

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 16 JANUARY 2013, 8.00AM – 10.00AM
COUNCIL BOARDROOM



Meeting opened: 8.05am

- 1.1 Members Present:** Barry Smith, Gerard Bruinier, Gerard Michel, Cr Michael Polan (Chair), Shelley Sutton (Deputy Chair), Tristen Murray, Simon Rose, John Montagner, Jamie Cox and Cr Les Oroszvary
- 1.2 Members Not Present:** Nil
- 1.3 In Attendance:** Geraldine Christou – Manager Investment Attraction, Tina Zappala, Acting Team Leader Marketing & Promotions, Carrie Donaldson, Manager Events, Arts and Tourism, Tara James – Acting Team Leader Marketing & Promotions, Karli Sutherland – Acting Marketing Officer
- 2. Apologies:** Bill Dowling

Moved: Tristen Murray
That the apology of Bill Dowling be noted.

Seconded: Gerard Michel

CARRIED

3. Minutes of Previous Meeting

Shelley Sutton mentioned that the December Minutes, were incomplete as they did not detail comments made by Barry Smith and Peter Sutherland on page 3 following Carrie's comments.

Moved by: Cr Michael Polan

That the December Minutes lay on the table pending additional information as requested by Shelley Sutton.

CARRIED

Action: Acting Team Leader Marketing & Promotions to review notes on December minutes regarding Barry and Peter's comments.

4. Actions

Tina advised that the only outstanding actions from the previous meeting was:

- A 12 month Mall Permit is still to be explored with the Local Laws Department
- Work is still to be undertaken on the database, specifically looking at the automotive sector first

Other matters included in the Team Leader Report later in the meeting.

5. Declarations of Conflict of Interest

Barry Smith declared a conflict of interest in item 7.2 Goulburn Valley Health, as he is a member of the Board.

6. Presentations

- 6.1 SheppARTon Festival
John Head – Artistic Director
Liz Connick – Festival Events Officer Greater Shepparton City Council

John Head provided an overview of 2013 SheppARTon Festival: Emerging Voices.

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Liz Connick explained her role as support and marketing for the Festival and the benefits to the Shepparton community. SheppARTon Festival generates approximately \$5 million with 15,000 participants over the two weekends.

The Festival requires approximately \$200,000 to cover costs to run its events. This year they are targeting areas outside of Shepparton to attract them to the town and require funds to produce and place TV advertisements.

This year a concept to encourage Festival participants to spend with Shepparton businesses has been developed. Liz explained businesses will be contacted and given the opportunity to develop an offer unique to their business for Festival participants. Stickers will be displayed at participating businesses together with mention of the business on the SheppARTon Festival and Riverlinks websites. The businesses will be asked to implement a strategy to track the number of Festival Participants who attended their business over the two weekends and took advantage of their offer. Data will be collected from participating businesses at the completion of the Festival to measure the success of the concept.

Jamie asked how they intended to monitor how many participants were attracted from outside the Shepparton Area. John explained that when they contact Riverlinks to purchase tickets they are asked for their postcode. He also highlighted to the Committee that whilst they were aiming to attract outside visitors he believed that the event being run on the long weekend would also encourage Shepparton residents to stay in Shepparton rather than travel away from the town on that weekend.

Barry asked how much is contributed by Council which Carrie confirmed at \$56,000.

Liz explained they were using press, radio and television both locally and in the metro areas in a hope to attract a greater participation from outside of Shepparton. A smart phone App had been developed two years ago and would be updated for use this year.

Carrie highlighted the launch of Golden Age at SAM which coincided with the SheppARTon Festival. It is the only showing of these Japanese prints anywhere in Australia.

7. **Financial Report**

Tristen reviewed and approved the Budget. He highlighted to the Committee that the balance of funds available for allocation is approximately \$13,000 and once the Marketing Strategy was received that a total amount available for allocation would be approximately \$270,000.

The committee requested that we go back to Council and again ask for additional funds to be released from the balance of funds being held. Michael reminded the Committee of the resolution which required the Marketing Strategy be in place prior to additional funds being released to the Shepparton Show Me Committee for allocation. Concerns were raised by the Committee that the Marketing Strategy was taking a considerable amount of time and wanted the process speeded up.

Tristen raised the issue of insufficient funds being available to be allocated for the sponsorship of the SheppARTon Festival.

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Geraldine suggested that another option was available to the Committee to rescind the Nicky Whelan Promotion to release funds for the sponsorship of the SheppARTon Festival.

Barry requested that Michael undertake to speak with Council regarding the release of additional funds.

Action: Chair to speak with Council regarding the release of additional funds.

Moved: Tristen Murray	Seconded: Barry Smith
That the Shepparton Show Me financial report for 31 December 2012 be received and noted by the Shepparton Show Me Committee.	
CARRIED	

6. (Item 6 continued)

6.2 Team Leader Marketing and Promotions Report - tabled and distributed

SSM Promotional Calendar 2012/13

A copy of the calendar was provided with the Agenda noting the only addition since the December 2012 Shepparton Show Me Committee Meeting is the inclusion of Summer City Market on the 22nd & 23rd of February, 2013.

Barry Smith declared a conflict of interest at 8.34am and left the room.

Goulburn Valley Health Hospital Guide advertising

The committee were advised that GV Health offered Shepparton Show Me a confidential rate for a ¼ page advertisement space in their Patient Information Guide.

The Committee shared a general view that advertising in this publication was not meeting the objectives of Shepparton Show Me.

Carrie suggested that it was beneficial based on the number of people that attended the hospital over a 12 month period being in the vicinity of 150,000 and that these people stay in Shepparton and spend whilst they are here.

She also indicated that Events would most likely place an advertisement in this publication. John thought that it would have been looked at more favourably had GV Health provided more comprehensive information.

Michael suggested we contact the relevant GV Health representative Committee and encourage them to resubmit a proposal to the committee at a later date. Also to keep in mind once the Marketing Strategy is received the Committee could make a more informed decision based on the direction outlined in that document.

Moved: Shelley Sutton	Seconded: Cr Les Oroszvary
That the Shepparton Show Me Committee decline the placement of advertisement in the Goulburn Valley Hospital Guide to the value of \$500 excl GST.	
CARRIED	

Barry Smith returned to the room at 8.36am

Motor City Campaign Update

Tina advised that we are currently awaiting receipt of the 6 TV commercials which are due to go to air next week.

At this stage we are still waiting on a response to the revised brief, even though a number of matters have already been actioned.

We are also awaiting a breakdown of the media coverage for the \$7,000 a month placement split. A proposed media placement was received late yesterday afternoon and we have not had a chance to review this at this point in time, but it does indicate the TV commercials commence next Wednesday and at this stage we haven't even received or viewed the TV commercials.

Shopping in Shepparton – Nicky Whelan Update

Tara advised the committee that the Council received an email on the 30th December from Alchemy Media stating the campaign had been put on hold. She confirmed no filming of Nicky Whelan had taken place and that Nicky had now returned to the U.S. and therefore handed over to the Committee to determine what the next action would be in relation to this promotion.

Peter advised the Committee that the campaign was placed on hold due to Nicky's Management researching Shepparton Show Me and withdrawing her from the promotion due to the negativity associated with the brand. He also believed that the input from council regarding the script was taking away the entertainment aspect of the advertisement.

Geraldine clarified Council's position on the request for alterations to the script. She advised the Committee her main concerns were if the target audience would identify with the use of a Vespa, concern for the longevity of the commercial if certain businesses were identified and then ceased to exist, as well as naming of certain businesses would exclude a number of stakeholders in favour of a select few.

Barry expressed concern that Council officers were interfering and providing comment on the artistic direction that leads to a significant change to the campaign.

Simon confirmed comments were made on artistic direction to ensure that the due process was followed to ensure equality and fairness for all stakeholders.

Barry suggested that Committee members be forwarded all correspondence between the Council officers and Alchemy. Geraldine raised the contractual issues that present in the forwarding of all correspondence. She pointed out that the contract exists between Council and Alchemy and therefore it is not possible to agree to forward all correspondence.

Peter Sutherland then commented on his previous statement and clarified that it was not Nicky Whelan's Management who withdrew her involvement from the campaign but his own decision to place the campaign on hold due to the financial risk he believed that it presented to his business.

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Michael suggested that once a script is received from Alchemy that all Committee members should be forwarded a copy with Council officer's comments and then be given the opportunity to agree or disagree with suggested changes within a specified time frame.

Cr Les Oroszvary suggested opportunities be grabbed when they are presented and move quickly expressing concern that council officer input to scripts was slowing down the process.

Barry stated his belief that Committee members are banned from contacting Alchemy and thought that it was ridiculous. Simon confirmed the only concerns that council had in respect to Committee members making direct contact with Alchemy was the possibility of a Committee member giving a directive to them which may attract payment.

Michael clarified that there was no ban on Committee members having contact with Alchemy or its employees. Barry requested that it be noted in the minutes.

Moved: Jamie Cox

Seconded: Shelley Sutton

That the Shopping in Shepparton - Nicky Whelan campaign lay on the table.

CARRIED

Action: Scripts for promotions are to be forwarded to the Committee with officers' comments for feedback by Committee members due date indicated by the Team Leader Marketing and Promotions.

Shepparton Show Ho Ho Me Campaign

Shepparton Show Me Old Branded Promotional Bags

Tara advised the Committee that a charity has been contacted and they have indicated that they would like to receive the bags. Brotherhood of St Laurence is located in Brunswick therefore the Committee would have to consider a freight charge. An approximate charge of \$250.00 had been suggested by a council officer from DRC.

Barry believed that charge to be incorrect and more in the vicinity of \$40.00 and requested that council staff investigate that further. He suggested that the Shepparton News travelled to Melbourne most days and perhaps they would be willing to deliver the bags at no charge. Gerard offered to deliver the bags at no charge when his truck went to Melbourne generally every 2 to 3 weeks if it was going to present a large expense to freight the bags to Brunswick.

Action: Acting Team Leader Marketing & Promotions to contact Shepparton News or obtain additional freight prices.

Moved: Barry Smith

Seconded: Gerard Bruinier

The Shepparton Show Me Committee accept the cost of freight to deliver SSM Promotional Bags (old logo) to be donated to Brotherhood of St Laurence Brunswick \$100 excl GST.

CARRIED

7. Correspondence Inwards

7.1 Email from Solar City Calisthenics Club (2012/53561)

7.2 Email from Goulburn Valley Health (M12/74458)

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- 7.3 Sponsorship Application – SheppARTon Festival : Emerging Voices (2013/977)
- 7.4 Social Media correspondence – Your Say Shepparton (2013/1164) (2013/1293)

Tina Zappala advised that additional inward correspondence was received from Ian Coldwell, Executive Officer of Word & Mouth, on the 18th December 2012. (2012/53907)

Word & Mouth sent through a request for the use of SSM's logo to be included on promotional material for a 'great race' style event called 'Catch Me If You Can'. As they were requesting a decision ASAP this was discussed with the Chair and it was determined that SSM would not participate and provide the use of the logo, as the event did not meet the objectives of SSM and may have had a negative effect on stakeholders. The event would entice entrants to enter shops, but no spend would likely occur.

Gerard Bruinier and Barry made reference to inward correspondence regarding comments on Facebook. Barry believed the comments to be misinformed and expressed frustration at not being contacted directly by these people to speak about concerns and having an opportunity to provide the correct information.

Michael indicated that council officers were currently working on a Social Media policy.

Carrie advised if enough clear communication is provided in online media, conversations will develop and in time there will be enough ambassadors providing positive comments that no formal responses to misinformation would be required from Shepparton Show Me Committee. She suggested looking at the KPNG strategy which provides details on how to get the information out through the social media. Carrie will provide a link to the strategy.

Action: Carrie Donaldson to provide the KPNG strategy link to the Team Leader Marketing and Promotions to forward to the Committee.

8. Correspondence Outwards

- 8.1 Letter to Marketing Consultants (C12/16165, C12/16164, C12/16166)
- 8.2 Letter to Council IT Department (M12/72410)
- 8.3 Thank you letter to Charities - Christmas Gift Wrapping service (C12/15684)

Moved: Barry Smith

Seconded: Jamie Cox

That the Shepparton Show Me Committee receive and note correspondence inwards and outwards.

CARRIED

6.3 Alchemy Media

Peter Sutherland presented the following concept ideas to the committee:

Presentations commenced at 9.28am

Concept 1. Show Me Giant Chess

Peter presented the idea of Giant Chess pieces to be used in many different locations. He highlighted the significance of being a mobile asset which could be used as a standalone event or to add attraction to more significant event.

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The Chess pieces would be washable, durable and expressed belief that it would be an asset for Shepparton Show Me.

Carrie suggested that the Chess pieces be branded with the Shepparton Show Me Logo.

Costing total \$9,800

Concept 2. Show Me Retail Therapy

Peter suggested a 6 day event to encourage the benefits of Retail Therapy by creating an atmosphere of wellbeing. He would promote the bonds formed through Retail Therapy and the feeling creating when shopping with friends and family.

Prizes would be offered as part of the promotion which would be purchased locally. Free shoulder and neck massages would be given in the Mall adding to peoples wellbeing. Peter suggested that we create a 'winners mechanism' to hand out free gift packs, but that still needs to be worked out how that occurs.

Gerard thought that it would be an appropriate promotion for Mother's Day in view of the target market.

Costing total \$19,860

Concept 3. Show Me Vintage Motorcycle Rally

Peter presented a promotion which he believes will attract a large number of people into the Shepparton Area. Based on similar events around the world a large number of vintage motorcycle enthusiasts would attend and as shown at Ballarat Beat perhaps music could be incorporated into the event.

Carrie suggested that both the Showgrounds and the Mall area could be utilised for the event. Motorcycles being displayed at the Showgrounds and then maybe incorporating a longest lunch down Fryers Street to incorporate as many of the Shepparton Show Me Stakeholders as possible to maximise the promotion.

Peter proposed using a high profile ambassador such as Mick Doohan or if budgets do not allow in his place they could use Dermott Brereton.

Carrie agreed a high profile ambassador would be great. Keeping in mind that Dermott is the face of the Shepparton Motor City promotion for continuity it would be best to have both Dermott Brereton and Mick Doohan if budgets allowed. Another suggestion put forward was rather than run the event independently the promotion would be run in conjunction with another organised event. A reference group was suggested which Carrie and Peter agreed to meet and discuss.

Action: Team Leader Marketing and Promotions to organise a meeting with Peter and Carrie to discuss (to be actioned if the committee decides to proceed with concept).

Cr Les Oroszvary encouraged all Committee members to get online and have a look at the events Peter discussed in his presentation.

Presentations concluded at 9.48am

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Michael requested that Peter provide a list of presentations to Tara to be included in the Agenda for the next meeting. Peter advised that he was not in a position to provide the information prior to this month's meeting due to other work commitments.

Barry felt that the information was not necessary however after some discussion it was agreed that Alchemy would provide the Team Leader with a list of presentation titles to be included on the Agenda.

Peter wished to address the problems associated with providing Media placements on a specified date. He explained to the Committee that the schedule is continually nurtured to ensure the best placements are secured for the budget available.

Cr. Michael Polan asked the Committee for their views on the presentations given by Peter Sutherland. The Show Me Giant Chess promotion became the conversation focus.

Shelley suggested that we could make contact with a local chess club if one existed.

Cr Les Oroszvary highlighted that our community was a multi-cultural society and Chess was a very popular game in middle eastern countries. He believed it would be very well received.

Carrie believed that as a mobile asset branded with Shepparton Show Me Logo the Chess pieces would be a valuable asset to not only Shepparton Show Me but as a shared resource.

Jamie asked commented that he was not sure how the Chess activity would be implemented. He questioned how it would be transported to events and who would facilitate this.

Michael agreed it required some research. Council officers have been asked to price the purchase of the Giant Chess pieces and the Committee would discuss the findings at the next meeting.

Geraldine suggested that the Committee pass a resolution up to an agreed amount and it would be pending the research into the cost of the Chess pieces to be discussed at the next meeting.

Moved: Barry Smith

Seconded: Shelley Sutton

That the Shepparton Show Me Committee approves an amount up to \$10,000 exc. GST for the Chess Idea pending a council officers report being sent, discussed and approved by the Committee.

CARRIED

Jamie asked Peter Sutherland about the progress of the Mobile Stage. Peter confirmed that the truck was at DRC and required the stage to be refitted.

Tina advised that the Quizza stage was to be removed this week and the Mobile Stage refitted. Once this has been completed it needs to have the sign writing and reversing camera installed and hopefully we will be in a position to have a demonstration in February for the Committee.

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Peter also suggested that a letter of thank you be sent to the employees at DRC who have been involved with the Mobile Stage as they have been extremely helpful.

Actions:

- *Acting Team Leader Marketing and Promotions to draft a thank you letter to the relevant DRC staff on behalf of the committee.*
- *A demonstration of the mobile stage to be co-ordinated for the February SSM meeting.*

9. Sponsorship Applications

9.1 Sponsorship Application Register 2012-2013
Refer to attachment (M12/55125)

9.2 2013 SheppARTon Festival: Emerging Voices

The Committee had a majority view that the SheppARTon Festival would be beneficial for Shepparton Show Me stakeholders and wished to support the Sponsorship.

Cr Les Oroszvary believed the event had a proven record and John was confident that the Festival organisers had sufficient measures in place to track out of town participants.

Tristen raised a concern that businesses should not be encouraged to discount their product and should not be excluded from promotion if they chose not to have an offer for Festival participants.

Carrie Donaldson suggested that perhaps the stickers given to businesses could be to show support for the Festival and should businesses wish to provide an offer for Festival participants then they could be noted on the SheppARTon Festival and Riverlinks websites.

Moved: Barry Smith

Seconded: Gerard Bruinier

The Shepparton Show Me Committee accepts the 2013 SheppARTon Festival: Emerging Voices to the value of \$20,000 excl GST. subject to available funds being released from Council.

CARRIED

10. Team Leader Marketing and Promotions Report

Presented earlier in the meeting.

11. General Business

11.1 Shepparton Show Me Marketing Strategy Brief

Gerard Bruinier asked for an update on the Grand Prix visit. Carrie confirmed that a media launch has been arranged for the 30th January in the Mall. The 17th February is the Motor Museum 1st Birthday which they will have a representation in association with this event and the main event will take place on the 9th March in the Maude St Mall/High St areas.

Shelley Sutton left the room at 10.22am.

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Gerard Bruinier asked Carrie if they would be displaying any Shepparton Show Me flags which she confirmed would not be possible as they are not sponsoring the event.

Shelley Sutton returned to the room at 10.29am.

John Montagner left the room at 10.24am.

Jamie asked if Tara and Carrie could ensure that a calendar be established to combine all upcoming events so the Committee has an overview of what is already happening when they are agreeing to promotions. Carrie advised they are having a strategic planning day on the 7th of February and on completion of their workshop she will advise which events would be of benefit to Shepparton Show Me. Tara advised that she is currently working on combining the Promotions Calendar with a list of relevant regional event dates.

Barry asked why filming permits were required for the Maude St Mall, he highlighted the problems associated with a 14 day turn around on these permits. He felt it was restrictive for Alchemy Media who required a permit to work at any time on short notice.

Tina confirmed that she is working with Council's Local Laws department to establish a workable solution for everyone involved.

Cr Les Oroszvary explained that he would send an email to the CEO regarding the requirement of a permit for filming in the Maude St Mall.

Action: Cr Les Oroszvary to send email to the CEO regarding filming in Maude St Mall and report back to the Committee.

John Montagner returned to the room at 10.29am.

Barry wished to address the matter of two unpaid invoices which lay on the table from previous meetings. Geraldine confirmed that we don't currently have a resolution for the payment of the invoices.

Shelley suggested that both invoices should be paid.

Moved: Barry Smith

That the Alchemy invoices of \$275.00 incl. GST and \$5,698.00 incl. GST lay back on the table.

CARRIED

Moved: Shelley Sutton

Seconded: Barry Smith

That the Alchemy invoices of \$275.00 incl. GST for the USB and \$5,698.00 incl. GST for the Marketing Strategy be paid.

CARRIED

Shelley suggested that we reintroduce the Think Tank sessions which have occurred in the past. It was suggested that an invitation be extended to stakeholders and Tourism. John believed that it is a more inviting environment and conducive to conversations and ideas.

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Moved: Shelley Sutton
That a Think Tank session be organised.

Seconded: Cr Les Oroszvary

CARRIED

Action: That the Acting Team Leader Marketing and Promotions organise a Think Tank Session.

11.2 Shepparton Show Me Marketing Strategy Brief

Tara advised that the Marketing Strategy workshop would be conducted in February and she was currently working with the Brentron & Partners to arrange dates for Marketing Strategy workshops. She confirmed a survey is being developed with the provider which will be supplied to the Shepparton Show Me Committee.

Cr Michael Polan suggested that the committee vote on the Marketing Strategy being made public knowledge.

Moved: Barry Smith

Seconded: Tristen Murray

That the Shepparton Show Me committee accept the successful Marketing Strategy consultant's brief as no longer confidential and made public knowledge.

CARRIED

13. Other

MEETING CLOSED: 10.38am

CONFIRMED

A handwritten signature in black ink, appearing to be 'M. Polan', written over the 'CONFIRMED' text.

CHAIR

NEXT MEETING:

Wednesday 20 February 2013

8.00am to 10.00am

Council Boardroom