

SHEPPARTON SHOW ME COMMITTEE MEETING

MEETING MINUTES

WEDNESDAY 12 DECEMBER 2012, 8.00AM – 10.00AM
COUNCIL BOARDROOM



Meeting opened: 8:03am

1.1 Members Present: Barry Smith, Gerard Bruinier, Gerard Michel, Cr Michael Polan (Chair), Shelley Sutton (Deputy Chair), Tristen Murray, Bill Dowling, Simon Rose, and Jamie Cox

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 – Investment Attraction Administration Officer and Peter Sutherland & Michael Diffey – Alchemy Media

2. Apologies: Cr Les Oroszvary and John Montagner

Moved: Jamie Cox That the apology of Cr Les Oroszvary and John Montagner be noted.	Seconded: Gerard Michel
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CARRIED

3. Minutes of Previous Meeting

Item 11.11 - the unconfirmed Minutes noted that the motion was moved by Gerard Bruinier, when it was actually moved by Gerard Michel and this be amended.

Moved: Jamie Cox That the Minutes of the Shepparton Show Me Ordinary Committee meeting held on Wednesday, 21 November 2012 as circulated, with the amendment noted above, be confirmed.	Seconded: Gerard Bruinier
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CARRIED

4. Actions

The following are still to be actioned:

- A 12 Month Mall Permit to be explored with Local Laws
- Reversing Camera to be purchased in the new year when the mobile stage has been refitted to the Kia Truck
- Gifting of old SSM bags
- Invoices laid on the table until the meeting with Alchemy Media

Correspondence from SSM to the Council seeking the early release of funds. Tina Zappala has been advised that funds will be released once the reference group have provided their recommendation and SSM have developed a marketing strategy.

Geraldine Christou advised that the reference group would be meeting this Friday to consider a draft confidential report. This report is expected to go to the February Council Meeting for consideration.

5. Declarations of Conflict of Interest

Nil

6. Presentations

Nil

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7. Project Updates

Peter Sutherland and Michael Diffey from Alchemy Media attended

7.1 Motor City Update

The launch date is still to be confirmed, looking around February. The Motor Traders were looking to hold a launch event for the campaign.

Carrie Donaldson advised that perhaps there could be some bookends around this campaign as on the 8th and 9th March Council was looking to secure Australian Grand Prix cars and this could also link in with the 1st Birthday celebrations of the Motor Museum. The Grand Prix event will link in with the Shepparton Arts Festival which occurs in March. Subject to the steering group's approval the Summer City Market that usually takes place towards the end of February is proposed to be held on the same weekend as the Grand Prix event.

Moved: Barry Smith

Seconded: Tristen Murray

That Alchemy Media representatives, Chair Cr Polan, Carrie Donaldson and the Acting Team Leader Marketing and Promotions set a date to commence the Motor City Campaign.

CARRIED

Action: *Carrie Donaldson to forward information and dates in relation to the Grand Prix event / Motor Museum celebration.*

A date to be confirmed for the launch of the Motor City Campaign.

Late Note: *the Motor Museum 1st Birthday celebration will take place on the 17th February with activities from 10am to 3pm.*

7.2 Show Me Website

Peter Sutherland was complimentary of the website and suggested that we promote the website by undertaking a launch and promotion with a press release. It was noted that further work was currently being undertaken on the stakeholder database and this needed to be correct before a launch is undertaken.

7.3 Dancing in the Streets

A dancing commercial was shown as an example of what could be created here in Shepparton. The proposed promotion 'dancing in the streets' could attract retail shoppers to Shepparton. This promotion would run over 6 days finishing with a Saturday night dancing finale. Shoppers would be able to win prizes, the mobile stage could be used and the campaign would be promoted across all mediums tv/radio/press/facebook.

\$25,350 excl. GST is the proposed cost for this promotion.

7.4 Shopping in Shepparton

A Victoria Secret commercial was shown as an example of something that could be created for Shepparton eg. "A day in the life of Shopping in Shepparton". Peter Sutherland proposed that Nicky Whelan who is in Australia for the next four weeks would be ideal for this promotion as a former SSM identity.

\$5,000 fee to secure Nicky and this cost is included in the proposed budget cost of \$18,800 excl. GST

This video would be promoted on TV, but this does not include placement costs.

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The video will be organic and the idea is that it is passed on by shoppers to shoppers and suggested that it go on the SSM website, youtube etc. so when you Google Shepparton you get a hit on this video.

Carrie Donaldson commented that the Victoria Secret commercial is very New York centric and what does Shepparton have that is unique that we can address, we do have some special fantastic businesses only known by locals. There needs to be realism with what is in the commercial. Carrie also mentioned that engagement with our community does take time and more time might be required for the Dancing in the Street promotion to ensure adequate buy-in by stakeholders. We also need to determine who are our target audiences for these promotions.

Barry Smith commented that it doesn't require a New York backdrop, it's just an example of what can be done.

Peter Sutherland advised that the style of campaign demonstrates the joy, spirit in which shopping takes place.

Jamie Cox suggested that perhaps we find out when Nicky Whelan will be back in Australia again as we don't have the available funds for this at this time.

It was suggested that the funds set aside for the Tea/Coffee promotion could be used to assist in the production of the tv commercial for the Shopping in Shepparton promotion. Coffee/Tea budget was \$19,960.

Gerard Michel questioned how this would look as Klara Lisy was now the talent secured and the face for SSM and now we are proposing to use Nicky Whelan.

Perhaps the two girls could be shopping together in this promotion, along with Dermott Brereton.

Simon Rose outlined that the Committee needed to determine what position they wish to take, keeping in mind that the Committee was seeking funds be released from Council for the completion of a marketing strategy and they were currently considering approving this campaign with the remaining funds available.

Tina Zappala asked Peter Sutherland if there were any costs to be billed for the Tea and Coffee promotion at this stage and Peter indicated that he has done some work but would not invoice for that work, at this point in time as the campaign will be used down the track.

Moved: Gerard Bruinier

Seconded: Shelley Sutton

That the Shepparton Show Me Committee rescind the resolution of the 20 June 2012 for the Tea and Coffee Promotion to the value of \$19,960 excl. GST and these funds are returned to the available budget for Shepparton Show Me.

CARRIED

With respect to the proposed motion for the Shopping in Shepparton promotion, Geraldine suggested that the motion should perhaps include reference to "should we be unsuccessful in obtaining funds from Council for the marketing strategy that available funds are allocated for the marketing strategy in the first instance and not the Shopping in Shepparton promotion".

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There was disagreement by the Committee in relation to this as the Committee wished to take advantage of the availability of Nicky Whelan.

It was raised that the Committee needed to bear in mind that if the Committee does not have a marketing strategy, what position that may place the Shepparton Show Me Committee in.

Peter Sutherland advised that the Shopping in Shepparton campaign would be a 2 minute video that can be placed on tv in 4 x 30 second spots. Placement will need to be allocated and this could be in the order of \$5,000-\$6,000 per month and has not been included in the budget of \$18,800.

Moved: Tristen Murray

Seconded: Shelley Sutton

That the Shepparton Show Me Committee approve \$18,800 excl. GST to engage Nicky Whelan for the production of Shopping in Shepparton video.

CARRIED

Action: Acting Team Leader Marketing & Promotions to draft a letter for the Chair's signature thanking the IT staff at the Council for the fantastic work on the SSM Website.

8. Correspondence Inwards

Quotations received for the delivery of the Shepparton Show Me Marketing Strategy.

Dale Pearce contacted the Chamber of Commerce suggesting that SSM develop an e-commerce site for online shopping and that SSM manage the site. This suggestion appears to replicate the 'Love it Local' site, but happy to forward the details to the Committee.

Tara James received an email from Rosalie Smith from Riverside Gardens at Emerald Bank in relation to the Christmas Quizza. She commented that a lot of advertising focuses on the Mall and they would like some advertising for their tenants as SSM Stakeholders and wanted the Committee to be aware of her comments and requested feedback.

9. Correspondence Outwards - Nil

Moved: Gerard Michel

Seconded: Jamie Cox

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

CARRIED

Action: Acting Team Leader of Marketing and Promotions to forward correspondence from Dale Pearce and Rosalie Smith to the Committee.

10. Sponsorship Applications

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

No sponsorship applications were received in the past month.

11. Team Leader Marketing and Promotions Report

- 11.1 SSM Promotional Calendar 2012/13 (M12/41352)
Noted – no changes

- 11.2 SSM Website
Minor changes have been made to the website. In relation to the promotions, we have split that into current and previous campaigns.
Four online enquiries have been received from our stakeholders via our contact form on the website, so this space is starting to be used.
Next we will look out obtaining local images to add to an image gallery on Shepparton.

Work is still currently occurring on the stakeholder database for the business section of the website.

- 11.3 Motor City Campaign

As discussed earlier in the meeting, Dermott undertook filming with Alchemy Media on the 29th November and Alchemy are in the process of finalising the 6 tv commercials for this campaign and the date to launch the campaign is still to be determined. Press and Radio also to be finalised.

- 11.4 Christmas Promotions

The Quizza has been running for just over a week and the turnout has been positive. I was contacted by Fernwood who wished to add a couple of vouchers to the prize pool for the Quizza which is great to see a stakeholders embracing this promotion.

Solar City Callisthenics completed the first week in the gift wrapping stop and they also opened the store on Sunday and added face painting for a gold coin donation.

We have prepared a quick questionnaire at the gift wrapping shop with questions in relation to SSM and the Quizza promotion and this information will be presented back to the Committee in the new year.

The SSM Christmas Wrap was finalised and circulated in the Shep News on the 7th December. It will also be the wrap for SN weekly tomorrow.

Action: Acting Team Leader of Marketing and Promotions to forward details of the Christmas Survey results to the Committee for information in the new year.

- 11.5 Thompson Motor Group - Thank You

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Thompson Motor Group has provided the Kia Truck free of charge for the Quizza promotion in exchange for promotional coverage, it would be a nice gesture to present a gift to TMG.

Moved: Jamie Cox

Seconded: Barry Smith

That the Shepparton Show Me Committee endorse the recommendation to purchase a gift hamper using local produce up to the value of \$200 and present to Thompson Motor Group in appreciation for their generosity in providing the Thompson Kia Truck for Shepparton Show Me promotional purposes.

CARRIED

Action: *Acting Team Leader of Marketing and Promotions to purchase gift and present to Jarrod Thompson.*

11.6 Greater Shepparton Basketball Association Sponsorship Update

The Junior Basketball tournament was extremely successful. It was a huge weekend and as I understand from feedback provided SSM received fantastic exposure. This included various emails prior to and during the event, handbook, banners, signage at the stadium and the SSM Cow. Photos of the event are also available on Shepparton Gators facebook page and successful age group winners had their photo taken with the SSM promotional cow.

A few businesses also took advantage of the weekend with the GV Hotel had a special Saturday night menu and the Aussie had an express \$15 basketball tournament menu.

The Australian Deaf Basketball Team "The Australian Goannas" conducted a shoot out in the Mall on Friday, 30th November from 4:30 to 6:00pm. Unfortunately the turnout for this was small. Council did provide a press release specific to the Mall event, but the media mainly focused on the basketball tournament.

A small survey was also conducted using Survey Monkey and I will forward those results to the Committee for information.

Tina Zappala advised the Committee that the GV Basketball Association would have to be one of the most proactive groups to provide feedback and keep in regular communication with their sponsor on their activities, which is welcoming.

Carrie Donaldson advised that the VIC have a full licence for Survey Monkey that could be made available to Shepparton Show Me for future surveys.

Action: *Acting Team Leader of Marketing and Promotions to forward survey results for the Basketball event to the Committee for information.*

11.7 Step Up Shepparton News Package / Account Reconciliation

The reconciliation has been received and circulated to the Committee from Alchemy for the Step Up Campaign. This report detailed the advertisements placed over the

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past 12 months, with this campaign concluding in January next year to a value of \$60,000

If the Committee is comfortable I will now process the monthly accounts received for this promotion.

Jamie Cox questioned if the advertising placed for Shep News was in addition to specific campaigns or included in the original campaign budget. Tina Zappala advised that it was in addition to.

11.8 SSM Year to Date Financial Report

Tristen has approved the budget. We have added a column 'balance of resolution funds available' to assist the Committee in identifying available funds.

By the end of December we should have accurate figures for the cost of the website and all KidsFest dollars should be received by then.

Clarification on the \$5,000 x 2 Step Up prizes

Action: *Acting Team Leader of Marketing and Promotions clarify if the Step Up prizes were included in the original launch budget and forward information to the Committee.*

Moved: Tristen Murray

Seconded: Bill Dowling

That the Shepparton Show Me financial report for 30 November 2012 be received and noted by the Shepparton Show Me Committee.

CARRIED

Staffing

Geraldine provided the Committee with information on staffing changes.

Tina Zappala will conclude her six month secondment to the position of Acting Team Leader Marketing and Promotions effective 31 January 2013 and will return to her role as Executive Assistant to the Chief Executive Officer. Tina has three weeks leave commencing 20th December 2012 and Tara James will cover the position of Acting Team Leader Marketing and Promotions until the role can be advertised and filled in the new year. As there is a freeze on recruitment during December this position will be advertised in January. Geraldine also explained that the position had been reclassified and the responsibility of the position has increased to include marketing qualifications.

Rachel Sherlock has also advised that she is seeking a change within Council and will conclude in her role at the end of the year. Karly Sutherland has been appointed to cover this role until the position is able to be advertised in the new year and filled permanently.

The Committee thanked Tina and Rachel for their time working with Shepparton Show Me.

Other

The Committee agreed to meet in January, but this will be a short meeting to consider any matters of priority or current campaigns.

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12. Confidential Management Reports

Designation of Confidentiality of Information

Moved: Simon Rose

Seconded: Gerard Bruinier

That pursuant to section 89(2)(d) of the *Local Government Act 1989* the Shepparton Show Me Committee Meeting be closed to members of the public for consideration of a confidential report.

CARRIED

12.1 Shepparton Show Me Marketing Strategy

12.2 Re-Opening of the Council Meeting to Members of the Public

Moved: Barry Smith

Seconded: Bill Dowling

That the Shepparton Show Me Committee Meeting be re-opened to members of the public.

CARRIED

13. General Business

13.1 Staffing

Addressed earlier in the meeting.

14. Other

Addressed earlier in the meeting.

MEETING CLOSED: 10:15am

CONFIRMED

CHAIR

NEXT MEETING:

Wednesday 16 January 2013

8.00am to 10.00am

Council Boardroom