

Meeting opened 5:32pm by Malcolm Blake.

- **Malcolm welcomes Greater Shepparton City Council CEO Peter Harriott and invites Peter to attend any Shepparton Show Me Committee meetings he would like.**

- 1.1 Attendees:** Malcolm Blake, Cr Dinny Adem, Johann Rajaratnam, Mat Innes- Irons, Fiona Le Gassick, Geraldine Christou, Peter Radevski, John Montagner, Ron Popelier, Shane Sali.
- 1.2 Guests:** Peter Harriott (CEO – Greater Shepparton City Council)
Peter Sutherland (Alchemy Media)
Michael Diffy (Alchemy Media)
- 1.3 In Attendance:** Riki Gurden (Shepparton Chamber of Commerce and Industry)
Ross Graham (Tourism Greater Shepparton)
Laura Church (Minutes)
- 2. Apologies:** Cr Les Oroszvary, Simon Quattrochi, Sam Lagozzino and Danielle Tait.

RECOMMENDATION

That the apology of Cr Les Oroszvary, Simon Quattrochi, Sam Lagozzino and Danielle Tait be noted.

Moved: John Montagner

Seconded: Ron Popelier
CARRIED

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on December 14th, 2015 as circulated be confirmed.

Moved: Shane Sali

Seconded: John Montagner
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 11.2 - CBD Fun**

5. Sponsorship Applications and Acquittal Presentations

5.1 Shepparton Show Acquittal report and Morry McKellar
5:50pm GV RV Rally Acquittal report Shepparton Agricultural Society

RV Rally

- Morry starts by saying the event didn't happen but it's not a flop
- The 2016 event is expected to bring in 250 caravans
- Plans have been drawn by G&R Engineering to fit in 314 RV/Caravans in the showgrounds
- \$14,500 has been spent on advertising (from SSM \$20,000) to support this year's event
- Morry adds all documentation sent out by Australian Caravan Club has the SSM logo
- There is still \$5,500 in Agricultural Society bank for this year's event if the SSM Committee approve
- Johann asks in terms of governance there's a reference here to the financial reconciliation in appendix A, did we get that
- Morry said Amy Dainton has sent it through

Action: Laura and Mat to look for financial reconciliation and present it at the next SSM meeting

- Johann adds the Council Officers were going to come back to committee with option. Where are we at with that? To prevent this situation from happening again

Action: Mat to notify Council Officers responsible of seeking advice of what the process is when this situation happens

- Fiona had other discussions with others who oversee other section 86 committees and they've never had this happen
- Johann personally doesn't mind the outcome, but the committee needs to be aware of this happening again and the reconciliation needs to be noted in the minutes so it's clear that everything Morry needed to do has been done.
- Fiona adds it may be broader than just SSM and perhaps a discussion internally
- Morry believes the advertising has worked even though the event didn't go ahead last year, it will go ahead this year very successfully
- Morry asks what is to happen with the leftover \$5,500
- Johann says it can't be taken it back by SSM as there is nothing in the documentation to say that can be done
- Johann suggests waiting for advice from the organisation
- Malcolm asks what plans Morry has for the remaining \$5,500
- Morry says either 1) They shoot a video clip of the showgrounds (empty) and then be able to utilise that clip for many events for the showgrounds (YouTube)
- Or 2) use that \$5,500 to produce vouchers for the RV Rally participants to spend in SSM stakeholder stores
- Mat asks, is more money needed for marketing
- Morry responds no. Australian Caravan Club are doing the marketing

ACTION: Seek advice from the Council Officers then determine whether it's appropriate to ask for the money back or use it for this year's RV Rally



- Johann asks Morry, if you can, is it possible to hand it back?
- Morry yes

Report on the 2015 Shepparton Show - Lloyd

- They tried to relaunch show but the truth is, it didn't work and public didn't turn up
- 2015 saw an increase in families
- A decrease in the 16,17 and 18 year old age brackets
- A decrease in the over 60's age bracket
- Concession down by 60%
- The Show should have made 14-15k but made around 7-8k
- Shane questions why it's not on Saturday and Sunday (Currently Friday & Saturday)
- Lloyd responds that was tried a few years ago, Sunday was run at a loss
- Shane adds the Show needs fireworks
- Lloyd says the Showgrounds space is too small - OH&S
- Fiona asks if they had thought of surveying people as to why they didn't attend by asking school students or even a via Facebook comp
- Morry adds kids said there was no BIG rides, if there were bigger rides they'd come but there isn't enough space
- Malcolm asks if they still have cake decorating and needlework
- Morry says yes
- Lloyd adds when parts of the Showgrounds have been sectioned off due to maintenance works or construction the attendance has dropped dramatically as well
- Ross asks how much for admission
- Lloyd responds admission is \$15 for Adults and \$10 for concession
- John asks if there was any marketing to the schools
- Morry states an information booklet went out to the schools and businesses
- Morry adds the date of the Shepparton Show is based upon the Royal Melbourne Show
- Morry also points out there are leftover show bags, if anyone wants to use them. They have the Shepp Show logo on one side and the SSM logo on the other

5.2 Rotary Craft & Produce Markets Greg Barnes
6:00pm (Acquittal and Sponsorship Presentation) Shepparton South Rotary

- Seeking \$8,000 from SSM for the promotion of four Rotary Craft and Produce markets to be held in the Maude St Mall
- Greg explains Rotary raise money from different events and provide sponsorship to programs, such as Meals on Wheels and many scholarships to students
- Greg adds the Rotary Markets in the Queens Gardens are not successful
- Greg explains the Markets they have held in the Mall are more successful and people surveyed have agreed. 84% saw more people in the Mall and 54% of businesses reported additional sales
- Mat asks if Greg has submitted a formal sponsorship application
- Greg responds no
- Matt adds he will help Greg with the formal sponsorship application

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 8TH FEBRUARY 2016, 5.30PM – 7.30PM

COUNCIL BOARDROOM



- Rohan says no, we have advertised on the Top Gun Multimedia Billboard on the Shepp Hotel. Advertising was only on the days CBD Fun was run but we should advertise coming up to the dates
- Mat asks Geraldine. Have we got a Place Manager as yet?
- Geraldine responds. The position has been readvertised. In two months the position should be filled. The Place Manager will support Rohan.
- Fiona asks. Is there a reason why we aren't focusing on events if they are deemed more successful?
- Rohan says we don't have the resources to do both that's why we have approached the likes of the Rotary and Love Your Local
- Rohan adds if we run the four Rotary Craft and Produce markets, the Summer and Winter City markets, the Food and Wine festival (not confirmed) and CBD Fun on the school holidays that should cover every month and the CBD is activated
- Peter questions why we (SSM) spend so much money on the Mall
- Malcolm believes the Mall is dead and it needs to be redone
- Mat thinks there is a lot of concentration on the Mall but we need to support the surrounding business as well
- Malcolm says to Rohan. You're looking \$15,000 for CBD Fun
- Rohan says yes. The budget has been cut by \$10,000

Summer City Market Update

Rohan Sali

- Currently SSM sponsor \$30,000 (budget cut by \$10,000) and Investment Attraction allocate \$5,000 for a total of \$35,000
- Rohan has cut down on marketing costs and the horse and carriage rides
- The Victorian Police Pipe band is secured
- There will be dance performances. We looked for free options as budget is tighter
- There will be two stages. One in Fryers Street end and at the centre of the Mall
- Also there will be buskers around the CBD
- 52 stalls holders of which 80% are from outside Mall
- The SPC perfect fruit van is secured
- Rohan adds feedback received from surveys indicated the need for more food holders
- The market stalls are free
- Beach themed for Summer
- Loads of free activities for kids. A sand pit play area, giant games, craft workshops, Active Living healthy interactive games and an animal nursery

6. Marketing Opportunities

6.1 Party Party Casino 6:20pm

David Wilson

- Aim is to give shoppers an experience with a lasting and positive impression of Shepparton
- The event would proceed as follows:
 1. Shoppers would have to show 3 receipts from the previous 5 days
 2. Each shopper that meets the set criteria is given 20 seconds in the 'Cash Grab' machine to catch as many 'SSM dollars' as they can
 3. Each player then gets the opportunity to lay on the big wheel or the black jack table for 15 minutes by cashing in the SSM notes at the tables for chips. At the end of each player's 15 minute round of play, each player's chips are cashed in for an auction slip
 4. If the big wheel happens to land on the SSM 47-1 segment, all players participating in the current 15 minutes of play will receive a bonus to their auction slip
 5. All players that have received a SSM Auction slip during the game get the opportunity to participate in an exciting SSM prize auction
- David suggests the event should start on a Saturday to create as much impact as possible with a Friday evening auction event
- David wants to create a visually exciting and fun activity that will attract shoppers
- And also encourage buyers to purchase goods in at least three locations in the previous five days for an opportunity to participate in this event
- David adds the money is SSM money and not real money so it can be legally run in Victoria
- David suggests children under 18 should not participate at the tables as gambling should not be encouraged although the cash grab machine would be suitable
- David adds the shoppers would be impressed as the tables themselves are authentic Casino tables. The dealers have had many years of experience and would share interesting Casino stories and perform chip and card tricks
- Party Party Casino would also provide LED lighting, red carpet/bollard entrance and themed backdrops
- The money grab machine would also be a great opportunity for an SSM representative to get up on the microphone and have fun with participants and shoppers
- David recommends running the casino event from 10:30am each day to allow customers time to purchase items in the morning before playing and finishing at 5:00pm
- The charge from Party Party Casino would be \$2,000 per day over 7 days
- Party Party Casino would provide the notes for the money machine, unless SSM prefer to use SSM logo branded notes
- There will be plenty of opportunities for SSM to supply promotional raffle/marketing flyers for this event
- Malcolm says the Committee will give it consideration



8. Correspondence

8.1 Correspondence Inwards

8.1.1 Shepparton Festival invoice: \$10,000

8.2 Correspondence Outwards

8.2.1 Big Bash on the Big Screen decline letter

8.2.2 Thank you letter to Stephen Schneider (Stephens Jewellers)

8.2.3 SSM E-newsletter

RECOMMENDATION – That the correspondence be accepted.

Moved: Ron Popelier

Seconded: Johann Rajaratnam
CARRIED

9. Financial Report

RECOMMENDATION

That the financial report be endorsed by the committee.

***The Financial Report was not endorsed as the Committee had not received any correspondence from Treasurer, Simon Quattrocchi (apology) to say he has reviewed the report.**

10. Reports

10.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

- Mat to send out his report later in the week to the committee as he has been on leave
- Christmas Campaign. Huge success. Mat is doing up a report currently, so more detailed statistics on that to report at the next meeting.
- Riverside Plaza and Marketplace - banned SSM blue Santa as they thought it conflicted with the red Santa (photos), but a number of the store owners were not



pleased about this and have decided to take it up with management as a portion of their rates go to SSM and they have seen the success of the shows in previous years and would like it back

- The Christmas show stuck to the budget. SSM Committee cut \$10,000 on the media spend and we still had a very successful campaign
- Mat thanks Will (Social Media Officer - GSCC) for the daily updates throughout the campaign
- Geraldine asks Mat if SSM audience has increased on Facebook
- Mat responds yes

- Renew
- Mat has just had a meeting with the Renew Committee
- Leanne Holm is now on the Renew Committee as Jamie Cox is not anymore
- 3 shops are ready for tenants. Committee to go through selection process in the next two weeks
- Start some media thanks to Leanne via radio and thanks to Will Adams (Adviser)

- Great Things Happen Here
- Mat has been running around with Alchemy, finding sites for shooting
- Charles Wooley arrives next Sunday
- Mat to send invite out to the committee for a night with Charles on the Monday or Wednesday night

- Invitations to Committee
- Shepparton Festival opening
- AFL football luncheon

10.2 Investment Attraction update

Geraldine Christou

* Report loaded to Google Drive

- 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.
- March commencement on a new niche fruit processing facility - 25 new jobs, lease agreement and financial investors signing off now.
- Digital Enterprise Program - having reached all KPI's for the Digital Enterprise Program (DEP) the Council has been able to budget their spend extremely shrewdly and has completed the project with money remaining. Our marketing consultant (AP Marketing Works) and the team at Council have however identified certain key areas where the participants in our region would benefit significantly from additional training sessions in the form of workshops and virtual Q&A sessions. The GSBC is putting forward a business case to extend the DEP activities until the end of the current financial year. Further proposed workshops include:
 1. Networking lunch for Home Base Business - online and offline networking

2. Workshop (2hrs) – “How to Write Facebook Posts”
3. Workshop (2hrs) – “What You Need to Know Before Getting a Website”
4. All Day Workshop – “Social Media Planning”
5. Virtual Q & A Sessions
 - Small Business Festival - Planning has begun for the small business festival and Shepparton will again be hosting the festival for the entire month of August. Last year proved to be a huge success. Shepparton hosted 10 events and attracted over 750 interested local small business owners to informative sessions on topics including: Managing your team, How to secure your brand online, Starting a business, Developing a social media strategy, Business networking and more! We are currently seeking expressions of interest for businesses or organisations to host an event during the festival. Greater Shepparton City Council will be conducting an information session highlighting the host benefits on Wednesday 17th February at 2pm (location tbc). An invitation will be sent to Shepparton Show Me to attend that information session.
 - Greater Shepparton Business Centre - the following tenants have moved out of the Business Centre in the last couple of months
 1. Construct Drafting – Darryl & Andrew have been tenants of the Business Centre for many years and have now moved out into their own office in Welsford St. This is a great success story for the GSBC.
 2. Florence Financial
 3. Little White Light Photography
 4. Australian Dams & Water (Virtual tenant)
 - Our new tenants include:
 1. Nabenet x 2 offices
 2. Agro
 3. Concrete Culture
 4. Shepparton Roof Restoration – was a virtual tenant moving into Shed 3
 - GV BRaIN - 9 March Peter Alexander - tickets on sale now
 - Summer City Market - 26-27 Feb
 - Assisting Rotary with a Farmers market on the 5th of March to activate CBD during AFL NAB game weekend.
 - The Festive decorations project is currently undergoing some final activities as follows:
 1. Completion of installation of lighting in 2 trees on the corner of Fryers & Maude Street

2. Installation of flag track infrastructure on 6 power poles in Vaughan Street including the provision of a set of precinct banners and festive banners
 3. Completion of decommissioning, storage and assessment of current festive decoration assets
 4. Planning and costing of replacement/upgrade and/or repairs in relation to current decorations
 5. Investigation of storage options
 6. Assessing and establishing recommendations for 2016.
- New destination draft brand will be reviewed by council in February.
 - New tourism website underway hopefully be finished by May / June
 - Tennis Seniors Australia events have finished and were a great success. The Australian Teams carnival had 89 teams and around 800 players from around Australia and 6 countries while the individual championship being held this week has around 400 players. So we are having most competitors stay for 7 nights and around 150 of them up to 14 nights which is significant. Only the second time in 40 years that the event has been held regionally. The last three years have been Canberra, Hobart and Perth with next two years being Adelaide and Gold coast so this is significant. Quest has noted that due to major events IDW and tennis this was there busiest ever period as a business not just Jan!
 - International Dairy Week was another big week
 - Preparations well under way for the AFL Nab Challenge game between Essendon and Geelong and then the netball on the same weekend with Melbourne Vixens and Adelaide. Expecting crowds of around 7,000 and 10,000 and netball 2,000. Tickets sales for netball went fast over 1000 tickets sold in first day. For the AFL NAB Challenge Game we will be conducting a farmers market in the mall to celebrate country game concept 9 to 2 with significant activations player interviews signings etc. between 10.30 and 12.
 - Recent significant major visitation events secured in recent weeks include
 1. 2016 to 2018 Victorian Softball Masters Championships (1000 players over 3 days on June long weekend)
 2. 2016 / 2018 /2020 Victorian BMX Championships (3 days in November 1,000 riders)

10.3 Shepparton Chamber of Commerce update

Riki Gurden

- Leanne Hulm has joined the Renew Committee

10.4 Tourism update

Ross Graham

- Ross says they have spent the last few meetings planning
- The new mission and vision has been developed and all is coming together strongly



- Ross adds the Visitor Information Centre and Tourism Group are holding training sessions on how to utilise Trip Advisor

RECOMMENDATION – That the reports be accepted.

Moved: Ron Popelier

Seconded: Johann Rajaratnam
CARRIED

10. Great Things Happen Here Update

Great Things Happen Here Update

Peter Sutherland
Michael Diffey
Alchemy Media

- Peter said they have been busy filming pruning, blossoms, fruit picking, canola, helicopter shots, fields, farms around Dookie and it looks stunning
- Charles Woolley arrives on Sunday
- Alchemy have designed a logo device that is being presented to council tomorrow (Tuesday 9th)
- The logo is a combination of SSM and Council logo elements
- Fiona adds the logo can be shared to the SSM Committee once Councillors have seen it first
- The footage is a tour of all things Shepparton which will be a good tool for Investment Attraction
- Charles will do interviews with key people
- Peter adds we need to encourage stakeholders to press share
- Mat and Peter have been busy looking for more locations
- The weather has been challenging for shooting
- Peter says all places he has approached have been very keen to go above and beyond to accommodate the filming
- Peter believes there tends to be a negative focus on the Mall and the drugs in Shepparton but adds that this campaign is about showcasing and unveiling what Shepparton has to offer. Telling the stories- telling the world our stories
- Malcolm asks is this a YouTube production
- Peter responds yes
- Riki asks has this GTHH been communicated to the SSM stakeholders
- Fiona responds yes, there will be a launch in March and updates have been provided via the e-newsletter
- Peter adds that so many great things happen here but no-one knows about them and this device is to showcase these stories

Malcolm closes meeting to public - 7:43pm

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

Moved: Malcolm Blake



ACTION: The SSM Committee would like to request from Alchemy an updated official quote/ break down on the investment into the 'Great Things happen Here' campaign. Once obtained, quote to be provided to the SSM committee via email.

Moved: Shane Sali

Seconded: Peter Radevski

CARRIED

11. Sponsorship Discussion

11.1 Rotary Craft & Produce Markets

- Ross suggests consolidating the Rotary Craft and Produce Markets into CBD Fun as they are basically working together already
- Peter then suggests to increase the sponsorship to CBD Fun by \$5,000 (from \$15,000 to \$20,000)
- Shane adds that Rohan would be in control of the marketing funds
- Malcolm proposes that SSM Committee approve \$20,000
- John says this will need to be discussed with Rohan and Geraldine firstly

11.2 CBD Fun

RECOMMENDATION – Approve \$20,000 in principle and combine CBD Fun and the Rotary Craft and produce markets, with Rohan Sali to control the funds for the Marketing of both events (\$15,000 to CBD Fun, \$5,000 to Rotary). Conditional on the approval from Investment Attraction department of Greater Shepparton City Council.

Moved: Shane Sali

Seconded: Peter Radevski
CARRIED

12. Marketing Opportunity Discussion

12.1 Party Party Casino

- Shane likes the idea / concept
- Mat agrees and adds that this is something that can be done anytime of the year
- Malcolm says the cost is \$2,000 per day
- Mat likes the idea of using the 'cash grab' machine with participants to receive 'Show Me' dollars
- Shane adds he has had a great experience with a 'cash grab' machine at his business
- John suggests hiring the 'cash grab' machine from Party Party Casino
- Mat would like to pursue hire of the machine and adds that it would be convenient to take anywhere to use with any of our campaigns

RECOMMENDATION – To reject the Party Party Casino proposal.

Moved: Peter Radevski

Seconded: Ron Popelier
CARRIED

Action: Mat Innes-Irons to enquire about hiring the ‘cash grab’ machine for future SSM campaigns/events from Party Party Casino

13. General Business

13.1 Fruit fly baiting program Peter Radevski

- Peter explains that Cobram have done a Fruit Fly Baiting Program. The Moira Shire Council and Stone fruit growers funded it
- Peter adds it would be great awareness around the impact fruit fly is having on our area
- Peter explains it was suggested to him to approach SSM around sponsoring this for the Shepparton area
- Mat says this would be more a Council initiative not SSM
- John suggests that Peter talk to Johann (Director Sustainable Development - GSCC) to provide an avenue for this
- Ross also suggests approaching Nurseries and Fruit and Vegetable shops
- Malcolm says the consensus is that this is not for SSM

Action: Mat to follow up an appropriate avenue at Council for Peter’s Fruit Fly Baiting Program query

13.2 Silicone wrist bands Mat Innes-Irons

- Mat is suggesting to order Shepparton Show Me silicone bands to use to replace the SSM Vouchers
- Mat adds the Country Week Tennis participants were provided with vouchers for discounts at SSM businesses, although majority didn’t use them
- Mat suggests the silicone bands are a better option and an easier way to identify SSM
- Shane agrees
- The cost is \$2,500 for 5,000 with a two week turnaround

Action: Mat to develop a concept and present to the committee at the next Ordinary meeting in March

13.3 Twilight Fishing Mat Innes-Irons

- John has approached Trely (from Trely’s Tackle World) to run this event representing SSM
- Trely was unable to do the original date proposed but has alternative dates
- Trely will do a proposal and present to SSM Committee at a later date

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING AGENDA
MONDAY 8TH FEBRUARY 2016, 5.30PM – 7.30PM
COUNCIL BOARDROOM



13.4 SSM Contribution re-wording

Mat Innes-Irons

Action: Mat to investigate the SSM contribution and how it is calculated then present this information to the committee at the next SSM Ordinary meeting

13.5 'Chrissy Quizza'

Mat Innes-Irons

- Not discussed

13.6 Maude Street Mall

Ron Popelier

- Ron believes the Mall has gone backwards and if something isn't done quickly, it will be detrimental to Shepparton
- Ron adds that traffic should be added to the Mall
- Ron suggests leaving all the trees and concrete and make it a friendly and welcoming place
- Ron says the concept of Shepparton needs to change – no-one is travelling here
- Peter adds if you go to Echuca on week day, the CBD is extremely busy
- Malcolm says Echuca has only one shopping centre, Shepparton has satellite shopping centres
- Ron suggests more eateries and activities in the Mall, as well as the traffic
- Shane adds some businesses are month by month rental
- Shane suggests a monthly meeting with the Councillors
- Ross suggests the SSM Committee plan what you would like to discuss and invite the CEO to the next meeting
- Malcolm agrees

Action: To invite the CEO – Peter Harriott to the next Shepparton Show Me Ordinary meeting (March 21st)

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: Malcolm Blake

Seconded:

CARRIED

Meeting closed at 9:32pm

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING AGENDA
MONDAY 8TH FEBRUARY 2016, 5.30PM – 7.30PM
COUNCIL BOARDROOM



NEXT MEETING:
MARCH 21ST 2016
COUNCIL BOARDROOM
5.30PM