

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

15 July 2014

Agenda Item 5.2	Shepparton Show Me Quarterly Report - July - December 2013	
Attachment 1	SSM Annual General Meeting 0 August 2013	206
Attachment 2	SSM Ordinary Meeting Minutes - 21 August 2013.....	208
Attachment 3	SSM Ordinary Meeting Minutes - 18 September 2013.....	214
Attachment 4	SSM Ordinary Meeting Minutes - 16 October 2013	218
Attachment 5	SSM Ordinary Meeting Minutes - 20 November 2013	222
Attachment 6	SSM Ordinary Meeting Minutes - 9 December 2013	229
Attachment 7	SSM Financial Report - 31 May 2014.....	234

SHEPPARTON SHOW ME ANNUAL GENERAL MEETING
MEETING MINUTES
WEDNESDAY 21 AUGUST - 8.00AM – 9.00AM
COUNCIL BOARDROOM



Meeting opened:

1.1 Members Present at meeting:

Barry Smith, Tristen Murray, John Montagner, Gerard Bruinier, Cr Michael Polan (Chair), Clinton Tilley, Peter Dunbabin, Morry McKellar, Johann Rajaratnam, Carrie Donaldson, Fiona Le Gassick

1.2 Members Not Present at meeting:

1.3 In Attendance: Veronica Parker – Risk Advisor (minute taker)

2. Members Requesting Apologies:

Cr Les Oroszvary – Greater Shepparton City Council
 Ms Geraldine Christou – Manager Investment Attraction
 Mr Malcolm Blake – Blake's Florist

<p>Moved: Tristen Murray That the apology of Cr Les Oroszvary, Ms Geraldine Christou and Malcolm Blake to be noted and a leave of absence granted</p>	<p>Seconded: John Montagner</p>
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CARRIED

3. Minutes of the previous meeting

<p>Moved: Tristen Murray That the minutes of the previous Annual General Meeting held on Wednesday 18 July 2012 as circulated be confirmed.</p>	<p>Seconded: Barry Smith</p>
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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.

5. 2012-2013 Annual Report

5.1 Presentation of the Annual Report

<p>Moved: Cr Michael Polan That the Shepparton Show Me Annual Report 2012-2013 be endorsed by the Committee.</p>	<p>Seconded: John Montagner</p>
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CARRIED

5.2 Review Annual Financial statement

<p>Moved: Tristen Murray That the Shepparton Show Me Annual Financial Statement for 2012-2013 be endorsed by the Committee.</p>	<p>Seconded: Clinton Tilley</p>
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CARRIED

SHEPPARTON SHOW ME ANNUAL GENERAL MEETING
MEETING MINUTES
WEDNESDAY 21 AUGUST - 8.00AM – 9.00AM
COUNCIL BOARDROOM



6. Committee members 2013/2014

6.1 Appointment of new committee members

At the July Ordinary Council Meeting Gerard Bruinier, Clinton Tilley, Peter Dunbabin and Morry McKellar were appointed for term for a period of two years expiring on the 17 July 2015, and John Montagner to the term for a period of 12 months expiring on the 17 July 2014.

6.2 Election of Deputy Chair, Secretary and Treasurer.

Deputy Chair

Cr Michael Polan nominated Clinton Tilley for Deputy Chair

There being no further nominations; Clinton Tilley was duly elected as the Deputy Chair of the Shepparton Show Me Committee.

Secretary

Morry McKellar nominated for Secretary Gerard Bruinier

There being no further nominations; Gerard Bruinier was duly elected as the Secretary of the Shepparton Show Me Committee.

Treasurer

John Montagner nominated Tristen Murray for Treasurer

There being no further nominations; Tristen Murray was duly elected as the Treasurer of the Shepparton Show Me Committee.

MEETING CLOSED: 8.35am

NEXT ORDINARY COMMITTEE MEETING:

Wednesday 21st August 2013
9.00am to 10.00am
Council Boardroom

NEXT ANNUAL GENERAL MEETING:

Wednesday 16 July 2014
8.00am to 9.00am
Council Boardroom

MEETING CLOSED: 8.35am

CONFIRMED

CHAIR

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 21 AUGUST, 9.00AM – 10.00AM
COUNCIL BOARDROOM



Meeting opened: 8.35am

Cr Michael Polan advised the Shepparton Show Me Committee that he will be resigning as Chairperson effective immediately.

Cr Les Oroszvary is the new nominated Shepparton Show Me Committee Chairperson.

As Cr Les Oroszvary was an apology for the meeting, Deputy Chair Clinton Tilley will convene the Shepparton Show Me Committee Meeting.

1.1 Members Present: Barry Smith, Tristen Murray, John Montagner, Gerard Bruinier, Cr Michael Polan (Chair), Clinton Tilley, Peter Dunbabin, Morry McKellar, Johann Rajaratnam, Carrie Donaldson, Fiona Le Gassick

1.2 Members Not Present:

1.3 In Attendance:

2. Apologies:

Cr Les Oroszvary

Geraldine Christou

Mr Malcolm Blake – Blake's Florist

<p>Moved: Johann Rajaratnam That the apology of Cr Les Oroszvary, Ms Geraldine Christou and Malcolm Blake to be noted and leave of absence granted</p>	<p>Seconded: John Montagner That the apology of Cr Les Oroszvary, Ms Geraldine Christou and Malcolm Blake to be noted and leave of absence granted</p>
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CARRIED

3. Minutes of Previous Meeting

<p>Moved: John Montagner That the minutes of the previous Ordinary Meeting held on Wednesday 19 June 2013 as circulated be confirmed.</p>	<p>Seconded: Cr Michael Polan That the minutes of the previous Ordinary Meeting held on Wednesday 19 June 2013 as circulated be confirmed.</p>
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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.

5. Shepparton Show Me Committee Nominations

For discussion

<p>Moved by: Cr Michael Polan That pursuant to section 89(2)(h) of <i>The Local Government Act 1989</i> the Shepparton Show Me committee Meeting be closed to members of the public for consideration of a confidential item.</p>	<p>Seconded by: Tristen Murray That pursuant to section 89(2)(h) of <i>The Local Government Act 1989</i> the Shepparton Show Me committee Meeting be closed to members of the public for consideration of a confidential item.</p>
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CARRIED

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 21 AUGUST, 9.00AM – 10.00AM
COUNCIL BOARDROOM



RECOMMENDATION

That the applications received are to be considered.
 That a recommendation is made to Council regarding preferred candidates.

Moved by Cr Michael Polan

That the meeting be re-opened to the public.

Seconded by Barry Smith

CARRIED

6. Presentations (9.30am)

6.1 5km Neon Dash – Shepparton News & The Community Fund – Lisa Kubeil
 (presented) Requesting SSM be the major sponsor for event \$3000

Moved by Barry Smith

The Committee agreed to the funding application for sponsorship of the 5km Neon Dash of \$3,000 with the provision of the use of the Shepparton Show Me mobile stage for the event.

CARRIED

6.2 Annual Junior Basketball Tournament – Greater Shepparton Basketball Association – Tony Long (presented)

Action: Conversation with Visitors Information Centre on establishing a VIC Booth at the Junior and Master Basketball Tournaments to promote the region and local activities.

Moved by Barry Smith

The Committee agreed to sponsor the Naming rights for the Junior Basketball Tournament to a total value \$10,000, Naming rights for the Shepparton Junior Gators of a total value \$3,000, Naming rights to the Masters Basketball Tournament of a total value \$1,000 and total value of \$1,000 for the Greater Shepparton Basketball Association to be used for attracting members to Shepparton for basketball events. Total commitment of \$15,000.

The committee agreed to Shepparton Show Me marketing collateral to be provided to support these events. These include the use of the Mobile Stage, Shepparton Show Me bags and banners.

CARRIED

6.3 Victorian Bowls Championships – John Wallace

Action: Conversation with Visitors Information Centre on establishing a VIC Booth at the Victorian Open Bowls Championships. Shepparton Show Me Bags to be made available to visitors and players etc. Have available to use the Shepparton Show Me mobile stage and buntings/banners.

Moved by Gerard Bruinier

The committee agree to the funding application for Victorian Open Bowls Championship of a total value of \$5,000.

The committee agreed to Shepparton Show Me marketing collateral to be provided to support these events. These include the use of the Mobile Stage, Shepparton Show Me bags and banners.

Page 2 of 6

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 21 AUGUST, 9.00AM – 10.00AM
COUNCIL BOARDROOM



CARRIED

Gerard Bruinier declared a conflict of interest and left the room at 10.24am.

6.4 Sponsorship Application - Shepparton Springnats – decision required

Moved by Clinton Tilley

Seconded by Johann Rajaratnam

The Committee considered the request for the funding of the Shepparton Springnats and was not supported.

CARRIED

Moved by Clinton Tilley

Seconded by Johann Rajaratnam

The committee proposed the use of the mobile stage and up to a total of \$3,000 to secure entertainment for Fryers Street and Mall during the Car Display. The appointment of the entertainment is to be in discussion with the event organiser.

CARRIED

Gerrard re-entered the meeting 10.45am

7. Financial Report

For discussion

RECOMMENDATION

That the Shepparton Show Me financial report for July 2013 be received and noted by the Shepparton Show Me Committee.

Budget adopted last night 20 August and the request was accepted from council. Carried forward \$350 plus next injection of fund. Approx. \$1.2M for the year. Not a lot of activity for July however there is a positive move forward in the future.

Look at a projected cash flow with the release of money from the Council and events happening. Request can be sort with the Council for the release of the money early if required through a council meeting.

Committee be aware of other bench march organisation, \$172 unspent and surplus funds and need to consider if the SSM committee wish to continue with these projects.

Next September meeting look at the planning meeting look at the money sequestered to uncompleted projects and clean up the accounts.

Moved by: Tristen Murray

Seconded by: Cr Michael Polan

That the Shepparton Show Me financial report for July 2013 be received and noted by the Shepparton Show Me Committee.

CARRIED

8. 2013 Father's Day Campaign Funding

RECOMMENDATION

That underspent funds from completed campaigns be rescinded to formally fund the 2013 Father's Day Campaign – "What Dad Wants":

• Mobile Stage	\$ 6,783.32
• Sponsorships	\$ 4,032.96
• Independent branding	\$ 1,593.48

Page 3 of 6

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 21 AUGUST, 9.00AM – 10.00AM
COUNCIL BOARDROOM



• Truck Curtains	\$ 63.00
• Motor City Campaign	\$ 2,900.00
• 2012 Christmas Campaign	\$ 2,744.05
Total:	\$18,116.81

Mobile stage to be utilise for father's day event coming up.

The mobile stage has the Shepparton Show Me brand on it and the committee to discuss and complete terms of use for other committees, to help promote Shepparton Show Me.

Supply to owner of the vehicle a certificate of currency that the vehicle is covered by Council's insurance for the 20213/2014 financial year.

Committee nominate the person who is accepting the marketing position to handle all bookings for the use of the mobile stage.

Gerard Bruinier, Barry Smith and Cr Michael Polan bring back to the committee a draft process of the use and booking of the mobile stage from other committees and events for consideration

Place on the sponsorship application form a section (or tick box) asking if the applicant would like to use the Shepparton Show Me mobile stage.

Moved by:

Moved by: Clinton Tilley	Seconded by: Morry McKellar
That underspent funds from completed campaigns be rescinded to formally fund the 2013 Father's Day Campaign – "What Dad Wants": as read in the above list	
CARRIED	

9. Correspondence Inwards

10. Correspondence Outwards

Moved by: Clinton Tilley	Seconded by: Morry McKellar
1. That the Shepparton Show Me Committee receive and note correspondence inwards and outwards.	
2. That a response be determined for letter received from: Will Adams – Shepparton Adviser, Advertising opportunity	
CARRIED	

Promote where free parking is available in Shepparton for those who are shopping.

Promotion page would be going out to about 33 thousand residents, Shepparton, Mooroopna, Tatura and small towns in between.

Discuss options of other shopping precincts that are stakeholders to the Shepparton Show Me that would be needed to be represented in the lift out parking options.

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 21 AUGUST, 9.00AM – 10.00AM
COUNCIL BOARDROOM



Discuss option of making the lift out double page and promote the other areas that can incorporate the footprint of Shepparton Show Me stakeholders.

Information should be more constantly coming out to members of the public not just a one off publication.

Parking availability and information has been added to the Shepparton Show Me website.

<p>Moved by: Clinton Tilley The committee requested that William Adam and Andrew Pogue leave the room for the discussion of advertising.</p>	<p>Seconded by: Johann Rajaratnam</p>
CARRIED	

<p>Moved by: Barry Smith The committee accept the proposal as provided for 1 page ad of a total value of \$2,500 (ex GST), with the Council's Communication department to review the design and for full circulation</p>	<p>Seconded by: Tristen Murray</p>
CARRIED	

<p>Moved by: Clinton Tilley The committee requested that William Adam and Andrew Pogue be allowed back in the room for the continuation of the meeting.</p>	<p>Seconded by: Johann Rajaratnam</p>
CARRIED	

11. Marketing

- | | | |
|------|---|-----------------------|
| 11.1 | Marketing Update | <i>See tabled</i> |
| 11.2 | Meetings - Shepparton Motor Traders Meeting & Mr Stan Zurcas – The Sherbourne Terrace | <i>For discussion</i> |
| 11.3 | Marketing Strategy next steps | <i>For discussion</i> |

Taken as being tabled and read

12. Activity Updates

- | | | |
|------|---|-------------------|
| 12.1 | Investment Attraction - Geraldine Christou | <i>See tabled</i> |
| 12.2 | Arts, Events and Tourism – Carrie Donaldson | |

Take as being tabled and read

General Business

Request to be minuted by Barry Smith:

How disappointed he is that the Shepparton Show Me Marketing Coordinators Position has taken so long to be processed and is still not completed.

The time it took for the position to be advertised and the applicants to be short listed and interviewed is unacceptable.

Fiona Le Gassick the interview process has been completed and will be able to make an offer to a candidate by the end of the week.

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 21 AUGUST, 9.00AM – 10.00AM
COUNCIL BOARDROOM



Stan has requested a meeting with Cr Les Orozvary and Fiona Le Gassick. Cr Orozvary was an apology to this meeting and Fiona has documented the minutes of the meeting she had with Stan and will circulate the information via email for more discussions.

MEETING CLOSED: 11.50am

CONFIRMED

CHAIR

NEXT MEETING:
Wednesday 18 September 2013
8.00am to 9.00am – formal meeting
9.00am to 10.00am – planning session
Council Boardroom

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 18 SEPTEMBER, 8.00AM – 10.00AM
COUNCIL BOARDROOM



Meeting opened: 8.35am

- 1.1 Members Present:** Barry Smith, Tristen Murray (Treasurer), John Montagner, Gerard Bruinier (Secretary), Cr Michael Polan, Clinton Tilley (Chair), Peter Dunbabin, Morry McKellar, Johann Rajaratnam, Carrie Donaldson, Geraldine Christou, Fiona Sawyer (Minutes) and Fiona Le Gassick.
- 1.2 Members Not Present:**
- 1.3 In Attendance:**
- 2. Apologies:**
 Cr Les Oroszvary

Moved: Cr Michael Polan

Seconded: Johann Rajaratnam

That the apology of Cr Les Oroszvary to be noted and leave of absence granted.

CARRIED

3. Minutes of Previous Meeting

Carrie Donaldson identified several corrections to be made in the 21 August 2013 Ordinary Meeting Minutes:

- Page 3/6 \$350 to be corrected to \$350,000.
- Page 3/6 march to be corrected to mark.
- Page 3/6 \$172 to be corrected to \$172,000.
- Page 5/6 William to be corrected to Will.
- Page 5/6 insert *advised* in the last sentence so that it reads – *Fiona Le Gassick advised the interview process has been completed and will be able to make an offer to a candidate by the end of the week.*

Moved: Peter Dunbabin

Seconded: John Montagner

That the minutes of the previous Ordinary Meeting held on Wednesday 21 August 2013 as amended be confirmed.

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.

5. Financial Report

For discussion

- \$296,000 funds available before the 2013/2014 allocations are received.

Page 1 of 4

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 18 SEPTEMBER, 8.00AM – 10.00AM
COUNCIL BOARDROOM



- Tristen Murray questioned whether the Committee have to apply quarterly for the funds. Geraldine Christou confirmed that quarterly reports need to be presented to Council to release quarterly payments.
- A quarterly report is now due to be presented to the Councillors.
- Unspent funds are to be reviewed in today's planning meeting following the Ordinary Meeting and ratified at the next meeting.

Action: Fiona Le Gassick is to prepare and present the quarterly report and request for funds.

Moved by: Tristen Murray

Seconded by: Morry McKellar

That the Shepparton Show Me financial report for August 2013 be received and noted by the Shepparton Show Me Committee.

CARRIED

6. Correspondence Inwards

Best of the GV Promotional Opportunity – Southern Cross Austereo

7. Correspondence Outwards

Confirmation letters to sponsored events:

- 5km Neon Dash – Shepparton News & The Community Fund – Lisa Kubeil
- Annual Junior Basketball Tournament – Greater Shepparton Basketball Association - Tony Long
- Sponsorship Application - Shepparton Springnats – Les Adams

Moved by: Clinton Tilley

Seconded by: Cr Michael Polan

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

8. Marketing

- Fiona Le Gassick presented the Marketing Report which was tabled.
- John Montagner announced that Mat Innes-Irons has been appointed as the Shepparton Show Me Marketing Co-ordinator. Nineteen applications were received and seven interviews conducted. Mat will be working four days per week and a starting date is yet to be confirmed.
- Fiona Le Gassick proposed that the Shepparton Show Me Marketing Co-ordinator be potentially located in the CBD with other "like" businesses. Fiona explained that the CEO supports the idea. Shepparton Show Me funds would need to be made available to facilitate this; however the costs would be shared with the co-located businesses. If the Committee is in support then the next step is to explore possible office locations.

Moved by: Clinton Tilley

Seconded by: Peter Dunbabin

That exploration and, if need be, approval by way of email prior to the next meeting is supported by the committee for the colocation of Shepparton Show Me operations with like-minded organisations outside of the Council premises.

Page 2 of 4

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 18 SEPTEMBER, 8.00AM – 10.00AM
COUNCIL BOARDROOM



CARRIED

Moved by: Tristen Murray

Seconded by: Cr Michael Polan

That the Marketing report be accepted.

CARRIED

9. Presentations (8.30am)

9.1 Goulburn Valley Music Festival – Goulburn Valley Entertainment – Stuart Stevens

Stuart Stevens presented the sponsorship application on behalf of the Goulburn Valley Music Festival. The Committee suggested that he speak to Peter Sutherland who has previously brought similar people to Shepparton in the past and that it would be worth looking at a different date so as to avoid the Shepparton Festival.

9.2 People Supporting People Market – Ron Popelier

Ron Popelier presented the sponsorship application on behalf of the People Supporting People Market.

9.3 Show Me Greater Shepparton Expo Up-date – Andrew Pogue

Andrew Pogue provided the Committee with an update on progress in relation to the Show Me Greater Shepparton Expo. He confirmed that 50 exhibitors have been signed and a Motor City Alley will feature as part of the Expo with most of the motor traders participating. The event is likely to fill the Shepparton Showgrounds. Advertising will be done via the Shepparton News and they are due to start filming a TV commercial using local people.

RECOMMENDATION

That the applications received are to be considered.
 That a recommendation is made to Council regarding preferred candidates.

Moved by: Clinton Tilley

Seconded by: Johann Rajaratnam

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 consideration of sponsorship funding.

CARRIED

The Committee discussed the funding applications.

Moved by Johann Rajaratnam

Seconded by Peter Dunbabin

That the meeting be re-opened to the public.

CARRIED

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 18 SEPTEMBER, 8.00AM – 10.00AM
COUNCIL BOARDROOM



10. Activity Updates

- 10.1 Investment Attraction - Geraldine Christou
- Currently working with SPC Ardmona to assist in finding a long-term solution.
 - Assisting local producers to diversify their businesses.
 - Working with Unilever on future planning.
 - Assisted Pental to move their bleach line operations to Shepparton.
 - Digital enterprise agreement.
 - Inland rail – The Shepparton route is gaining traction
 - A shuttle rail service between Seymour and Shepparton is also being investigated and a survey is to be undertaken shortly to help determine likely patronage.
 - Currently there are 73 vacant commercial properties.
 - Solar farm.
- 10.2 Arts, Events and Tourism – Carrie Donaldson
- Visitor Information Centre being temporarily relocated to Nixon Street (former Kiddie Culture building).
 - October is Tourism month and will see several activities occurring across the Goulburn Valley.
 - Discover your own backyard campaign.
 - Running a workshop with Goulburn River Valley Tourism on October 17th.
 - We have just hosted the veteran's vintage car club.
 - International Dairy Week is in final negotiations.

Cr Michael Polan and Tristan Murray left the room at 10.05am.

General Business

- Need to focus on timing at next meeting to enable planning session to go ahead.
- Clinton Tilley requested that a Rating Strategy background report be provided to the Committee at the October meeting.

Action: Fiona Le Gassick to organise rates presentation from Wendy Clark at a future meeting.

Action: Fiona Le Gassick to arrange a media release/opportunity regarding the appointment of Mat Innes-Irons.

MEETING CLOSED: 10.10am

CONFIRMED

CHAIR

NEXT MEETING:
Wednesday 16 October 2013
8.00am to 9.00am – formal meeting
9.00am to 10.00am – planning session
Council Boardroom

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 16 OCTOBER, 8.00AM – 10.30AM
COUNCIL BOARDROOM



Meeting opened: 8.05am

1.1 Members Present: Cr Les Oroszvary (Chair), Tristen Murray (Treasurer), Gerard Bruinier (Secretary), Clinton Tilley, Peter Dunbabin, Morry McKellar, Malcolm Blake, Leanne Stride, Carrie Donaldson, and Fiona Le Gassick.

1.2 Members Not Present:

2. Apologies:
 John Montagner, Barry Smith, Geraldine Christou, Cr Michael Polan and Johann Rajaratnam.

Moved: Gerard Bruinier	Seconded: Tristen Murray
That the apology of John Montagner, Barry Smith, Geraldine Christou, Cr Michael Polan and Johann Rajaratnam be noted and leave of absence granted.	
CARRIED	

3. Welcome to new Committee members

Cr Oroszvary formally welcomed Malcolm Blake and Leanne Stride to the Committee.

4. Minutes of Previous Meeting

Moved: Morry McKellar	Seconded: Peter Dunbabin
That the minutes of the previous Ordinary Meeting held on Wednesday 28 September 2013 as amended be confirmed.	
CARRIED	

5. 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.

6. Financial Report *For discussion*

- \$256,592.16 funds available before the next quarterly report is present to Council to release further funds.
- A quarterly report will be presented at the November Council Ordinary Meeting.
- Only minor transactions this month for administration costs.

Moved by: Tristen Murray	Seconded by: Gerard Bruinier
That the Shepparton Show Me financial report for September 2013 be received and noted by the Shepparton Show Me Committee.	
CARRIED	

Page 1 of 4

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
 WEDNESDAY 16 OCTOBER, 8.00AM – 10.30AM
 COUNCIL BOARDROOM



7. Correspondence Inwards

Nil.

8. Correspondence Outwards

- E-newsletter to SSM members
- Email to Stuart Stevens (Goulburn Valley Entertainment) and Ron Popelier (People Supporting People Market) to advise outcome of sponsorship application and next steps.

Moved by: Gerard Bruinier

Seconded by: Tristen Murray

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

9. Sponsorship Presentations

The Murray Charity Meander – Aquaholics – Michael Osmond

- Boating event to fund raise.
- Commencing from the Mildura travelling to the mouth of the Murray.
- 8 day journey.
- 30+ boats from Gippsland, New South Wales, Victoria and South Australia.
- Staying in caravan parks which will provide the opportunity to distribute SSM and other marketing materials to travellers and caravan park managers.
- As part of the sponsorship there will be the opportunity for SSM to brand the boat and support vehicle.
- Request is for \$2,500.

Mad Cow Mud Run – Jarrod Sutherland

- Not competing with other events and is listed on the obstacle events calendar/
- Received a rating of 8.5 in its inaugural year (rating is out of 10).
- 90% satisfaction rating from the competitors.
- It will be on the long weekend to encourage overnight stays.
- Last year there were 600+ competitors and are looking at increasing capacity.
- Request is for \$30,000.
- Profits/donation will be made to non-for-profit organisation, Give Me Five for Kids.
- Catering for younger age group with a kids event on the Saturday night (ages 8 – 14 years), with young people aged 15+ able to compete in the main event.
- The marketing will have a regional and metro focus (obstacle magazines).
- The event provides an opportunity to attract a new audience to Shepparton.

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 16 OCTOBER, 8.00AM – 10.30AM
COUNCIL BOARDROOM



Shepparton At Festival Inc. – 2014 SheppARTon Festival – Liz Connick

- Request is for \$20,000.
- Theme is "Dream Voices" – Indigenous theme.
- Program expanded to the full month of March with over 50 events taking place. 25 of these events are occurring directly in Shepparton.
- Last year it attracted 16,000 – 18,000 attendees. Attendance numbers were collected by volunteers at the events.
- Target markets are women 35 – 55 years of age who take on the responsibility for organising/planning weekends and family activities.
- Visiting Friends and Relatives (VFR) are the secondary target market. A post card campaign has been undertaken asking locals to forward the cards to their friends and relatives in encouraging them to attend.
- Prime7 has asked for exclusive TV rights, but WIN has also submitted a proposal.
- An A4 folder brochure is being prepared as the program with 30,000 to be produced – 16,000 will be inserted in the Shepp News and 10,000 will be sent out to those on the data base.
- The event will also be advertised in The Age which was successful as a strategy last year in attracting people outside the region.
- Arts Victoria have provided funding over the next three years which will enable a Director to be appointed. Currently the committee is comprised of 12 voluntary board members.
- Ran at a surplus last year = \$20,000.

Greater Shepparton City Council – 2014 Summer City Market – Rohan Sali

- No presentation as Geraldine was a late apology.

Kialla West Primary School Parents & Carers Committee – Shop Local Day – Narelle McKay

- No presentation required as requesting \$350 for a specific purchase.

Shepparton News Christmas Sale Magazine – Andrew Pogue

- It will be distributed to SSM geographical areas as it will be circulated via the Country News.
- Can be flexible with distribution to align with SSM geographical boundaries.
- Distributing via newspaper rather than a letter box drop so it doesn't get lost in the Christmas junk mail.
- SSM and Shepparton News would need to look how the effectiveness of the product could be measured.
- Publishing date would be the 29th of November 2013.

Moved by: Clinton Tilley

Seconded by: Morry McKellar

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 consideration of sponsorship funding.

CARRIED

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 16 OCTOBER, 8.00AM – 10.30AM
COUNCIL BOARDROOM



Moved by Gerard Bruinier

Seconded by Peter Dunbabin

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

CARRIED

Media opportunity at 10.05am.

10. Marketing Up-date

10.1 Marketing Report

Tabled

Action:

The following items to be discussed at a dedicated planning session:

- *Christmas Campaign*
- *Show bag purchase*
- *Marketing Strategy*

Action:

Fiona Le Gassick to organise a dedicated planning session to occur within the week.

11. Activity Updates

11.1 Arts, Events and Tourism – Carrie Donaldson

Tabled

11.2 Investment Attraction - Geraldine Christou

Tabled via email following the meeting

General Business

Discussion occurred regarding a more sustainable way to provide agenda items to the Committee.

Action: Fiona Le Gassick and/or Mat Innes-Irons to explore possible technological options.

Action: The following items to be discussed at the November meeting:

- *The SSM levy amount collected from SSM members*
- *Visitation rates research request*
- *How Shepparton presents itself*
- *Is Shepparton globally competitive?*

MEETING CLOSED: 10.10am

CONFIRMED

CHAIR

NEXT MEETING:

Wednesday 16 October 2013

8.00am to 9.00am – formal meeting

9.00am to 10.00am – planning session

Council Boardroom

Page 4 of 4

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 20TH NOVEMBER, 8.00AM – 10.15AM
COUNCIL BOARDROOM



Meeting opened: 8.05am

1.1 Members Present: Clinton Tilley (Acting Chair), Tristen Murray (Treasurer), Gerard Bruinier (Secretary), Johann Rajaratnam, Peter Dunbabin, Malcolm Blake, Mat Innes-Irons, Morry McKellar, Malcolm Blake, Leanne Stride, Geraldine Christou, John Montagner and Fiona Le Gassick.

1.2 Members Not Present:

2. Apologies:
 Cr Les Oroszvary, Cr Michael Polan and Carrie Donaldson.

Moved: Clinton Tilley

Seconded: Tristen Murray

That the apologies of Cr Les Oroszvary, Cr Michael Polan and Carrie Donaldson be noted and leave of absence granted.

CARRIED

3. Minutes of Previous Meeting

Moved: Gerard Bruinier

Seconded: Peter Dunbabin

That the minutes of the previous Ordinary Meeting held on Wednesday 20 October 2013 as amended be confirmed.

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.

Conflict of Interest declared by Gerard Bruinier in relation to the Sponsorship Presentation by Shepparton Motor Museum

5. General Business

5.1 How Shepparton presents itself?

Is Shepparton globally competitive

To be held over to the next meeting to enable full discussion. Documentation to be circulated by Malcolm Blake in the interim.

5.2 Day and time of Shepparton Show Me Ordinary Meetings

Time and day to be enable full participation of committee members, less disruption to business and enough time to go through all agenda items such as planning sessions.

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 20TH NOVEMBER, 8.00AM – 10.15AM
COUNCIL BOARDROOM



Moved by: Barry Smith

Seconded by: Clinton Tilley

Change of date of the Ordinary Meetings to the 3rd Monday of the Month and time to be 5.30pm. The exception will be the December meeting which will be held the 2nd Monday 9th December 2013 at the Lemon Tree Café.

CARRIED

5.3 Christmas Breakup

Moved by: Barry Smith

Seconded by: Clinton Tilley

Christmas Breakup will be held on Monday 9th December at 7.30pm at the Lemon Tree Café following the Shepparton Show Me Ordinary Meeting.

CARRIED

6. Sponsorship Presentations

6.1 Vaughan Central Marketing Strategy – Andrew Prentice

- A Group of small business owners in Vaughan Street who have been directly affected by road closure and upgrade of area wanting to fund several promotions over the next year.
- Tying in all the unique business concepts to gain a village effect, wow factor.
- Funding is needed for advertising and events to create and maintain interest and the village atmosphere after the Opening Street Party.
- An identity is needed to regain and grow business.
- Traders would support the campaign and match the value input by SSM of \$56,000.
- Traders would like the name to be Vaughan Village not Vaughan Central and would like to reapproach Council to accept this.

Action: Barry Smith to approach Council re name change.

6.2 Great Escape Rally – Cystic Fibrosis Australia

- Shepparton to Hobart Rally Charity event arriving in Shepparton on Sunday 7th September 2014 and leaving Tuesday 9th September.
- There is a Masquerade and Mardi Gras theme dinner and auction planned.
- Promotion banners in High & Wyndham Streets.
- Street parade with a '65' Harley Davidson leading on Monday the 8th Sept commencing at the Motor Museum through the city centre into Fryers Street ending in the mall with music, dance performers.
- Media coverage will be websites, television, billboards, letterbox drops, radio. SSM Logos can be placed on the cars 70-80 entered in the event also on brochures, posters, websites and flyers.
- Bringing 200 entrants into the area needing accommodation, fuel and with retail needs.
- There is a corporate car which can be hired this could be used with large SSM banners.
- The Mayor to farewell the rally from the Parklake on Tuesday.

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 20TH NOVEMBER, 8.00AM – 10.15AM
COUNCIL BOARDROOM



6.3 Shepparton Motor Museum Annual Birthday Celebration

- 2nd birthday in February 2014, funding required for this event to further promote the profile of the Shepparton Motor Museum and the Shepparton area.
- The last Birthday celebration attracted 2,000 paying visitors and 500 exhibitors
- Advertising dollars are needed to promote this event leading into further displays
- The museum has over 400 vehicles in its database with a constantly changing display every 12 weeks.
- The Mustang club will be a feature on this day with 100 + cars for the weekend.
- There is potential to use the Museum for other groups and displays.
- The museum has one paid employee the Curator and is staffed by volunteers.
- The land has been donated and building has been donated.
- Furphy have advised they are donating a building and moving their exhibits into this building which will be accessed via the Motor Museum, furthering its appeal.
- Currently there are 1200 visitors a month but need to have 1400 to be viable.

09.30am

Moved by: Clinton Tilley

Seconded by: Morry McKellar

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 consideration of sponsorship funding.

CARRIED

6.1

Moved by Clinton Tilley

Seconded by Johann Rajaratnam

The Committee decline to fund the Vaughan Central Promotion as presented.

CARRIED

6.2

Moved by Clinton Tilly

Seconded by Barry Smith

The Shepparton Show Me Committee agree to support the request for \$10,000 in the promotion of the Great Escape Rally. The funding is conditional on the Festival Committee presenting to the SSM Committee a specific sponsorship and branding opportunity. Mat Innes-Irons will work with Barry Smith to explore the entering of a car and branding.

CARRIED

6.3

Moved by Clinton Tilley

Seconded by Mat Innes-Irons

The Committee agreed to the funding application for sponsorship of of the Shepparton Motor Museum Annual Birthday Celebration for \$20,000. The funding is conditional on the Festival Committee presenting to the SSM Committee a specific sponsorship and branding opportunity.

CARRIED

09.45am

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 20TH NOVEMBER, 8.00AM – 10.15AM
COUNCIL BOARDROOM



Moved by Gerard Bruinier

Seconded by Peter Dunbabin

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

CARRIED

7. Xmas Campaign

7.2 Decision on SSM Complimentary Car Parking to be held over to next meeting.

Email received 25/11/2013 from Fiona LeGassick

Just FYI Gavin and Exec team have approved the “complimentary parking” for the CBD from the 13th – 24th December 2013 (excluding the multi-deck car park which is privately owned).

We need to steer away from the use of “free parking” so it will be referred to as complimentary parking and we need to use the following tag line: Shepparton Show Me – Christmas Parking On Us or Your Christmas Parking is on us.

Obviously time limits will still apply and this needs to be a key message as part of the campaign.

We also need to evaluate whether the complimentary parking was an incentive to shoppers, so Mat and I are working on a process to capture this data.

Hopefully the TVCs and radio ads will be sent through in the next day or so for Committee approval.

7.3 Quote for Michel Signs – Santas Workshop, SSM logo, Television and Audio scripts tabled.

Moved by: Clinton Tilley

Seconded by: Barry Smith

Logo and scripts be accepted with one change that the word boutique be changed to specialty stores.

CARRIED

7.4 Appointment of Alchemy Media as per quote of \$60,000 to produce SSM Xmas Campaign

7.5 Appointment of La Vision to undertake a Selfie campaign.

Moved by: Clinton Tilley

Seconded by: Johann Rajaratnam

Budget of up to \$15,000 in January to conduct the Selfie campaign in January.

CARRIED

7.6 Kelly McPherson SMS Campaign – be deferred to next meeting. Kelly to be invited back in for further discussion on details and costing.

7.7 Further \$30,000 be allocated to Christmas fund for Santa’s Workshop and marketing.

SHEPPARTON SHOW ME COMMITTEE MEETING
 MEETING MINUTES
 WEDNESDAY 20TH NOVEMBER, 8.00AM – 10.15AM
 COUNCIL BOARDROOM



Moved by: Clinton Tilley

Seconded by: Johann Rajaratnam

Further \$30,00 be allocated to Christmas fund as recommend by SSM.

CARRIED

8. Financial Report

- Little movement from last report \$250,000
- To be tidied before the next meeting.
- Discussion if any interest could be added. This is not possible as funds are consolidated with Council funds.

Moved by: Clinton Tilley

Seconded by: Tristen Murray

That the Shepparton Show Me Financial Report for October 2013 be received and noted by the Shepparton Show Me Committee.

CARRIED

9. Correspondence Inwards

Nil.

10. Correspondence Outwards

Nil

11. 11.1 SSM Marketing Co-ordinator Update – Mat Innes-Irons

- Report tabled with chart of Sponsorship Applications from July 2013 to June 2014.
- Feedback from SSM contributors – there is a need to lift their perception of SSM.
- Sub Committees being set up to handle work load. Committee for Shepparton is starting up.
- There is a need to be approachable to people.
- Business Hub – Chamber of Commerce and Tourism Greater Shepp are keen to share in this. By the end of next week will have firm commitments from other groups. There are 3 locations that have been looked at. 298 Wyndham St, 56 High Street and Welsford Street (Advisor Building)
 - High Street is the most preferred as it has more exposure and is fitted out. Fitouts can become extremely expensive.
 - With a shop front there will need to be a permanent presence. Possibly a trainee?
- Following the Gilbert workshop we need to keep the momentum going. The question is how?
- SSM needs to get out there with the truck, cows, flags, banners.
- SSM badged vehicle would also be a promotion. Look into possibility of getting a vehicle through one of the local motor traders.

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 20TH NOVEMBER, 8.00AM – 10.15AM
COUNCIL BOARDROOM



11.2 Investment Attraction – Geraldine Christou

- Xmas decorations almost completed, Mall done and Vic Park done.
- Retailing Your Way into the Future breakfast well attended with a large number of small businesses attending. Follow up to be done with these businesses. Database completed.
- Bud lighting issues with repair and vandalism. Music still not available in Mall. Recreation & Parks currently do not have the budget to repair the music and budlighting.

Action: If necessary to ensure music for Xmas immediate money can come out of SSM budget to be paid back by Council. This could be ratified by email before the next meeting as the issue is urgent.

Action: Geraldine to check on current status of music quotes.

Email received 20/11/2013 from Geraldine in reference to bud lighting and music.

Just a follow up from the discussion this morning surrounding:

- Bud lighting in High Street
- Music in the Maude Street Mall

Bud Lighting

Recreation and Parks have advised that the Council direction with regard to bud lighting in High Street since July 2011 has been to redirect the focus to feature lighting. Two projects were funded in 2011 and 2012 (Mooroopna Water Tower and the large gum tree in Monash Park), with both projects being well received by the community.

In relation to the bud lighting specifically, the operational direction has been to not replace or repair the High Street bud lighting, and over time this lighting will be decommissioned.

Should SSM consider that bud lighting will contribute to attracting additional visitors to Shepparton, and wish to pursue bud lighting, this can be costed (LED lighting now available would have a much higher impact) – the Recreation and Parks area has advised that whilst the costs associated with the initial purchase and electricity is not significant, the issues associated with vandalism and the ongoing maintenance in relation to this is very significant.

Music in the Maude Street Mall

Rohan Sali made contact with Recreation and Parks following the Christmas Planning session held on 23 October to determine whether Christmas music could commence in the Mall on 15th November (to coincide with Christmas decoration installations) and was advised that the festive music would commence on 1st December (as this is determined in accordance with Council's subscription with Austar).

Recreation and Parks area has undertaken testing of the sound system in the Mall and has confirmed that the system is not operating. Gavin from Sounds Audio has been commissioned to provide a quotation for the installation of a six week temporary system to provide music via an iPod so that we can select the music that is played throughout the Mall.

Reinvigoration of the Mall is something officers are intending to discuss with Councillors in the very near future.

SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 20TH NOVEMBER, 8.00AM – 10.15AM
COUNCIL BOARDROOM



13. Planning Session to be held over to next meeting at Lemon Tree.

MEETING CLOSED: 10.15am

CONFIRMED

CHAIR

NEXT MEETING:
Wednesday 9th December 2013
5.30pm to 6.30pm – formal meeting
6.30pm to 7.30pm – planning session
Lemon Tree Cafe

SHEPPARTON SHOW ME COMMITTEE MEETING MINUTES

MONDAY 9 December, 5.30PM – 7.30PM
LEMON TREE CAFE



Meeting opened: 5.36pm

- 1.1 **Expected Attendees:** Barry Smith, Carrie Donaldson, Clinton Tilly, Gerard Bruinier, Johann Rajaratnam, John Montagner, Leanne Stride, Cr Les Oroszvary, Malcolm Blake, Mat Innes-Irons, Morry McKellar, Tristen Murray, Fiona Le Gassick and Cr Fern Summer
- 1.2 **Members Not Present:**
2. **Apologies:** Geraldine Christou, Peter Dunbabin, Cr Fern Summer, Barry Smith

RECOMMENDATION

Moved: Clinton Tilley

Seconded: Tristen Murray

That the apologies of Cr Fern Summer, Geraldine Christou, Barry Smith, Peter Dunbabin be noted and leave of absence granted.

CARRIED

3. **Minutes of Previous Meeting**

RECOMMENDATION

Moved: Johann Rajaratnam

Seconded: Malcolm Blake

That the Minutes of the Shepparton Show Me Ordinary Committee meeting held on 20th November 2013 as circulated be confirmed.

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.

- 4.1 Clinton Tilley advised of possible conflict of interest in regards to Showground discussion.

5. **Financial Report**

For discussion

- Outstanding invoice to Alchemy \$35.00 has been paid.
- Sub committee to put forward list of projects for next meeting to be deleted from the report to free up funding.

RECOMMENDATION

Moved: Johann Rajaratnam

Seconded: Clinton Tilly

That recommendation are put forward Shepparton Show Me financial report for November 2013 be received and noted by the Shepparton Show Me Committee.

CARRIED

SHEPPARTON SHOW ME COMMITTEE MEETING MINUTES

MONDAY 9 December, 5.30PM – 7.30PM
LEMON TREE CAFE



5.45 John Montagner arrived at meeting.

6. Correspondence Inwards

Nil

7. Correspondence Outwards

Tabled December e-news to SSM members to go out this week.

RECOMMENDATION

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

Moved: Johann Rajaratnam

Seconded: Les Oroszvary

CARRIED

8. Sponsorship Presentations (6.00pm)

- Wood Turning and Wood Working Craft Show - GV Wood Turners – Len Taylor
- 6.10 pm noted Wood Turners Group has not arrived committee moved on to BMX presentation.

8.2 BMX National Championships and Country Week Tennis Tourism and Events – Anthony Nicolaci – 2014

8.2.1 BMX

- This is a first time partnering with Arts, Tourism and events, Shepparton only city in Victoria and only one of four cities nationally capable of hosting this event, accredited VCI facility was built in 2010 The possibility of hosting again in 2016 and 2018
- Capacity to attract 3,000 event entries over 11 days. Events start on 26th, this has been strategically placed to include Anzac day on the 25th giving participants more time to travel to Shepparton early. Concluding with National Cruiser Championships on Sunday 4 May 2014.
- Very family orientated 3-18 year olds plus family, 80 % outside of Shepparton catchment. Free family activities on the Monday.
- Live webstreaming, major 1st time event exposure.
- Qualifying event for championships
- BMX memberships total 1,400 members
- International and national component on the Thursday night
- Web component 18,00 hits on site last year.
- Show bag with folders, with things to do around the area eg dining etc
- Event Flyers (hard copies) Web Linking, You tube video, Television, LED screen promotion.

8.2.2 Tennis

- Shepparton first new venue in 15 years to host the biggest grass tennis court tournament in southern hemisphere.
- Majority of players are between 40-60 year olds, 35% male and 65% female.
- Run over 5 days accommodation providers between 5-7 nights.
- 90 grass courts with 200 teams and 1200 players and a state based event.
- Sherbourne, Aussie Shepparton Racing Club, & Cellar 47 involved with entertainment evenings.
- Round robin events at 9.00, 12.00 and 3.00pm. Teams to play only 2 matches per day, leaving plenty of time to socialise and shop.
- SSM exposure with Tennis Association handbooks, TV, live broadcast and radio programs, promotional stand at Wodonga, Banners.

Page 2 of 5

SHEPPARTON SHOW ME COMMITTEE MEETING MINUTES

MONDAY 9 December, 5.30PM – 7.30PM
LEMON TREE CAFE



- Incentive cards and show bags to be developed.

6.35pm Gerard Bruinier arrived at meeting.

8.3 Show Me Lifestyle Expo Acquittal - Andrew Pogue & Tom Garrett

- 4,000 + through the gate.
- Year 1 was a new concept and successful at Vic Lake
- Exhibitors up on last year. To book a site traders deposited \$300 which was 100% refundable. Feedback from exhibitors was positive with flow on business.
- 3 car dealers involved on site and 5 cars sold over the weekend.
- BBQ's Galore still reaping the rewards from the event.
- Rotary only made \$2,000 laying out \$70,000, a very low return for outlay, in its current form Rotary will not want to do this again next year. Project managed for SSM not Rotary as heavily branded SSM.
- Negatives were apathy from local business, poor town perception, little option of dates, too close to Shepparton Show, did not have access to SSM database, high cost of venue items eg PA, process & co-operation issues with council. Disappointing that car dealers were not as responsible as they could have been, ie dropping off cars and not manning site.
- To enable event to go ahead next year, changes would need to be made.
 - More entertainment, develop more of a home show concept, food court, more involvement from business community and an investment of \$100,000.
- Given this year's result, the decision has been made not to continue the event.

8.4 RV Event – Cheryl Hammer and Morry McKellar

- Verbal presentation for RV Rally around Heritage Rally week in August-September as deadline for advertising in Wanderers magazine is short.
- Book out Vic Lake caravan park with 400-500 sites available.
- Advertising in Wanderers magazine with 66,000 subscribers. Full page subscription \$17,000 with 6 editorials, ½ page \$9,500.
- Web site, face book, tourist web site promotion.
- Agricultural Society will supply admin support, phone, bookings etc
- Targeting the RV owners in the 60 65 age group who are migrating back from the north and who are cashed up.
- Involving the Winter market, Heritage Rally, Motor museum, music festival.
- Giving a whole visitor experience, negotiating deliveries of goods from SPC and Campbells.
- Ball park figure requested is \$30,000.
- SSM Committee requested formal written presentation.

7.45 Meeting Closed to the Public**9. Marketing Mat Innes-Irons**

- 9.1 SSM Quirky small car needed with signage (shrink wrapping cost is \$3,000), the car should be seen in as many areas as possible including outside of Shepparton to increase visibility of SSM. Expression of interest for a RFP (Request for Partnership) for the cost of the car should be put to the dealers with a possible 2 year contract as a sweetener. SSM are indebted to Jarrod and Ken Muston, for their past support so they should be informed personally by phone of intention of SSM to introduce the RFP.

Action Mat Innes-Irons and Barry Smith to put decision criteria together for RFP.
Mat Innes-Irons to contact Jarrod and Ken Muston by phone re SSM RFP.
Mat Innes-Irons to attend dealer meeting advise of criteria and RFP decision.

Page 3 of 5

SHEPPARTON SHOW ME COMMITTEE MEETING MINUTES

MONDAY 9 December, 5.30PM – 7.30PM
LEMON TREE CAFE



9.2 SSM Chamber of Commerce & CBD site

9.3 Ideal to have more than just SSM on the site, ideally Chamber of Commerce (with a possible contribution of \$15,000), TGS and CGS be in the same building to share costs and higher visibility. City of Greater Shepparton are quite happy where they are as their rental is free. Currently there is a perception that SSM is council controlled, this needs to be addressed, along with the accessibility of SSM to the stakeholders and public.

Another site has been located with frontage yearly rental of \$25,000 per year plus costs. Rental considered on the high side and to be negotiated.

Action Matt Innes-Irons to liaise with Jamie and Cheryl

Mat Innes-Irons to put together a format for a trial for twelve months with guidelines to measure the success of the CBD project for next meeting.

Mat Innes-Irons to supply projection of allocation of costs for CBD

10. Activity Updates**10.1 Working Group Up-dates****Marketing Strategy & Plan**

Fiona Le Gassick

Marketing Strategy Plan tabled it is a big picture please give feedback to Fiona with plan being brought back to next meeting

Social media

Fiona Le Gassick

Face book page up and going, will be linked into Past & Present & Shepp News

SSM member communication

John Montagner

Tabled Survey of Stakeholders. Feedback make *2 to be *1 and Reword to say "We want to know your top priorities Shepparton Show Me should focus on over the next 12 months.

Mobile Stage

Barry Smith

Getting out and about and used more often. Banners missing, cow with wheels now available for use.

Sponsorship

Carrie Donaldson

Specific criteria needed for sponsorships should use a scoring system. This will form part of our market research. If the sponsorship is under a certain amount it will not be necessary to fill out complete form. There were some concerns over scoring system. A draft to be circulated for the next meeting with tiers and criteria .

Budget

Tristen Murray

10.2 Investment Attraction

Geraldine Christou

Apologies

10.3 Arts, Events and Tourism

Carrie Donaldson

In the final stages of business plan campaign. Business Centre now back on track with numbers of visitors back at previous levels. Site selection very important for new stand alone purpose built SAM this has a huge potential to impact on the CBD.

10.4 Tabled email from councillor Fern Summer re concerns over charges for stand at Show Me Lifestyle this will be replied to by Mat Innes-Irons.

Replied on

On 10 Dec 2013, at 11:35 am, "Mat Innes-Irons" <Mat.Innes-Irons@shepparton.vic.gov.au> wrote:

Morning Fern, Very good meeting last night. Some spirited debate and good outcomes. Re Expo there was no charge for SSM members. You can't get much

SHEPPARTON SHOW ME COMMITTEE MEETING MINUTES

MONDAY 9 December, 5.30PM – 7.30PM
LEMON TREE CAFE



cheaper than that. Members were e-mailed 3 times to invite them to participate and the Community Fund slogged the pavement to follow up. Personally I would have been involved heavily in this event as it was branded as Shepparton Show Me but I hadn't started the position as Marketing Co-ordinator. There has been a mixed response from traders as to how successful the weekend was from poor to excellent. The excellent ones were those who engaged the public and have had follow up business. There were stall holders who didn't want to be there and that was obvious. The Rotarians were disappointed in the end result and believe that the Expo won't go ahead next year in its present format. Cheers Mat

11. General Business**11.1 How Shepparton presents itself?**

- Tabled overview of concerns in CBD (Attachment 1), supporting photos(Attachment 2) letter to Editor (Attachment 3). Malcolm Blake
- Concerns addressed over state of footpaths and general cleanliness of the CBD. 20 years ago this was a premier shopping district and now is a disgrace. This issue has been an ongoing concern for many years and has not been addressed. Bud lights in the trees in High St have been vandalised, most of which are not working, the wires have been enveloped by the growing trees and are also hanging down. Safety concerns with large trucks driving past brushing against branches and wires.

Action: Johan Rajaratnam advised he would discuss concerns with relevant managers and bring back responses to SSM.

- Toilet Blocks - there were two blocks at the old cattle shed facilities, since the construction of the new shed these have not been replaced even though the services are still in place.

Action: Carrie Donaldson advised that they are waiting on bids for a tender for portable toilets while a permanent solution is sought, she will feed back to SSM.

RECOMMENDATION

That the Shepparton Show Me Committee take an advocacy role for the traders with Greater Shepparton Council.

11.2 Is Shepparton globally competitive?**Malcolm Blake**

Held over for next meeting.

NEXT MEETING:

Monday 20th January 2014

5.30pm to 7.30pm

Council Boardroom



SSM Financials July 2013 - June 2014

unaudited version as at 31 May 2014

Financial Summary

Table 1: Income - February 2014	
2012/2013 SSM membership levy carry forward as of 30 June 2013	\$ 384,106.00
2013/2014 SSM membership levy (\$323,041.50 still subject to release via quarterly reporting)	\$ 646,083.00
Total income:	\$1,030,189.00

Table 2: Expenditure - February 2014	
Operational (administration & salary)	\$ 56,858.69
Marketing & Promotions	\$ 233,401.50
Sponsorship	\$ 165,883.18
SSM member communication	\$ 37.57
Rent & vehicle	\$ -
Mobile stage	\$ 304.95
Total spend:	\$ 456,143.37

Table 3: Total Fund Available - February 2014	
Income	\$ 1,030,189.00
Expenditure	\$ 456,143.37
Balance: * note - \$323,041.50 still subject to release via quarterly reporting	\$ 574,045.63

Table 4: Quarterly Instalments Due Dates		Amount
1st July - received	\$	161,520.75
1st October - received	\$	161,520.75
1st January	\$	161,520.75
1st April	\$	161,520.75
Total:	\$	646,083.00

TRIM C12/9872