

**SHEPPARTON SHOW ME SPECIAL COMMITTEE MEETING**  
**MEETING MINUTES**  
**FRIDAY 25 JANUARY 2013, 8:00AM-9:00AM**  
**COUNCIL BOARD ROOM**



**Meeting opened: 8.04am**

**1.1 Members present:** Barry Smith, Gerard Bruinier, Gerard Michel, Cr Michael Polan (Chair), Shelley Sutton (Deputy Chair), Tristen Murray, John Montagner, Jamie Cox, Cr Les Oroszvary and Bill Dowling.

**1.2 Members not present:** Simon Rose

**1.3 In attendance:** Geraldine Christou – Manager Investment Attraction, Carrie Donaldson, Manager Events, Arts and Tourism, Tara James –Acting Team Leader Marketing & Promotions, Karli Sutherland – Acting Marketing Officer, Bobbie-Lea Bright – Team Leader Risk Management and Brian Doyle – OH&S Advisor.

**2. Apologies:** Nil

**3. 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.**

***Team Leader Marketing and Promotions report and relevant documents distributed and tabled.***

**4. SheppARTon Festival**

Michael advised sponsorship funds for SheppARTon Festival are no longer required.

Geraldine explained the SheppARTon Festival committee are working within a tight time constraint and was required to make a decision on promotional material. As the committee was only in a position to commit sponsorship subject to the release of additional funds from Council they were forced to look for alternative avenues for funding. Events, Arts and Tourism are able to support the festival through their budget.

Tristen voiced his concerns regarding the committee's inability to support the 2013 SheppARTon Festival and it was another example of the constraints placed on the committee by the Council's decision to hold 50% of the budget.

Carrie has addressed time frames with the SheppArton Festival committee in which they submit a sponsorship application to Shepparton Show Me highlighting the need to request sponsorship in October rather than February.

**Moved:** Jamie Cox

**Seconded:** Barry Smith

That the Shepparton Show Me Committee agreed to rescind the sponsorship of 2013 SheppARTon Festival: Emerging Voices to the value of \$20,000 excl. GST.

**CARRIED**



# **SHEPPARTON SHOW ME SPECIAL COMMITTEE MEETING**

## **MEETING MINUTES**

**FRIDAY 25 JANUARY 2013, 8:00AM-9:00AM**

**COUNCIL BOARD ROOM**



### **5. Kia Truck & Mobile Stage**

The Team Leader Marketing and Promotions, Tara James, confirmed the Mobile Stage required committee discussion to address a number of issues required for the project completion.

A report detailing the status of the Mobile Stage including a summary of expected costs to be incurred to enable completion was attached to the agenda for consideration.

Tara explained to the Committee that an invoice was received from Alchemy for the electrical costs which raised concern as it was outside the quoted amount given by Col Senior Fabrication. Sufficient funds remained from the Mobile Stage \$30,000 resolution to arrange payment of the invoice however it highlighted the possible need for additional funds to complete the project. After a demonstration by Col Senior on the operation of the stage a list of possible requirements were identified and detailed in the attached report.

Col Senior informed Council officers he was instructed by Alchemy Media that an Engineering certificate was not required. Therefore no specifications for the stage are available raising concerns with Council's Risk Management department and insurer. Discussions with Bobbie-Lea Bright, Team Leader Risk Management highlighted a number of issues to be addressed in relation to the OH&S and risk management as well as insurance requirements.

Bobbie-Lea Bright and Brian Doyle, OH & S Officer confirmed they have been to DRC to view the Mobile Stage and identify issues relating to Risk management and OH&S.

Issues relate to both the use of the stage by Shepparton Show Me and the possible hire to community groups. As Bobbie-Lea explained it would be preferable for use by Shepparton Show Me only however use by Community groups could be organised once the necessary legal documentation is in place.

Council's insurer would approve cover once a Risk Assessment, Engineering Certificate and Certificate of Compliance were provided. Cover is already in affect for the material damage to the mobile stage and the truck on loan from Thompson Kia. If a decision to hire the mobile stage to community groups is agreed upon the groups wishing to utilise the stage they would be required to have their own Public Liability policy and provide a Certificate of Currency to confirm such policy is current. There is no provision under Council's insurance policy to cover any community groups using the stage and no extension can be obtained.

Bobby-Lea and Brian identified some OH&S risks which need to be addressed prior to the stage being utilised by either Shepparton Show Me or Community groups.

These included:

- The requirement for a formal procedure manual to be formulated and each time the truck and mobile stage is taken out an induction must to be completed by the hirer.
- Bobby-Lea suggested that a dedicated person be Champion of the Mobile Stage and they facilitate the induction of each hirer.
- Pre and post check lists would be essential to identify any damage caused by hirers.
- May possibility need a temporary occupancy permits



# SHEPPARTON SHOW ME SPECIAL COMMITTEE MEETING

## MEETING MINUTES

FRIDAY 25 JANUARY 2013, 8:00AM-9:00AM

COUNCIL BOARD ROOM



- Once the stage is set up, temporary barriers would need to be put in place around the stage.
- Emergency procedures must be provided and fire extinguishers must to be fitted.
- All sound equipment and leads used in the Stage must be Tag and Tested on a regular basis.
- If the mobile stage is hired to community groups the dedicated person would be required to obtain the current Public Liability COC and appropriate drivers licence for the hirer.
- Insurance would not validate a claim if damage occurred and procedures were not followed.

John asked if the mobile stage was currently insured and did it have to be insured through Council or could the committee seek cover through another insurer.

Geraldine confirmed that cover is already established through Council's insurer.

Bobby-Lea assured the committee that all insurers would require the issues she had highlighted to be addressed. She also mentioned that the cost of insurance was not passed onto the committee.

Michael stated that even if the committee decided against hiring the mobile stage to community groups, to enable the stage to be utilised by Shepparton Show Me all the requirements outlined by Bobby-Lea and Brian must be met. Brian advised the main expense in relation to risk assessment and OH&S would be the legal documentation for the hire agreement. Geraldine confirmed council has a legal firm which works on a retainer to address such legal requirements and therefore no cost would be incurred by the committee. However the committee must consider the time and effort required to put the procedures in place by council officers.

Tara advised the committee that notice has been received from DRC management that they do not have the staffing levels available to induct hirers or fuel and clean the truck and mobile stage. Ongoing running costs have been included in her estimate of additional costs associated with the mobile stage. Brian suggested that an online induction be designed to address the safety issues and set up of the mobile stage. Peter is of the belief an online induction would not be sufficient as a certain skill set is required to run the sound system fitted to the stage, highlighting the need for a facilitator to deliver and set up the stage. Brian saw no problems with fall from heights and although the steps are quite steep handrail would elevate that issue. The pinch points associated with the packing up of the bottom section of stage would be reduced with the inclusion of an additional handle in the middle of the bottom section of stage and lastly the need for a more practical way to fold the top section of the stage down, currently a hanging strap is in place. Geraldine confirmed that Col Senior was making a grab pole for the top section to assist in the pack up of the stage.

Peter Sutherland left the room at 8.26am.

Included in the Team Leader Marketing and Promotions tabled report Tara was a detailed a summary estimate of additional costs to complete the mobile stage. All items were noted as estimates only and stated that some quotations are yet to be received. Considering all the items tabled Michael suggested an amount up to \$10,000 to \$11,000 would be necessary to address these items. Geraldine confirmed we are still waiting for Alchemy to supply quotations for the sound engineer and sign writing.



**SHEPPARTON SHOW ME SPECIAL COMMITTEE MEETING**  
**MEETING MINUTES**  
**FRIDAY 25 JANUARY 2013, 8:00AM-9:00AM**  
**COUNCIL BOARD ROOM**



Peter Sutherland returned to the room at 8.31am

Peter advised the Committee he has a quotation for the sign writing to a total of \$3,000.00 and the sound engineer total cost is \$1,215.00.

Gerard Michel explained to the Committee he had attempted to source extendable mirrors for the truck but to date had not been successful.

Jamie suggested ongoing costs be addressed by implementing an operating budget for the running of the mobile stage when in use by Shepparton Show Me or community groups. Gerard suggested a running cost be included in each promotion to cover the use of the stage if it is required or \$500 be allocated to running costs of mobile stage in the budget and once the amount had been exhausted it could be replenished from available funds.

Michael asked the Committee if it was happy to pass a resolution up to \$10,000 to cover these costs. Barry questioned where the money would come from. Geraldine suggested that the committee rescind an existing promotion such as Shopping in Shepparton - Nicky Whelan.

Tristen highlighted that surplus funds were available from completed campaigns. Tara confirmed that the total available budget is estimated at \$8,616 due to promotions coming in under budget. These funds can be added back into the budget for expenditure once confirmed. It was agreed by the Committee that nothing be rescinded and funds for the mobile stage be taken from the budget once these surplus funds have been added back in to total available funds.

**Moved:** Barry Smith

**Seconded:** Shelley Sutton

That the Shepparton Show Me Committee agreed to additional funds for the completion of the Shepparton Show Me Mobile Stage up to \$10,000 excl. GST.

**CARRIED**

Gerard Michel offered to donate a fire extinguisher to assist in the stage completion.

## **6. Shopping in Shepparton Campaign**

Michael suggested to the committee that the Nicky Whelan Shopping in Shepparton campaign be rescinded as the opportunity no longer existed due to Nicky's return to the US.

Peter explained to the Committee that the YouTube concept is still essential in the promotion of Shepparton with or without the use of Nicky Whelan. Carrie advised the Discover your Own Backyard campaign will be launch in the middle of year and she is of the belief that the Visitor Information Centre already has YouTube content on the internet.

Michael suggested the use of past commercials be uploaded to YouTube for an immediate response to the need. However it was a general view by the Committee that the use of old commercials would not fit the requirement. With or without Nicky Whelan the concept should go ahead and they did not wish to rescind the campaign.



# **SHEPPARTON SHOW ME SPECIAL COMMITTEE MEETING**

## **MEETING MINUTES**

**FRIDAY 25 JANUARY 2013, 8:00AM-9:00AM**

**COUNCIL BOARD ROOM**



The Committee asked Peter Sutherland what the best way was to produce hits on YouTube. He advised the committee many factors affected the ability for YouTube to function at its capacity and Carrie explained YouTube worked best with the number of hits a video received. Increased hits could be achieved through the use of an effective marketing campaign.

**Moved:** Michael Polan

**Seconded:**

That the Shepparton Show Me Committee rescind the Nicky Whelan Shopping in Shepparton campaign to the value of \$18,800

**Motion lost**

### **7. Show Me Chess Campaign**

Michael explained to the Committee the Show Me Chess Campaign was only put on the Agenda if extra funds were required and the campaign had to be rescinded. John was in Melbourne recently and a similar concept was used with the addition of a busker. The atmosphere was fantastic and John suggested that we could adopt the same format which included a busker to add to the entertainment factor. John asked how this could be incorporated. Tara advised she would include this concept in her report to the committee.

### **8. Motor City Campaign**

Tara provided the committee with a summary to date on the Motor City Campaign.

Currently she is waiting on Alchemy's response to the Project Brief and once the information is received we can proceed with the commercials.

The Committee as a group were unhappy with what is perceived to be a hold up by council processes. Geraldine explained to the committee that Peter has been given extensive information on what is required to gain approval from the Team Leader Marketing and Promotions.

Geraldine noted that insufficient information is being provided by Alchemy Media to the Committee and Council Officers, highlighted by the delays experienced with the Mobile Stage project. If the required information was provided to Council Officers it would allow them the opportunity to identify missing components of the project and address them before they cause delays.

Concerns were raised that the Team Leader Marketing and Promotions is having too much input into the campaign and the processes now being imposed on the Marketing Provider have never been a constraint in the past and is now slowing the progress of campaigns to unacceptable levels.

Geraldine explained the Pitcher Partners Audit Report has been the motivating factor behind the request for additional information. She explained to the Committee a template has been developed as a guide to assist Peter in meeting the requirements. Extensive conversations have taken place and documented processes have been provided by Council Officers to ensure Alchemy can meet the requirements of the contract.



**SHEPPARTON SHOW ME SPECIAL COMMITTEE MEETING**  
**MEETING MINUTES**  
**FRIDAY 25 JANUARY 2013, 8:00AM-9:00AM**  
**COUNCIL BOARD ROOM**



Peter confirmed he has received the information from Council and based on what is required of his company he would require more lead time to provide the information as well as the increased cost to his company to provide this to Council Officers. Peter commented that he has not budgeted for the additional paperwork and in view of this he would have to factor in additional charges to cover this expense.

Shelley expressed her belief that as an S86 committee they are not legally required to involve staff in the delivery of a campaign. It was the general view of the Committee that the marketing provider is the expert and have to have faith and confidence in how they deliver a promotion.

Carrie left the room at 9.02am.

Discussions were held by the Committee in relation to Tara's comments on Alchemy's Motor City Project Brief. It was decided that 3 of Tara's comments were not required/relevant and should be omitted from the response to the project brief.

The omissions include:

- Tara requested additional information relating to future concept development relating to the Motor City Campaign. The committee advised that Peter was not required to respond to this request.
- In relation to the Communication Strategy sub-heading content, Tara questioned how it related to Shepparton Show Me's objectives. The committee was of the belief this is not necessary therefore Alchemy is not required to respond.
- Tara requested to know the number of radio commercials to be provided for the quoted price. The committee decided this information is not necessary.

At the conclusion of discussions regarding the Motor City Project Brief John requested that Tara meet with Peter to assist with writing the necessary responses to the brief. Tara agreed to facilitate this meeting and asked Peter to make contact to organise a time suitable to them both.

*Action: Peter Sutherland (Alchemy Media) to contact Tara James (Acting Team Leader Marketing & Promotions) to arrange date and time to complete the Response to the Project Brief.*

**9. Other**

Barry advised the Committee that some members have sought legal advice on the breach of their civil rights and wished to put (the committee) on notice.

Bill raised his concern about the timing of the Shepparton Show Me Marketing Strategy workshops. His concern relates to a number of committee members terms expiring in 6 months and their input to a Marketing Strategy that would be in existence and implemented by a new committee. Bill questioned if the dates should be moved to beyond that 6 months to include the new members.

Geraldine confirmed that the Marketing Strategy workshops would be attended by a broader group of people not just restricted to committee members therefore it was still relevant to go ahead in February as planned.

**SHEPPARTON SHOW ME SPECIAL COMMITTEE MEETING**  
**MEETING MINUTES**  
**FRIDAY 25 JANUARY 2013, 8:00AM-9:00AM**  
**COUNCIL BOARD ROOM**



**MEETING CLOSED: 9.31am**

**CONFIRMED**

A handwritten signature in black ink, appearing to be "M. J. [unclear]", is written over the word "CONFIRMED".

**CHAIR**

**NEXT MEETING:**  
**Wednesday 20 February 2013**  
**8.00am to 10.00am**  
**Council Board Room**