and Shepp News) - sports events officer role and Jeremy Roberts as Events Facilities Coordinator - overseeing Shepparton Showgrounds and Tatura Park, looking to develop significant new business to leverage from significant capital works undertaken at both these facilities (formerly worked on Melbourne Cup and Australian Open).

11.3 Communications Sub-committee report

John Montagner

- John proposes a time for the sub-committee to get together to discuss ideas
- John proposes the following Wednesday (2nd December)
- Sub-committee agree on time
- John says the venue is to be confirmed

- John also proposes the idea SSM should provide an event calendar on the website, not just for Show Me events, but all events happening in the area
- Mat also suggests getting input from others eg. Chamber of Commerce
- Mat adds he will talk to Will (GSCC Social Media Officer) in regards to this

Action: Mat to talk to Will (GSCC Social Media Officer) in regards to an events calendar

RECOMMENDATION – That the reports be accepted.

Moved: Cr Les Oroszvary

**Seconded: Sam Lagozzino
CARRIED**



12. General Business

12.1 Fruit Fly Baiting Program

Peter Radevski

- Not discussed (Peter was an apology)

12.2 Development of an Annual Shepparton Show Me Event

Action: Mat to send out email to the SSM Committee with a list of events which they will prioritise from most to least likely to proceed with

- Fiona suggests a working group should be formed to develop an Annual 'Show Me' Event

Annual 'Show Me' Icon Event Working Group:

- **Mat Innes-Irons, Ed Thomas, Sam Lagazzino, Simon Quattrocchi and Geraldine Christou**

Meeting closed at 8:56pm

NEXT MEETING:

14th DECEMBER 2015
LOCATION TBC
5.30PM