

**Meeting opened: 5:32pm**

**1. Meeting attendance:**

**1.1 Committee attendees:**

**Shane Sali (Chair), Cr Les Oroszvary, Cr Dinny Adem, Geraldine Christou, Andrew Pogue, Kristina Marko, Helen Sofra, Stephen Schneider, Olivia Smith, Fiona Le Gassick, Anthony Nicolaci and Mat Innes-Irons.**

**1.2 In Attendance:**

<b>Paul Kapsalis</b>	Shepparton Chamber of Commerce and Industry
<b>Lisa Kubiel</b>	Acting Place Manager - Greater Shepparton City Council
<b>Laura Church</b>	Minutes - SSM Administration Officer
<b>Will Adams</b>	Shepparton Adviser

**1.3 Not in Attendance:** **Ross Graham**      Tourism Greater Shepparton

**2. Apologies:**      **John Montagner and Simon Quattrocchi**

**RECOMMENDATION**

That the apologies of John Montagner and Simon Quattrocchi be noted.

**Moved: Geraldine Christou**

**Seconded: Cr Dinny Adem**

**CARRIED UNOPPOSED**

**3. Minutes of previous Meeting**

**RECOMMENDATION**

That the Minutes of the Shepparton Show Me Ordinary Meeting held on Monday 25<sup>th</sup> March 2019 as circulated, be confirmed.

**Moved: Geraldine Christou**

**Seconded: Cr Les Oroszvary**

**CARRIED UNOPPOSED**

**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.**

- nil

## 5. Correspondence

### 5.1 Correspondence Inwards

5.1.1 Letter of resignation – Chris Reisner

15 April 2019

**ACTION:** Laura to send thank you letter to Chris Reisner for his contribution to the SSM committee.

### 5.2 Correspondence Outwards

5.2.1 Sponsorship approval letter – Greater Shepparton Basketball Association

28 March 2019

5.2.2 SSM e-Newsletter

29 March 2019

5.2.3 Adviser column

10 April 2019

**RECOMMENDATION** – That the correspondence be accepted.

**Moved:** Kristina Marko

**Seconded:** Cr Les Oroszvary  
**CARRIED UNOPPOSED**

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## 6. Sponsorship Applications

**5:56pm**

6.1 2019 Shepparton Running Festival

Liz Connick  
Event Manager  
Shepparton Runners Club

- 2019 Shepparton Running Festival (SRF) – 25 August 2019
- Liz runs through slideshow presentation, highlighting the benefits of the SRF and the participation results from previous years
- Liz mentions the new event management partnership between Your Project Partner, Mountain Sports Events and the Shepparton Runners Club
- Aims of the 2019 Shepparton Running Festival: Build on the momentum of 2018, continue to strengthen our brand, increase participant registrations, increase spectator numbers, provide a quality regional event experience, showcase Shepparton as a destination and great place to live, opportunity for businesses/retailers to leverage from the event, offer an inclusive event for all ages and abilities and to engage with Shepparton's diverse community to encourage participation
- Liz adds that early bird registrations are already up on last year by 64%
- Seeking \$5,000 per year for 2019, 2020 & 2021

## 7. Sponsorship acquittals

**6:15pm**

7.1 Mechanika

Jenna Buzza  
General Manager  
Shepparton Motor Museum

- Jenna plays drone footage of the 2019 7<sup>th</sup> Birthday & Motor Show celebration which brought 1800 people to the museum.
- Mechanika exhibition dates 16<sup>th</sup> February to 17<sup>th</sup> March 2019
- The Mechanika event was welcomed with great community support from the automotive industry; we had 26 local businesses displaying their work for the month of Mechanika.
- At the motor show, 70% of the Mechanika businesses manned their stands speaking to the public about their business, it was also a good networking opportunity for the businesses involved
- Mechanika was also on display for a technology manufacturing expo we held at the museum for IICA this had 250 people attend.
- The Shepparton Motor Museum have seen a 32% increase in visitation with Mechanika
- Shepparton Show Me support was applied through the use of the Show Me Truck for the Motor Show day as the stage for our MC, entertainment and trophy presentation.
- The support was also given through our display in the Maude Street Mall on the Saturday morning of the 16<sup>th</sup> of February, with two cars on display and people talking to the public about Mechanika.
- Shepparton Show Me support was given through the \$10,000 sponsorship that was used to market Mechanika. We used Television, Radio, Local newspapers and social media. We were also provided with editorials from the local papers on top of advertisements
- The event delivered an exhibition focusing on the local motoring industry of Shepparton and the uniqueness of the area we are in with so many specialist people from the automotive sector being based in Shepparton
- The survey data has established that 31% of visitors stayed in Shepparton for more than one night and with 2% staying in Shepparton for over 7 nights.
- It was discovered that 32% of attendees heard about Mechanika via word of mouth and 20% from television/radio with online the next highest at 13%.
- While attending Mechanika visitors were also going to be shopping, dining, visiting SAM and visiting relatives
- The event page for the Motor Show birthday had a reach of over 54K.
- Mechanika event page had over 10K reach with 31% of people male from Melbourne. The Mechanika Facebook and Instagram posts had a reach of 49,339.
- The reach of the Shepparton News extends to Shepparton, Echuca, Benalla, Tatura and Kyabram areas.
- The Adviser provided us with a reach of 70,000 readers per week.
- The exposure achieved with Southern Cross Austereo had expected views of 669,100.

6:23pm

**8. Marketing Plan**

Mat Innes-Irons

- As per campaign subcommittee recommendations (loaded to Google Drive)

**EOFY**

**Current budget allocation - \$15,000.00**

**Recommended budget allocation - \$15,000.00**

**Target Market/s –**

- Business owners (agri-business, commercial, professional, industrial)
- Consumers - Located in Greater Shepparton and regional towns within 200k radius, including Central Victoria (e.g. Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield), and Lower Hume Growth Corridor (e.g. Seymour, Wallan) and Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley)

**Objectives –**

- Leveraging EOFY sales to drive business for SSM members – consumers and business (buy now and get your tax deduction before June 30)
- Take advantage of advice and spend locally – great prices, products and service
- Counteract online shopping
- Promote Shepparton Financial Services Industry leading up to tax time – targeting businesses and individuals
  - There has been suggestions to abandon this campaign although the campaign subcommittee has decided to once again run the campaign with some adjustments
  - TVC to air last week of May at earliest
  - To develop an online competition.
  - The prize will be \$1,000 Shepparton Show Me dollars for the competition winner to spend on professional services in Shepparton.
  - Develop a list of potential businesses for competition (professional services)
  - Finalise campaign brief and send to Alchemy
  - Alchemy to present campaign to the SSM committee

**Recommendation:** To allocate \$15,000.00 toward the EOFY campaign. To be paid for this financial year.

**Mother's Day**

**Current budget allocation: \$15,000.00**

**Recommended budget allocation: \$8,000**

**Target Market/s:**

- Mother's themselves in influencing the purchasing decisions: Mum categories – working, domestic, stylish/fashion focussed, natural, crafty, sporty, gardening, pet-loving, adventure-seeking, new mum – of course mum's can be a combination.
- Purchasers of Mother's Day gifts and experiences – spouses (husbands, partners), sons and daughters (children, young adults, adults), women buying for their own mother's and/or mother-in-laws.
- Consumers (as detailed above) in Greater Shepparton and regional towns within 200k radius, including Central Victoria (e.g. Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield), and Lower Hume Growth Corridor (e.g. Seymour, Wallan) and Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley)

**Objectives:**

**SHEPPARTON SHOW ME  
ORDINARY MEETING MINUTES**  
MONDAY 15<sup>th</sup> APRIL 2019, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



- To develop a campaign based on Mother's Day with the aim of stimulating business for SSM stakeholders.
- Encourage increased visitation to Shepparton in the lead up to and over the Mother's Day celebration period.
- To promote Shepparton as the regional Victorian destination to do shop, dine and play.
- To demonstrate support/drive business for SSM stakeholders.

**Monday-Saturday prior to Mother's Day on Sunday 12<sup>th</sup> May**

- Feel good campaign
- No TVC. Online video/ad to be made internally
- Giveaways at multiple shopping precincts (Mat to follow up with Marketplace and Riverside)
- Take photos/videos for social media
- Conduct surveys at shopping precincts
- Finalise campaign brief and send to Alchemy
- Alchemy present campaign to the SSM committee

**Recommendation:** To allocate \$8,000.00 towards the 2019 Mother's Day campaign.

Allocation \$1,800: Giveaways: 3x \$100 vouchers each day (Monday 6<sup>th</sup> through 11<sup>th</sup> May).  
Mat to buy vouchers from businesses

Allocation \$1,000: Purchase flowers to hand out at the shopping precincts. Suggestion: Add SSM tag to flowers

Allocation \$1,000: Paid parking in CBD (Meter maid concept). Mat to follow up with Citizen Services Manager to see if this is a possibility

Allocation \$1,000: Social media advertising

Allocation \$3,000: Radio campaign

**Why shop in Shepparton?**

In current SSM Marketing Plan although no budget has been allocated

**Campaign subcommittee suggestions:**

- Run this campaign next financial year
- Provide campaign brief to Alchemy
- Seek input from Alchemy
- Target surrounding areas
- Perhaps link with GTHH. Profiling businesses
- Online campaign
- Once finalised, Alchemy to present their concept to the SSM committee

**What SSM does for you**

**Recommendation:** To hold off on this campaign until the SSM database update has been completed.

**Database update**

- Mat and Laura have engaged Alec Alabakis to undertake the database collection
- Alec will provide a quotation in the next week or two
- Committee to approve quotation at an upcoming meeting

**RECOMMENDATION – To support the recommendations put forward by the campaign subcommittee (as listed above).**

**Moved: Cr Dinny Adem**

**Seconded: Stephen Schneider  
CARRIED UNOPPOSED**

**9. Financial report**

9.1 Monthly Financial report

Kristina Marko

- Loaded to Google Drive

<b>Expenses Allocated</b>		
Marketing	\$	371,379.26
Events	\$	90,000.00
Sponsorship	\$	148,300.00
Operational	\$	192,498.00
SSM member communication	\$	14,000.00
<b>Total Expenses Allocated</b>	<b>\$</b>	<b>816,177.26</b>
<b>Total Funds Available</b>		<b>\$ 22,822.74</b>

**Monthly Spend - March 2019**

<b>Annual Budget Breakdown</b>	<b>Mar-19</b>
Marketing	\$ 15,848.82
Events	\$ 30,679.90
Sponsorship	\$ 19,970.00
Operational	\$ 21,687.01
Member Communication	\$ 2,009.34
<b>Total:</b>	<b>\$ 90,195.07</b>

**RECOMMENDATION** – That the March 2019 financial report be accepted.

**Moved: Cr Dinny Adem**

**Seconded: Stephen Schneider**  
**CARRIED UNOPPOSED**

**10. Reports**

10.1 SSM Marketing Co-ordinator report

Mat Innes-Irons

- Report loaded to Google Drive

**Winter City Market subcommittee**

- Volunteers: Mat Innes-Irons, Lisa Kubiel, Helen Sofra and Shane Sali

10.2 Economic Development update

Anthony Nicolaci

- Report loaded to Google Drive

10.3 Place Manger update

Lisa Kubiel

**April Maude Street Mall Activation**

The April School Holidays have activation planned for the following dates:

- Thurs 11 April - Free kids activities
- Sat 13 April - Free kids activities
- Tues 16 April - Free kids activities
- Sat 20 April - Easter Egg Hunt
- Saturday 4 May – Culture Corner (further details below)

**Maude Street Mall Redevelopment**

Council has developed the tender documents for the detailed design and business case for the redevelopment of the Maude Street Mall. This tender has been advertised and will close on 1 May 2019. Updates will be provided.

**Culture Corner**

Last Saturday 6 April saw the launch of Culture Corner in the Maude Street Mall. Spectators throughout the day were immersed in the culture of feeling like a guest at a traditional Malaysian wedding reception. Included in the 4 hour program was a grand march from the Bride and Groom, blessings, choir performance, martial arts display, singing, dancing and delicious Malaysian cuisine available for purchase. We look forward next month's Culture Corner event on 4 May featuring the Iraqi community.

10.4 TGS update

Ross Graham

- Not in attendance. No report provided.

10.5 Shepparton Chamber of Commerce and Industry update

Paul Kapsalis

- Paul mentions he would like to assist with the Winter Fun Zone

<p><b>ACTION:</b> Anthony to send a meeting request to Paul for the upcoming working group meeting.</p>
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**Business Breakfast**

The first in a series of business breakfasts held on 27th March was a huge success with good feedback from members & also general public who attended. Next one is programmed for end of June with a TV station.

**Blockbuster event**

Jan Fran a well-known journalist and podcaster event has now been confirmed with the Chamber in association with Greater Shepparton Women's Charter Alliance Advisory Committee to be held Tuesday 4th June. Venue has not been confirmed as yet. Jan Fran hosted a very successful and insightful podcast titled "Sexism in the City" which related to the experience and safety of women in the business community. It will be targeted for employees and business owners to help understand what it means to both be and employ female staff.

**Winter Festival**

Chamber is financially committed to assisting with funding the Winter activation (Winter Fun Zone) in the Mall using some of the funds from the Council MOU. **March 2019**

**CBD Revitalisation**

Ongoing discussions with Council and Council staff to ensure the rebirth of the Mall is done in the very best design and with the least disruption to business. Chamber CBD Committee have arranged a meeting with Damian Drum to discuss these plans and hopefully obtain funding.

**Business Awards**

Preparations for this year's awards are now under way with Harvey Norman Shepparton a new sponsor for Customer Service/Retail. All other sponsors from last year have all committed for another year. Advertising is now being finalised and Businesses will have nomination kits early May.  
First presentation will be Wed 5th of June.

**RECOMMENDATION** – That the April reports be accepted.

**Moved: Cr Dinny Adem**

**Seconded: Stephen Schneider**  
**CARRIED UNOPPOSED**

**RECOMMENDATION**

That pursuant to section 89(2)(h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be closed to members of the public for the discussion of sponsorship funding.

**Moved: Cr Les Oroszvary**

**Seconded: Cr Dinny Adem**

**11. Sponsorship discussions**

**11.1 Shepparton Running Festival**

**RECOMMENDATION** – To sponsor the Shepparton Running Festival for the amount of \$5,000.00 for the 2019 event.

The sponsorship application request is for a three year sponsorship (2019, 2020 & 2021). The Shepparton Show Me committee will review the application for the 2020 Shepparton Running Festival for \$5,000.00, based on the predicted growth and evolution of the 2019 Shepparton Running Festival.

**Moved: Andrew Pogue**

**Seconded: Cr Dinny Adem**

**For:**  
**Shane Sali**  
**Cr Dinny Adem**  
**Cr Les Oroszvary**  
**Geraldine Christou**  
**Helen Sofra**  
**Andrew Pogue**  
**Kristina Marko**

**Against:**  
**Stephen Schneider**

**CARRIED**

**RECOMMENDATION**

That pursuant to section 89(2)(h) of The Local Government Act 1989 the Shepparton Show Me committee Meeting be re-opened to members of the public.

**Moved: Cr Les Oroszvary**

**Seconded: Cr Dinny Adem**



**SHEPPARTON SHOW ME  
ORDINARY MEETING MINUTES**  
MONDAY 15<sup>th</sup> APRIL 2019, 5.30PM – 7.30PM  
COUNCIL BOARDROOM



**12. General Business**

- **Not items for discussion**

**Meeting closed at: 6:50pm**

**NEXT ORDINARY MEETING:**  
MONDAY 20<sup>th</sup> MAY 2019  
LOCATION: Council Boardroom