

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING AGENDA
MONDAY 16th MAY 2016, 5.30PM – 8.00PM
SHEPPARTON LIBRARY MEETING ROOM



Meeting opened: 5:34pm

1. Meeting attendance

1.1 Committee attendees: Malcolm Blake, Cr Dinny Adem, Fiona Le Gassick, Mat Innes-Irons, Simon Quattrocchi, John Montagner, Shane Sali, Ron Popelier, Sam Lagozzino and Danielle Tait.

**1.2 In Attendance: Ross Graham (TGS Shepparton)
Laura Church (Minutes)
Peter Sutherland (Alchemy Media)
Michael Diffey (Alchemy Media)
Steve Child (Alchemy Media)**

**2. Apologies: Cr Les Oroszvary, Johann Rajaratnam, Geraldine Christou
Peter Radevski and Ed Thomas**

RECOMMENDATION

That the apologies of Cr Les Oroszvary, Johann Rajaratnam, Geraldine Christou, Peter Radevski and Ed Thomas be noted.

Moved: Ron Popelier

**Seconded: Shane Sali
CARRIED**

3. Minutes of previous Meeting

RECOMMENDATION

That the Minutes of the Shepparton Show Ordinary Meeting held on April 18th, 2016 as circulated be confirmed.

Moved: Danielle Tait

**Seconded: Simon Quattrocchi
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.

- No conflicts



5. Correspondence

5.1 Correspondence Inwards

5.1.1 Invitation to the SSM Committee to the 2016 Business Awards Launch

5.2.2 Response letter from Shepparton Park Bowls re: 2015 Sponsorship Invoice error/
Over payment

5.2 Correspondence Outwards

5.2.1 SSM April E-newsletter

5.2.2 Letter to Shepparton Park Bowls re: 2015 Sponsorship Invoice error/ Over payment

RECOMMENDATION – That the correspondence be accepted.

Moved: John Montagner

Seconded: Cr Dinny Adem
CARRIED

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 16th MAY 2016, 5.30PM – 8.00PM

SHEPPARTON LIBRARY MEETING ROOM



6. Guest Speaker - Information only 5:35pm

Kevin Preece
CEO
Goulburn Valley Libraries

- Kevin talks about the structure of the Goulburn Valley Libraries
- They have branches in Shepparton, Mooroopna and Tatura
- The library offers a wide selection of books, magazines, DVD's, CD's, eBooks and eAudiobooks

Cr Dinny Adem enters at 5:37pm

- Kevin says the libraries provide more services than just borrowing books. It's a meeting place for the community
- Library membership is free
- The Shepparton Library has just recently been refurbished as has the Mooroopna Library. Tatura will be looked at next
- Goulburn Valley Libraries are partnered with around 150 other libraries across the state. Kevin adds if our library doesn't have what you're after it can be sourced from another library within 2 days. Another example is you can borrow a book from Geelong and return it to Shepparton Library
- The Shepparton Library conducts e-learning classes – which are advertised online and emailed to their membership database
- The Shepparton Library are in the process of applying ID tags to items that can be borrowed for a 'self-loan station' so members can hire anything they would like without having to go to a librarian. Kevin adds this will not reduce the amount of librarians employed
- There is a new IT area of the Shepparton Library which offers free Wi-Fi
- Shane asks why is library membership free
- It is mandated by the State Government that Library services must be provided by Council. In this case Greater Shepparton City Council, Moira Shire Council and Strathbogie Shire Council together provide 10 branches and mobile service. Kevin adds because of rates this is possible and thinks ratepayers need to utilise the services that ultimately they're paying for
- Malcolm thinks the Library services are fantastic and previous to this, he didn't know all these services were offered
- Kevin says the Libraries have been rebranded and have advertised on radio, TV and social media to inform people of the services and resources available
- There is something for everyone. They run story and rhyme time for small children
- Kevin adds you can become a member by filing out a form online or at one of the branches
- Malcolm thanks Kevin for coming to speak to the SSM committee

7. Sponsorship Applications

7.1 Shepparton Running Festival 2016 **5.55pm**

Tara Bell
Publicity Officer
Shepparton Runners Club

- Aim of the event is to promote the Shepparton region and the Shepparton Runners Club
- The Shepparton Running Festival is not just aimed at elite runners
- There are 5 events. A 42.2km Marathon, 21.1km Half Marathon, 10km Run, 5km Run and a 2km Kids Run
- The event date is Sunday 28 August 2016
- Tara adds the event being early Sunday morning will encourage participants from outside the local area to stay for the weekend and a lot of the time runners have a team with them
- 50% of entry fee profits from the 5km run will go to the Pink Ribbon Foundation. There is also an opportunity for participants completing an entry form to make a voluntary donation to the Leukaemia Foundation

- The event will be promoted in Runner's World Magazine, on Prime TV, Shepparton News, Facebook (which has over 1,000 likes), website, Running forums and print advertising – Flyers and business cards
- Fiona asks if they will cross promote at other running events
- Tara said yes she plans to and adds it can be a little difficult to do at times
- Malcolm asks how many participants are expected
- Tara says there were 1127 participants last year. With more promotion of the event with the help of SSM, Tara expects to have a lot more this year
- Malcolm asks how much the entry fee is
- Tara responds the entry fee varies for the different events. If participants register early it is cheaper, as time gets closer to the event the entry price will go up. There is a super early bird, early entry, regular entry and late entry for all events excluding the kids event which is a flat rate of \$10
- Malcolm asks if the entry fee includes anything else
- Tara says no, in the future she would like to implement t-shirts. On the day we offer free post event refreshments for all runners, along with aid stations and water/lolly stations
- Tara adds they are seeking \$5,500 for advertising and promotion and in-kind support of the marquee, Music and PA systems, stage and screen, networking opportunities and social media promotion
- Fiona says that Prime 7 might not be the most beneficial as it is just local and suggests the Melbourne channels could be something to consider
- Malcolm suggests the digital channels
- Tara agrees, the more media placement the better
- Malcolm says the committee will give this sponsorship application due consideration

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 16th MAY 2016, 5.30PM – 8.00PM

SHEPPARTON LIBRARY MEETING ROOM



7.2 Fryers Food Festival 2016 6:07pm

Stacey Anderson &
Lisa Rees
Love Your Local

- Lisa starts by saying the event date has changed from Friday 18 November to Saturday 19 November from 4pm – 10pm
- Love Your Local would like to encourage all local restaurants (not just Fryers Street)
- Fryers Street Food Festival will showcase the Shepparton restaurants (not just those in Fryers Street) and local produce
- Love Your Local also plan to run a Market on Sunday (day after the event)
- The event being held on a Saturday night will encourage people from outside the area to stay overnight, encouraging tourism
- Fryers Street will be closed off from 1pm
- The stall holders primarily be local
- Planning to have 20 hot food vendors and a variety of others mostly including produce and a few arts and crafts stalls
- Live music at the north end of the Mall
- A cider bar (The Cheeky Grog Co)
- Stacey says the stall holders will be divided into zones
- Mat asks if they plan on having the stalls on the road
- Stacey responds yes, there will be seats and tables on the road
- Simon asks if there will be a discounted rate for SSM stakeholders
- Stacey says yes, Shepparton traders will get a discounted rate
- Stacey adds that without the support from Shepparton Show Me the event will not go ahead
- Malcolm asks what the prices are for a stall
- Stacey responds \$85 plus GST for general stalls (produce and arts and crafts), \$150 plus GST for hot food (Restaurants) and \$175 for food trucks
- Dinny asks if they think all spaces will be filled
- Stacey says they are confident they will fill all of the spaces
- Dinny asks if they need to organise permits from Council
- Stacey says they are working with the Events department of Council and permits will be taken care of with assistance from them
- John asks what was the feedback from the traders in Fryers Street
- Stacey responds that the feedback was quite positive. A few of the traders did not agree with the event on a Friday night so that feedback was taken on board and we changed the event date
- John asks if that was the only negative feedback
- Stacey responds yes
- Malcolm says the committee will give this sponsorship application due consideration

8. Acquittals

6:15pm

Anthony Nicolaci and
Sam Saracino
Events Facilities Officer
Greater Shepparton City Council

8.1 AFL NAB Challenge

- 7,000 tickets were pre-sold however attendance on the day was only 5,488 due to the extreme heat on that day
- 40% of attendees were from outside Greater Shepparton
- The game was broadcast live on Foxtel with an audience of 400,000
- The moooving art was on show at the MCG the weeks before to promote our area
- Anthony says a lot of businesses benefited from the influx of people to the are
- Sam Lagozzino says his business (Noble Monks) has done extremely well 2 years in a row from this event
- Anthony mentions they were the only regional city to host a NAB Challenge game 2 years in a row
- John mentions Kevin Sheedy was great and quite happy to meet and interact with the public

ANZ Netball preseason

- SOLD OUT event. Sold 2,000 tickets in 7 days
- 50% were from outside of Greater Shepparton
- There were a few international tickets sold
- Fiona says she noticed the Netball went ballistic on social media especially
- Full accommodation on the Saturday night
- An estimated \$1.5M for the local economy
- Danielle asks how they recorded those statistics
- Anthony says through the ticket sales

Plays video showcasing both events

8.2 **6:20pm** Tennis Seniors Australia

Anthony Nicolaci and
Sam Saracino
Events Facilities Officer
Greater Shepparton City Council

- The event went over 2 weeks
- 1,000 players the first week and 350 the next
- Great feedback from local businesses over this period



8.3 **6:25pm** Future Event partnerships **(CONFIDENTIAL)** Anthony Nicolaci and
Sam Saracino
Events Facilities Officer
Greater Shepparton City Council

9. Campaign update

9.1 Great Things Happen Here update Peter Sutherland
6:35pm Alchemy Media

***Peter plays video**

10. Financial Report

10.1 Monthly financial report Simon Quattrocchi

RECOMMENDATION

That the monthly financial report be endorsed by the committee

Moved: Simon Quattrocchi

Seconded: Danielle Tait

CARRIED

10.2 2016/17 SSM Budget Simon Quattrocchi

- **Not discussed**
-

11. Reports

11.1 SSM Marketing Co-ordinator report Mat Innes-Irons

- Loaded to Google Drive

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 16th MAY 2016, 5.30PM – 8.00PM

SHEPPARTON LIBRARY MEETING ROOM



Great Things Happen Here - Filming of GTHH in many locations. As the project has progressed we have become aware of so many small and medium sized businesses in our area. These maybe featured in GTHH vignettes or TVCs.

Careers Day Out - I have been on the committee for the GOTAFE driven Careers Day Out held at the Macintosh Centre. The day was very popular with school kids but the public session not so. I helped judge the barista competition on the day. Great to see so many passionate young baristas in Shepparton. Winner was Matt Kington (Hudson's), second Adam Bowe (Noble Monks) and Third Scott (Fryers Street Foodstore) with 3 points separating them.

Catch Ups with Tim Russell - The newly appointed Place Manager for the CBD. The formation of a steering committee for the Summer and Winter City Markets including traders from outside the Maude St Mall.

Chamber Business Awards Launch - 80 people attended at Cellar 47-the most they have had at a Chamber night. Chamber anticipates capping attendees at this year's awards due to the interest and support of the awards.

Mother's Day Promo – Currently compiling survey from the traders and shoppers.

End of Financial Year - Our last campaign for the year is EOFY. Alchemy have been advised of \$20,000 allocated for this campaign and will get back with a concept.

11.2 Economic Development update

Geraldine Christou

- Loaded to Google Drive

Wi-Fi Access Points in Shepparton being rolled out

The purpose of the Wi-Fi access points is to provide wireless internet connectivity for PCs and handheld devices to Telstra customers and to residents and visitors to Shepparton. The coverage is targeted toward popular tourists spots, theatre and entertainment venues, transport hubs, cafes and shopping strips. Works are expected to be fully finished within the next four weeks. Greater Shepparton is one of only two locations in Victoria that will have a free Wi-Fi on this scale in the CBD.

Business Expansions

Currently working with two existing food processors on expansion:

- A food processor currently located within Greater Shepparton to relocate another aspect of their business to Greater Shepparton, currently located in metropolitan area. Significant increase in job numbers and construction of additional facilities.
- A food processor currently located within Greater Shepparton to add an additional line, creating 50-60 jobs initially, increasing to 150 within two years.

Environmental Upgrade Agreements

Council is currently working with the Sustainable Melbourne Fund to offer within Greater Shepparton Environmental Upgrade Agreements. The Local Government Act was amended to allow for EUA's to be entered through Council. EUA's offer landlords the opportunity to enter into loan agreements with the SMF while Council receives repayments through its rates system. EUA's offer landlords the opportunity to include the tenant into the agreement and receive competitive interest rates and extended loans which can make energy related initiatives more viable. Council, at the April Council Meeting, resolved to adopt this system, internal processes are currently being undertaken with the ability to enter into the agreements being available in approximately 4-6 weeks.

Fryers Street

Two new businesses in Fryers Street (Mexican and health foods) set to commence operations shortly in the former blood bank and 'Not Just Cupcakes' buildings.

Place Manager

Tim Russell commenced in the role of Place Manager within Economic Development on 26 April this year. Tim has previous experience in precinct activation, through his

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 16th MAY 2016, 5.30PM – 8.00PM

SHEPPARTON LIBRARY MEETING ROOM



previous work with the Space Agency in Melbourne, working on activation of both new and established developments. Tim has made contact with local traders to introduce himself and hear initial thoughts and ideas. Tim has initiated co-ordination of Winter City Markets with local traders – steering committee meeting was held on Wednesday afternoon. Tim's main focus in the short term will be to continue to establish relationships with traders and other groups. Tim is also working on developing his understanding of the CBD – particularly around vacancy rates, gaps in the retail / service offering and opportunities for activation.

Fryers Street Market

Working towards confirming the Fryer Street Market. Working with Love your Local to ensure effective outcome.

Digital Enterprise Program

The new Digi workshops are popular and well attended. It would be great to see some more of the retail businesses involved. Two workshops occurred last week – Thursday night from 6-8pm “What to know before getting a website” and Friday morning from 7-9am “Sharpen your edge on social media post writing”. These workshops will finish at the end of June so we encourage as many businesses to take advantage of them as possible.

Small Business Festival

Planning for the Shepparton Small Business Festival continues. The state government logo has changed which means that all of the assets purchased last year for the Shepparton Small Business Festival will need to be amended to accommodate the new logo. A further workshop has been arranged with the Office of the Small Business Commissioner and that will take place on Tuesday 16th August as part of the festival.

Recent Events

Careers Day Out - The Greater Shepparton Business Centre exhibited at Careers Day Out on Thursday 28th April and received approximately 21 enquiries throughout the course of the day. Whilst we were not “inundated” by year 10's it is certainly a great opportunity to raise awareness of the BC and to provide information about the services that we offer.

Export Opportunities Workshop

The GSCC in collaboration with the University of Melbourne delivered an interactive workshop "Understanding your Export Opportunity" on Friday 29th April at the University of Melbourne's Dookie Campus. The workshop was well attended with 35 participants. We look forward to conducting future workshops with the University of Melbourne.

Tenancy

Tenancy at the Business Centre is steady, the office accommodation is 50% occupied and the sheds are all full except for one small 45 m2 shed. A radio advertising campaign is currently underway to increase awareness of the Business Centre from a tenancy and casual hire perspective.

Shepparton Business Awards

Planning for the 2016 Shepparton Business Awards is well underway and the Business Centre will again be sponsoring the Best New Business under 2 year category. We encourage nominations in all categories and are very happy to be involved in recognising our local business community.

Mini Minor Event

Currently working with Goulburn River Valley Tourism to develop a mini minors event which will be four days across the four regions of GRVT - Greater Shepparton, Strathbogie, Mitchell and Murrindindi - 250kms in each of the regions, aiming to attract 1,000 mini minors to participate. Draft itineraries for each of regions is currently being developed.

Dairy Sector

Economic Development is currently working with the Victorian Government and Murray Dairy to assist dairy farmers affected by the recent pricing announcements by both Murray Goulburn and Fonterra. Obviously this has profound negative impacts on not only direct suppliers to these companies, but the flow on effects to other associated industries and further.

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING AGENDA

MONDAY 16th MAY 2016, 5.30PM – 8.00PM

SHEPPARTON LIBRARY MEETING ROOM



SPC Mooroopna Site

SPC have received 7 Expressions of Interest for their Mooroopna site. Whilst the EOI's are confidential at this stage, a number of the EOI's are for purchase of the facility for large scale food processing.

Tourism Branding

Many Great Things branding adopted by Council at April Ordinary Council Meeting. New destination website is currently being developed and the brand will be launched to coincide with the new website completion.

Major events

Upcoming on June long weekend - Council is supporting three events with the highlight being the multiyear agreement to host the Victorian Masters Softball Championships which will see approximately 1,000 players play in Mooroopna. There will also be around 100 players for the AFL Masters Vic Metro v Country game to be played at Deakin Reserve. In addition there will be a City V Country representative Basketball game at the sport stadium with a sell-out crowd of around 500.

Major event bids

Regional White Night – The Economic Development team in partnership with Marketing and Communications team have submitted an application to host the Regional White Night in March 2017. Illuminations and projections, events and activities stretching from Victoria Park Lake, Council precinct, the Mall, Education Precinct to the Showgrounds.

Australian Junior Nationals Basketball Champs – July 2017 – 9 day event expected to attract 1,000 visitors.

Nitro Circus – (Crusty Demons motorbike show) Shepparton Showgrounds – 8,000 people March 2017

Under the Southern Stars Music Event – Shepparton Showgrounds - November 2016 (3,000 people 70/80s international acts – tbc)

Ultimate Mixed Frisbee Victorian State Championships – Mooroopna - 200 players and around 500 visitors in August

RECOMMENDATION – That the reports be accepted.

Moved: Cr Dinny Adem

**Seconded: Sam Lagozzino
CARRIED**



12. Sponsorship Discussion

12.1 Shepparton Running Festival

RECOMMENDATION – To approve sponsorship of \$5,500 for the Shepparton Running Festival on the condition SSM assist to market outside of the Shepparton area to benefit the SSM stakeholders

Moved: Cr Dinny Adem

**Seconded: Simon Quattrocchi
CARRIED**

12.2 Fryers Street Food Festival

RECOMMENDATION – To approve sponsorship of \$10,000 for the Fryers Street Food Festival on the conditions as follows:

- 1. A Shepparton Show Me representative/s is able to become a member of the organising committee**
- 2. The marketing includes targeting beyond the Shepparton area, with SSM to provide advice of geographical areas to be targeted.**
- 3. To ensure the food vendors brought in from outside of local area for this event do not conflict with the local food vendors.**
- 4. In the event of the Fryers Street Food Festival not going ahead all sponsorship funds are to be returned to SSM**

Moved: Cr Dinny Adem

**Seconded: Sam Lagozzino
CARRIED**

13. General Business

13.1 Committee Nomination Process review

Mat Innes-Irons

- Mat mentions the application and assessment process has been reviewed
- Mat, Johann and Laura had a meeting to discuss this
- Fiona says to Mat the committee need to make a decision on this tonight
- Mat reads out the proposed new process:
 1. Advertising for Expressions of Interest to join Shepparton Show Me
 2. Nominated to meet with Shepparton Show Me representatives for information session
 3. Applicant completes SSM Committee Application form
 4. Application form lodged either via email or mail by deadline
 5. Nominations collated and assessed against the selection criteria with recommendation made to Council via a report
 6. Report presented at the next available Council Meeting. Councillors appoint committee members
 7. Newly appointed committee members formally notified in writing and issued with an information pack
 8. Induction session for the new committee members
 9. New Committee members contacted and welcomed by existing Committee members
 10. Expressions of interest sought for Office bearer roles
 11. Office Bearers elected at SSM Annual General Meeting or next Ordinary meeting, whichever occurs first
- Mat says the criteria on the assessment form now aligns with the questions on the application form
- Mat adds two items on the committee application assessment form have been removed – which are: “Ability to regularly attend monthly meetings” and “Business planning and financial management skills”. Mat believes these are not questions worthy of being rated 0-4
- Mat says the expressions of interest will be advertised for two weeks (Shepparton News Friday 27 May & June 3 and The Adviser Wednesday 1 & 8 June)
- The application forms need to be lodged by Friday 17 June
- Shane asks if reapplying members need to go through this process
- Dinny explains it's one template, the same process for everybody applying. Shane will need to fill in a new application form but obviously won't need an information session with SSM representatives
- Dinny asks how many committee members will be at the information sessions/informal meetings
- Fiona suggests it should only be Mat and one other committee member. If it were any more than that it may be a little intimidating
- Ron adds he thinks this is fantastic and is in support. As a new committee member, he felt it took a while to grasp what SSM is all about and he feels this will help new committee members great deal

RECOMMENDATION – To amend the questions on the committee application form and align them with the committee application assessment form to ensure fairness in the selection/nomination process.

Moved: Ron Popelier

Seconded: Simon Quattrocchi
CARRIED



13.2 SSM Iconic Event update

Sam Lagozzino

General Discussion

- Danielle asks about the SSM website and Facebook, and whether they are being regularly updated. Danielle mentioned she looked over the SSM Facebook page over the Mother's Day period and there were only 2 or 3 posts and adds it wasn't really as active as it could be
- Mat says the 2016 Mother's Day campaign had a smaller budget and no activation as much as he would've liked it to, it was all media placement. Mat adds the 2015 Mother's Day campaign had a bigger budget and was activated and had a lot more Facebook posts as he was out there promoting it
- Fiona adds she thought a competition should've been run
- Mat thinks the competitions would have generated more social media activity
- Mat adds Danielle has a valid point
- Danielle says presence online and reach is really important
- Fiona says SSM has had really good reach but there has been loss of engagement due to inconsistency
- Mat adds there haven't been any SSM sponsored to promote on these channels of late either

-
- **The meeting was not closed or re-opened to the public at any stage as there were no members of the public in attendance when confidential items were discussed**

Meeting closed at: 8:01pm

NEXT MEETING:
JUNE 20TH 2016
COUNCIL BOARDROOM
5.30PM