

Meeting opened: 5:33pm

1. Meeting attendance:

1.1 Committee attendees:

Shane Sali (Chair), Cr Les Oroszvary, Cr Kim O’Keeffe, John Montagner, Geraldine Christou, Helen Sofra, Carrie Donaldson, Chris Reisner, Fiona Le Gassick and Mat Innes-Irons.

**1.2 In Attendance: Ross Graham (Tourism Greater Shepparton)
Andrew Metcalf (Shepparton Chamber of Commerce)
Laura Church (Minutes)**

2. Apologies: Simon Quattrocchi, Andrew Pogue, Kruz Patel and Kristina Marko

RECOMMENDATION

That the apologies of Simon Quattrocchi, Andrew Pogue, Kruz Patel and Kristina Marko be noted.

Moved: Cr Les Oroszvary

**Seconded: Carrie Donaldson
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on Monday 25th September 2017 as circulated be confirmed.

Moved: Cr Kim O’Keeffe

**Seconded: Helen Sofra
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.

- Nil

5. Correspondence

5.1 Correspondence Outwards

5.1.1 Sponsorship approval letter – Out in the Open Festival – 28 September 2017

5.1.2 Sponsorship decline letter – Left Jab – 28 September 2017

5.1.3 Sponsorship decline letter – EJ EH Holden Nationals - 28 September 2017

5.2 Correspondence Inwards

5.2.1 Acquittal – Emerald Bank Heritage Day and Market – 4 October 2017

RECOMMENDATION – That the correspondence be accepted.

Moved: Carrie Donaldson

Seconded: Chris Reisner
CARRIED

6. Acquittals

5:40pm

6.1 Emerald Bank Heritage Day and Market

Helen Moutafis
Event Co-ordinator
Emerald Bank Leisure Land

- Not presented due to illness

7. Reports

7.1 SSM Marketing Co-ordinator Report

Mat Innes-Irons

- Loaded to Google Drive

7.2 Economic Development update

Geraldine Christou

- Loaded to Google Drive
- Geraldine mentions the Multi deck (Care Park). Geraldine met with the owners last Friday and they have committed to starting the redevelopment of the car park in February 2018. The Management have said they would like to meet with key stakeholders on 30th October – 4pm – so that Care Park can outline what their proposal is and to get some feedback.
- Geraldine mentions the third level has already been closed off because of the issues with Target (people accessing Target's roof). The next step is to start an intense clean of the building and then they will start repainting and introduce automation so the car park will be accessible 24 hours.

- Geraldine also mentions that La Porchetta is coming to Shepparton. They will be in the building that was previously 257 (next door to ANZ bank)
- Geraldine talks about the cinema and adds they are still working with them. The plan is with an architectural designer and he is working out where the placement of the toilets will go. There is a shared space within the cinema complex that needs to be acquired by Village cinemas for the \$3mil redevelopment to begin. We are now just waiting on those plans but it is looking positive

7.3 Place Manager update Tim Russell

- Not presented (apology)

7.4 Tourism Greater Shepparton update Ross Graham

- Ross did not attend the last TGS meeting so he says he doesn't have anything to report
- Ross mentions the Business Awards and says the event went extremely well

7.5 Shepparton Chamber of Commerce update Andrew Metcalf

- Andrew introduces himself and gives a brief history of his career
- Andrew works for SCA and has been in Shepparton for three months
- Andrew mentions the Business Awards and acknowledges Lucy Cerrone on her efforts of organising a fantastic event
- Andrew says the new office bearers for the Chamber have been appointed; President - Carl Hainsworth, Vice President – Andrew Metcalf and Treasurer - Steve Ayton

RECOMMENDATION – That the reports be accepted.

Moved: John Montagner

**Seconded: Geraldine Christou
CARRIED**

8. Financial report

8.1 Monthly Financial report

- Loaded to Google Drive

RECOMMENDATION

That the September 2017 financial report be accepted.

Moved: John Montagner

**Seconded: Cr Les Oroszvary
CARRIED**

9. General Business

9.1 Amendment to Shepparton Show Me Sponsorship guidelines Mat Innes-Irons

RECOMMENDATION: The Committee adopt the amendments made to the Shepparton Show Me sponsorship guidelines. (Loaded to Google Drive and located in TRIM:2017/47750)

Moved: Chris Reisner

Seconded: Geraldine Christou
CARRIED

9.2 Marketing Strategy Shane Sali

RECOMMENDATION: The Committee endorse the SSM 2017/18 Marketing Strategy

Moved: Helen Sofra

Seconded: Geraldine Christou
CARRIED

9.3 January Ordinary meeting Mat Innes-Irons

RECOMMENDATION: To abandon the 2018 January SSM Ordinary Committee meeting.

Moved:

Seconded:
CARRIED

9.4 Christmas Campaign update Mat Innes-Irons

- Mat mentions for the 2016 SSM Christmas campaign 2016 - \$45,613 including activation, TVC, media placement, Boxing Day TVC, Radio (not including Santa's Hut)
- Mat adds this year the TVC will have to be redone as it has been used for the past two years as will the 'Santa is coming' video
- Mat talks about the media placement cost for the past two years being \$25,000 and thinks that could be reduced
- Mat says SSM have allocated \$40,000.00 (as per Marketing Strategy) and have been looking at the idea of 'Santa's Hut' in the Maude Street Mall. In 2015, Santa's Hut cost \$7380 and in 2016, SSM were on a tight budget and it cost \$4,400 – Mat adds in 2016 it didn't have a 'wow' factor
- Mat estimates SSM would have to spend \$8,000 on Santa's Hut this year to set up and decorate and \$500 for signage. Mat mentions he has spoken Paul at Camera House about photographing and printing the Santa photos – Mat adds we would have to pay a Santa to be there bring the total (estimated) cost to \$10,500
- Mat adds the activation for the Christmas campaign has been sensational for the four years but think the media placement could be reduced and still be effective
- Mat mentions that there is money left from the Spring Campaign due to activation/s that did not proceed so that could cover the cost for the Santa's Hut

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 16th OCTOBER 2017, 5.30PM – 7.30PM
COUNCIL BOARDROOM



- Fiona adds that the feedback received from the Santa Show activation is that it actually brings people to the area and they are spending money in the surrounding businesses
- Fiona also mentions rather than spending majority of the funds on media placement on the generic TVC, SSM need to look at using social media or radio on the 'call to action' as to where the locations were going to be
- Shane says SSM need to make a decision on this – the best way would be to break it down into two parts (Christmas campaign activation & media spend and Santa's Hut)
- Fiona mentions the 'Super Saturday' concept and whether that was to be included in this as well
- Mat says the idea was to increase sales for SSM members in the lead up to Christmas (weekend) trade but questions whether Christmas would be the right time of the year. \$25,000 has been allocated toward this campaign (as per marketing strategy)
- Shane doesn't think \$25,000 would be needed and says it was discussed about launching the 7 day Christmas trade and then tying it in with the activation and Santa's Hut
- Fiona says this would then be part of the overall Christmas campaign and not a standalone campaign as it was discussed originally
- Carrie asks if there is an opportunity to get offers from retailers to put their specials out there. Carrie has concerns with having too much of a sales mentality into the lead up to Christmas
- Shane says we have gone away from that potential sales aspect as it is too hard to do that for the whole CBD. Shane also mentions the Chamber will go around to the businesses to get their trading hours over the Christmas period and adds that this maybe something we could promote
- Kim says if we just promote Christmas, how will that be different to the Marketplace or anywhere else? Kim was thinking of having a sale where that would kick start the Christmas trade – for the whole of Shepparton. Having a 'Super Sale Weekend' would encourage the businesses to open every Sunday in December
- Fiona mention in regards to Christmas trading hours, we have be sure that it is not just the CBD but for the whole of Shepparton
- Carrie says we need to go out to the SSM Stakeholders and ask if there are any specials that they are offering and promote it on social media
- Shane says whichever way we go it needs to be a clear message that we are communicating
- Carrie says we could direct them to our Facebook page for 'today's offers'
- John isn't supportive of the "Super Weekend" being held in December and adds he doesn't believe spending \$70,000 around the December period (where everybody will shop anyway) isn't the way to go. John is supportive of the \$50,000 for the activation & media spend and Santa's Hut. John is supportive of the 'Super Weekend' in February or March in a non-peak period
- Kim mentions all national brands (Myer, David Jones) kick off their Christmas trade with a 'Super Saturday or Weekend' of sales
- Shane is supportive of the idea but it needs to be done well
- Shane says do we want to make a decision whether it will be sales specific or promote certain areas of the town (not specific eg: Riverside or the Mall)
- Mat says like Carrie mentioned we can promote specific sales on social media and as Tim did with the Markets – promote their specials on social media
- Shane asks; we won't promote on TV or radio then?
- Geraldine says we can but direct them to the website or Facebook
- Carrie says it will be important to communicate opening hours if possible

- Mat mentions he has been looking at decals – 400 to go on their front windows. Mat estimates \$1,000 for this
- Carrie says is there an opportunity to incentivise traders – offer a prize
- Mat says it was quite effective with the Mall traders for AFL Grand Final
- Carrie says perhaps a 'Christmas in Shepparton' theme
- Shane thinks the difference with the AFL Grand Final and what is proposed is that Amanda went around to the Mall traders to see if there was buy-in. The event wouldn't have gone ahead if not. With this, it is unclear whether the traders will buy-in - it is their choice whether they want to do it or not
- Ross mentions the Chamber passed around the decorations for the windows and the radio station offered a \$500 advertising package as an incentive
- Kim asks is it SSM's responsibility to get people in the shops on board to participate in some festivity. Last year the response back to the Councillors was that the atmosphere was very flat. (In relation to decorations and the CBD being very quiet) What level do we participate in encouraging them? Kim would like to see a launch of the Christmas windows – a competition for the best dressed window. It would just be a matter of engaging with the business and saying this is what we would like you to participate in. Is this SSM role or is this the wrong place to suggest this type of promotion?
- Shane says yes it is (SSM role) although Tim may have those things in place already
- Geraldine says Tim has a schedule done up which she will send through. Geraldine thinks between Tim and Mat there is an opportunity to see if there is buy-in because that is the only way to be effective. If everybody committed to dressing their shop windows and adding to the experience of the Mall – then we could do a marketing campaign. We need to ensure we have the buy-in from the traders
- Shane says we need to make a decision tonight on the Christmas campaign activation and media placement as well as the Santa's Hut
- Kim says we need to be sure that if we invest in Santa's Hut that is going to be successful – last year in Harris Scarfe it wasn't
- Shane thinks the new location for Santa's Hut will definitely be more successful
- Fiona thinks that Santa's Hut shouldn't be the only promotion for Christmas in the Mall. We need to communicate that we are happy to create Santa's Hut in the Mall but the traders need to participate in creating the Christmas atmosphere/experience in the Mall
- Shane says Mat will be down the Mall frequently with the activation. Shane thinks we can provide an incentive although the traders need to dress their own shop windows
- Carrie suggests the 'Santa's Mailbox' in the Mall. It is a huge incentive for people to come to the Mall
- Carrie suggests the working group come up with a concept and the costings etc.
- Carrie thinks we endorse the budget allocation

RECOMMENDATION: To allocate \$50,000.00 to the SSM Christmas campaign. (\$40,000.00 for activation and media placement and \$10,000.00 for Santa Hut)

Moved: Chris Reisner

Seconded: Cr Kim O'Keeffe

CARRIED

ACTION: Christmas working group and Tim Russell will meet to discuss first weekend of Christmas campaign and Mat will email updates and recommendations to the committee

ACTION: John suggests we collect postcodes at the Santa's Hut

9.5 Iconic Event update

Mat Innes-Irons

- Anthony Nicolaci talks about the Shepparton Shake Out. 18 months ago the Economic Development team wanted a different kind of event to host in Shepparton. Last year's event around 2,000 people attended – the weather wasn't great and affected attendance. It is a 1950's style event with international Rockabilly bands and 20 national bands/performers
- Mat comments the event itself was fantastic
- Anthony mentions they have changed the pricing structure for ticketing
- Anthony also mentions they have looked at trying to secure event such as 'A Day on the Green' and 'Red Hot Summer Tour' although unfortunately these promoters aren't interested in coming to Shepparton if they are already doing an event in surrounding towns
- Anthony says they will continue to pursue these promoters. They have pitched the idea of holding the event at the Showgrounds but now also the Victoria Park Lake (after hosting the Beach Volleyball)

9.6 Great Things Happen Here

Fiona Le Gassick

- Fiona would like to run through the Year 2 Plan draft for GTHH – (loaded to Google Drive). Fiona adds there was a request for costing to advertise in the metro areas which has been included
- Fiona mentions the TVC's featuring Charles Wooley can now be advertised in metro areas. Fiona says it would be quite expensive to do so with Channel 9 and Council may not have the budget to support this
- Fiona asks if there are any questions
- Shane asks if is effective continuing the advertising in the regional areas, moving forward - or is it better to invest in the metro areas
- Fiona responds if you look at the marketing strategy we are hitting the target markets by advertising regionally, whether it be in terms of attracting investment, people willing to relocate and people visiting. Regional Victoria, NSW and South Australia are still key target markets
- Shane says so the advertising we will be doing will be suitable for those areas
- Fiona responds –yes and adds the remaining assets we have they have still yet to air are three TVC's- Services, Small Business and 'Live' here and also 11 vignettes
- Fiona adds in terms of media placement for those remaining TVC's, Fiona will be looking at that from a Council point of view as SSM have not yet allocated any funds to GTHH at this point in time
- Fiona talks about what is proposed with GTHH going forward. The first thing is looking at hosting a launch on the 29 November at the Woolshed. At the event we will showcase the results so far from GTHH. This will firstly go through the Council and the Executive Leadership Team and SSM before the public will be shown at this event. Also, the remaining TVC's and vignettes will be launched and also doing a bit of a celebration now that we've aligned our campaign with Australian Made branding as well
- Fiona adds the committee will receive an invite within the next few weeks
- Other tactics we're looking at doing as well - we have received a proposal to activate Federation Square in Melbourne for the whole month of February. A staff meeting is being held tomorrow to discuss this further. This could be an alternative to running TV campaigns in Melbourne. Federation Square would be branded 'Great Things Square'. We are still working through this and what the concept and costs will be. This would be more than just advertising – we would be able to directly engage with people for all things Greater Shepparton. A part of this would also include a VIP

event. While the general population would be engaged in Great Things during the afternoon and evening – we would also have a VIP opportunity where there will be businesses we are trying to attract to the area to showcase to them Great Things

- Fiona adds they have been working on Great Careers Happen Here. There is a working group where there are representatives from most of the major organisations around the area as well as young professionals and Real Estate Agents. We're looking at what aspect that particular part of the campaign will be. That may or may not include an advertising campaign
- Fiona says we've also been working with the Events Team to explore the 'Visit here' aspect of the campaign. Potentially looking at that being the stage 3 launch
- Fiona mentions we (SSM) also had flagged an aspirational aspect of the campaign which would be more localised. Working with potential partners such as Lighthouse, Youth Foyer and Beacon around how we can look at an aspirational concept for young people living around Greater Shepparton
- Potentially looking at working with expats and how they can be ambassadors for the campaign moving forward. There is an expat who will feature in our evaluation process when we launch it. The Committee for Greater Shepparton are looking at an expat concept so we may be able to link in with them
- Fiona says that is what we have planned for the next few months
- Carrie asks if there is an opportunity for more detailed information
- Fiona says there will be a hard copy handout as well
- Carrie asks will we (SSM) need to make any decisions before the launch
- Fiona responds that if we go ahead with the Federation Square activation, SSM may potentially make a decision around putting money towards that

9.7 December meeting/Christmas break-up

RECOMMENDATION/ACTIONS ARISING: To bring the December meeting forward one week earlier to Monday, 11 December 2017. Details of location to be confirmed.

ACTION: Mat to update committee once confirmed.

Moved: Cr Les Oroszvary

Seconded: John Montagner

CARRIED

Meeting closed at: 6:34pm

NEXT ORDINARY MEETING:
MONDAY 20 NOVEMBER 2017
COUNCIL BOARDROOM