

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 25th MARCH 2019, 5.30PM – 7.30PM
COUNCIL BOARDROOM



Meeting opened: 5:32pm

1. Meeting attendance:

1.1 Committee attendees:

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

1.2 In Attendance:

Ross Graham	Tourism Greater Shepparton
John Anderson	Shepparton Chamber of Commerce and Industry
Lisa Kubiel	Acting Place Manager - Greater Shepparton City Council
Laura Church	Minutes - SSM Administration Officer

2. Apologies: Chris Reisner

RECOMMENDATION

That the apology of Chris Reisner be noted.

Moved: Cr Dinny Adem

**Seconded: Geraldine Christou
CARRIED UNOPPOSED.**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Me Ordinary Meeting held on Monday 18th February 2019 and the Shepparton Show Me Special Meeting held Tuesday 12th March 2019 as circulated, be confirmed.

Moved: Andrew Pogue

**Seconded: John Montagner
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 Sparrowly: Response to SSM committee feedback 18 March 2019

5.2 Correspondence Outwards

5.2.1	Sponsorship approval letter – 2020 UCI BMX Supercross World Cup	26 February 2019
5.2.2	Sponsorship approval letter - Shepparton Italian Festa	26 February 2019
5.2.2	Sponsorship approval letter - Shepparton Business Awards 2019	26 February 2019
5.2.4	SSM Enewsletter	1 March 2019
5.2.5	Adviser column	6 March 2019

RECOMMENDATION – That the correspondence be accepted.

Moved: Helen Sofra

**Seconded: Kristina Marko
CARRIED UNOPPOSED.**

6. Guest Speaker

5:37pm

6.1 Schnitz

Daniel de Vries
Owner
Schnitz Shepparton

- Simon arrives 5:52pm

7. Partnership Applications

5:53pm

7.1 Winter Fun Zone

Kristina Marko & Rohan Sali
Winter Festival subcommittee

- Winter Fun Zone - 29 June – 14 July 2019
- Supported by data: Spend Map to capture resident escape spend in July.
- Gap identified in Major Events Calendar
- Two week long CBD activation
- Stimulate Greater Shepparton economy during inactive period
- Main feature: Ice Skating Rink. Location Maude Street Mall
- Local suppliers supported: Southern Magic Ice Skating, Standby Security, SAM, Enchanted Rainbow.
- Complimented by a free activity marquee
- Goals and objectives:
 - To attract visitation from outside of Greater Shepparton
 - Increase local retail spending and promote our retail diversity
 - Fill a gap in the June/July event calendar and capture escaped spend

**SHEPPARTON SHOW ME
ORDINARY MEETING MINUTES**
MONDAY 25th MARCH 2019, 5.30PM – 7.30PM
COUNCIL BOARDROOM



- Strengthen Greater Shepparton as a Tourism capital in Regional Victoria
- Develop strong relationships with SSM and the Shepparton Chamber of Commerce
- To grow the arts and culture community.
- Target Market:
 - Visitors from neighbouring regions
 - Families from outer regions
 - Children aged 6-17 years
 - Greater Shepparton residents
- GSCC Ice Skating contribution \$25,000, GSCC CBD Activation \$7,500 and Shepparton Chamber of Commerce and Industry \$12,000

Proposed SSM Contribution	
Activation	\$10,000
Signage and branding	\$5,000
Marketing	\$10,000
Total SSM Partnership Contribution	\$25,000

6:12pm

7.2 Greater Shepparton Basketball Association

Stacey Cole
General Manager
Greater Shepparton Basketball Association

This year the GSBA will host the following events:

- VACSAL Basketball Classic March (1000 Competitors - 3000 visitors)
- Basketball Victoria Country Under 14 Championships April (800 Competitors - 2000 Visitors)
- Shepparton Show Me Masters Tournament May (100 competitors - 200 visitors)
- Academy Camp August (110 competitors - 200 Visitors)
- Gold Nugget Camp September (250 Competitors - 600 Visitors)
- Shepparton Show Me 44th Annual Junior Tournament December (1400 Competitors - 3500 Visitors)
- Numerous other camps and events/games throughout the year
- This range of events each year brings people from outside of our community to the region where they eat, stay and shop while in Shepparton
- Attracting these events requires strategic marketing which we provide both directly and indirectly by communicating with State bodies and other organisations enticing them to come to our town to hold their events and to come here to events run by our organisation
- Seeking \$15,000 per annum (2019 & 2020)

8. Sponsorship/ Partnership acquittals

6:20pm

8.1 Lady Boss Event 2018

Amanda McCulloch & Jess Blizzard
Co-Founders
Lady Boss Events

- Amanda thanks the committee for the support
- Total ticket holders at Shepparton Lady Boss event: 420
- 67% of attendees found out about the event via the Lady Boss social media account
- 73% of attendees also dined out while they were in Shepparton. There was a strong correlation between attendees spending time at the Fryers St Food Festival and attending Lady Boss Events, which provided an intentional opportunity for us to market an overnight stay from attendees travelling to Shepparton
- 90% of those attending Lady Boss Events indicated they would shop in Shepparton while in town for the event
- Also a very positive trend was that 100% of visitors who came for the event indicated they would visit Shepparton again
- Where did event attendees come from? We have collated data from our event attendees and 67% of attendees came from outside the Greater Shepparton municipality to attend the event

6:28pm

8.2 Challenge 2018

Kane Osler
Senior Manager
Fairfax Events and Entertainment

- 92% of participants from outside of Greater Shepparton (91% in 2017)
- 89.5% of participants stay overnight in the Greater Shepparton Region (85% in 2017)
- 59% travel with at least one companion (63% in 2017)
- 79% of participants stay in paid accommodation for their stay (75% in 2017)
- 80% spend between \$100 - \$2000 during their stay (excluding race entry fees)
- 84% indicate that they are likely to visit again in the future
- 87% are likely to recommend the event to others
- 13% increase in participant numbers for Challenge Half
- 10.6% increase in Sprint and Olympic Distance participants
- 62% planned return rate with 22% undecided
- In future the aim is to retain and grow the participants base for all distances
- Continued support of local businesses and groups in order to promote the Greater Shepparton area and add economic benefit through the event
- Investigate additional ways to grow the weekend of events to encourage increase in bed nights and spend in the local economy
- Renewing partnership with both Greater Shepparton City Council, SSM and Challenge Family

6:38pm

8.3 Summer City Market

Mat Innes-Irons
SSM Marketing Co-ordinator
Greater Shepparton City Council

- Friday 22 February, 9am – 6pm & Saturday 23 February, 9am – 4pm
- 40 Stallholders
- Live music, kids activities including dunk tank & sand pit and eating competitions
- 8 more stalls than the 2018 event
- A new addition to the event – Fresh produce and bakery

- How did respondents find out about the SCM? Social Media was the most commonly reported way of finding out about the Summer City Market with 47% of respondents, while Television came in second at 23%.
- Age of attendees: 30% of attendees were aged between 40-49, closely followed by the 30-34 year old age group with 23%
- Why did respondents come to the SCM? 41% of attendees came to the Summer City Market to shop for clothing. 17% came for shoes while another 17% decided to attend for the food on offer.
- What worked well - Food hub and seating area, fresh produce & bakery, eating competitions which promotes venues outside of the Mall, Dentist (confirmed for Winter Market), good mix of activities for all ages, Chamber free parking was well received (confirmed for Winter Market) and program of activities
- Development ideas - Expansion into Fraser Street, engage stall holders with higher quality product and presentation, brand refresh, site plan/layout and attend other markets for ideas and poach stalls holders
- Breakdown of media spend: Social - \$500, TV - \$5,600, Radio - \$2,000, Mobile video board and Flyers - \$650, Total media spend \$8,550
- Total Media spend & Production costs - \$14,030.00

9. Marketing Plan

Mat Innes-Irons

- **Why Shop in Shepparton?**
- **What SSM does for you**
- **Fun Starts Here**
- **Mother's Day**
- **EOFY**

ACTION: Table as an agenda item for the April meeting.

10. Financial report

10.1 Monthly Financial report

Kristina Marko

- Financial report loaded to google Drive

Expenses Allocated	
Marketing	\$ 343,530.44
Events	\$ 90,000.00
Sponsorship	\$ 133,300.00
Operational	\$ 192,498.00
SSM member communication	\$ 14,000.00
Total Expenses Allocated	\$ 773,328.44
Total Funds Available	\$ 65,671.56

RECOMMENDATION – That the February 2019 financial report be accepted.

Moved: Andrew Pogue

Seconded: Helen Sofra
CARRIED UNOPPOSED.

11. Reports

11.1 SSM Marketing Co-ordinator report Mat Innes-Irons

- Loaded to Google Drive
- M19/29497

11.2 Economic Development update Anthony Nicolaci

- Loaded to Google Drive
- TRIM: M19/22276

11.3 Place Manger update Lisa Kubiell

- Loaded to Google Drive
- TRIM: M19/22276

April Maude Street Mall Activation: The April School Holidays have activation planned for the following dates:

- Sat 6 April - Culture Corner (further details below)
- Tues 9 April – Free kids activities
- Thurs 11 April - Free kids activities
- Sat 13 April - Free kids activities
- Tues 16 April - Free kids activities
- Thurs 18 April - Free kids activities
- Sat 20 April - Easter Egg Hunt

A program/calendar is being created for promotion and will be distributed to CBD traders with the April Place Manager Update.

Turtle Muster: Council is in the process of confirming with Kaiela Arts the opportunity to deliver a turtle muster within the CBD on a Saturday in April 2019 during the school holidays. The turtle muster is open to all and is sure to be well received by children who are keen to make their own clay turtle.

Summer City Market Update: The Summer City Market took place on 22 - 23 February, 9am – 6pm and 9am – 4pm respectively. The steering committee has got together post event to discuss what worked well and future opportunities.

Mat Innes Irons will be presenting on this to SSM committee during Bonnie's absence.

Maude Street Mall Redevelopment: Council are in the process of creating a tender document for the detailed design and business case for the redevelopment of the Maude Street Mall. Further details will be released when available however it is aimed that this tender will be released in March 2019.

Culture Corner:

Goulburn Valley Malaysian Association will be hosting a mock wedding at the inaugural monthly activation. We will be launching the concept at the April event with invitation being sent out along with EOI to secure groups each month for the rest of the year.

11.4 TGS update

Ross Graham

- Loaded to Google Drive

Regional Alignment

The board has concern regarding the potential of no regional alignment and requesting immediate consultation with Council after the recommendations were approved at the council meeting on the 19/3/2019

The recommendations were:

1. Not proceed with the proposed Memorandum of Understanding (MOU) between the Greater Shepparton City Council and Goulburn River Valley Tourism (GRVT).
2. Work with the local tourism industry to investigate the future regional tourism positioning direction for Greater Shepparton.

GV BRaIN

Discussion took place with regard to possible future collaboration with GV BRaIN events to bring a speaker (Chyka Keebaugh - The Big Group) to Shepparton with a focus on positive visitor experience.

Business Awards Chamber had requested advice on TGS's intention to support the 2019 Awards. The Board are investigating the opportunity of re-instating additional categories within the Visitor Experience Award category, judging and the judging criteria. Further, it was agreed that TGS support the awards again.

- Ross comments that he cannot see the reports. Ross request to be provided the reports prior to the SSM meetings

ACTION: Shane to follow up with Fiona regarding Ross' request.

11.5 Chamber update

John Anderson

- Loaded to Google Drive

Christmas Window & Carousel The Christmas Window competition was won by Sabac on High and Jo Paul Menswear with a very take-up of businesses participating. In addition you would be aware that Chamber activated several vacant shopfronts in the CBD with Christmas themed displays. It is the wish of Chamber to promote the concept of passive displays in empty shopfronts utilising local produce or product and to make these displays eye catching to both brighten up a dead space and promote Shepparton. This is a future project. The carousel in the mall was a huge success and Chamber intends to allocate a portion of the MOU to fund a further such event in the 2019 Christmas trade period. It is also a plan for Chamber to apply for funding from local business who may be prepared to fund a permanent carousel as a part of the mall redevelopment.

Summer Market Free Parking The voucher system for free parking in the multi-deck proved a huge success with the 400 voucher all used by 10am Saturday. This was an increase on the previous market days

Business Breakfasts The first in a series of business breakfasts will be held Wednesday 27th March at 7am to 8.30am. This is a free event and participants will enjoy a cooked breakfast and then have a presentation followed by a Q&A on local media. The first of these will be presented by Geoff Adams of The Adviser who will give a generic presentation on print media. All the other local media have been invited to present at future such events and these will be held quarterly.

Blockbuster event Yet to be confirmed, the Chamber in association with a local women's advocacy group are planning to bring Jan Fran, a well-known journalist and podcaster to Shepparton in early June. This is still under wraps as Jan is yet to confirm her availability even though a date has been offered. This is most likely to be held as a dinner at The Carrington and will be a cost event to attendees. 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 in the Mall using some of the funds from the Council MOU.

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.

Business Achiever Awards

CEO Lucy is working with the committee to host another successful event which is a feature of the last quarter of the year and a very well attended gala event.

RECOMMENDATION – That the March reports be accepted.

Moved: Simon Quattrocchi

Seconded: Cr Les Oroszvary
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 partnership funding.

Moved: Cr Les Oroszvary

Seconded: Cr Dinny Adem

12. Partnership discussions

12.1 Winter Fun Zone

RECOMMENDATION – The committee approve the Winter Fun Zone application for the amount of \$25,000.00.

Conditions: To attempt to link the shopping precincts with a Winter theme.

Moved: Simon Quattrocchi

Seconded: Cr Dinny Adem
CARRIED UNOPPOSED.

12.2 Greater Shepparton Basketball Association

RECOMMENDATION – The committee approve the Greater Shepparton Basketball Association partnership application for \$15,000.00 plus GST per annum in 2019 and 2020.

Moved: Stephen Schneider

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

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

CARRIED UNOPPOSED.

13. General Business

13.1 Committee Guidelines

Shane Sali

- SSM GUIDELINES – COMMITTEE DELEGATIONS - Item 8.7
- Shane comments after receiving feedback from the committee it has been decided no action is required to amend item 8.7 of the SSM guidelines – Committee delegations

13.2 Meeting procedures

Shane Sali

- **Catering:** Shane mentions the executive team (Shane, Andrew & Kristina) has decided to change the catering order in hopes of streamlining the meeting. There will no longer be a catering order arriving during the meeting. Catering will be provided as a platter at the front of the room. Committee members are encouraged to get a plate of food on arrival and to help themselves to the tea/coffee facilities located in the kitchen near the boardroom.
- **Meeting start time:** Shane comments the meetings will commence at 5:30pm as per normal.
- Shane adds if the committee has any feedback in relation to the meeting procedures please contact him via email

13.3 SSM 2019-2023 Marketing Strategy

ACTION: Campaign subcommittee to meet and put forward recommendation at the April meeting.

Meeting closed at: 7:37pm

NEXT ORDINARY MEETING:

MONDAY 15th APRIL 2019
LOCATION: Council Boardroom