

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

17 December 2013

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SHEPPARTON SHOW ME COMMITTEE MEETING
SPECIAL MEETING MINUTES
WEDNESDAY 10 MARCH, 3.15PM – 3.45PM
COUNCIL BOARDROOM



Meeting opened: 3.19PM

- 1.1 Members Present:** Cr Michael Polan (Chair), Bill Dowling (Secretary), John Montagner, Gerard Michel, Geraldine Christou – Manager Investment Attraction, Fiona Le Gassick, Manager Marketing and Communications, Carrie Donaldson, Manager Arts, Events and Tourism, Tara James –Acting Team Leader Marketing & Promotions
- 1.2 Members Not Present:** Tristen Murray (Treasurer), Gerard Bruinier
- 1.3 In Attendance:** Karli Sutherland - Acting Marketing Officer
- 2. Apologies:** Shelley Sutton (Vice Chair), Cr. Les Oroszvary and Johann Rajaratnam (Director Sustainable Development)

Moved: Gerard Michel	Seconded: Barry Smith
That the apology of Shelley Sutton, Johann Rajaratnam and Cr. Les Oroszvary be noted.	
CARRIED	

Michael Polan advised the committee Johann Rajaratnam (Director Sustainable Development) was unavailable for today's meeting and therefore Geraldine Christou, Manager Investment Attraction would take his place as the voting member. It was noted that Geraldine will continue to be the Acting Executive Member on the occasion that Johann is unable to attend a meeting.

3. Quarter 3 2013 SSM Report **Tabled**

Bill Dowling explained to the Committee that the tabled SSM report was a requirement by Council at the end of each quarter to document what campaigns and projects were delivered and what outcomes were achieved.

Michael advised the committee that Tara collates the information and puts together the report then forwarding it to Bill as Secretary for comment.

Bill gave a brief overview of what was included in the report.

Michael asked if anyone had questions in relation to the report. No concerns were raised.

Moved: Bill Dowling	Seconded: Geraldine Christou
That the Quarter 3 2013 SSM Report be adopted by the Shepparton Show Me Committee.	
CARRIED	

The Committee discussed the need to include the Team Leader reports with the Quarterly report to council.

Tara confirmed the Minutes from the Monthly meetings include a copy of the Team Leader reports and the minutes will be attached to the quarterly report forwarded to Council.

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4. Mother's Day Campaign

Tara gave the committee a brief update on the Mother's Day campaign confirming the campaign is on schedule and she would provide a more detailed explanation at the next Shepparton Show Me Ordinary meeting.

MEETING CLOSED: 3.25pm

CONFIRMED

CHAIR

NEXT MEETING:
Wednesday 17 April 2013
8.00am to 10.00am
Council Boardroom

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SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 20 MARCH, 8.00AM – 10.00AM
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Meeting opened: 8.04am

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

Moved: Gerard Bruinier That the apology of Cr Les Oroszvary and Simon Rose be noted.	Seconded: Tristan Murray
CARRIED	

3. Minutes of Previous Meeting

Moved: Gerard Michel That the Minutes of the Shepparton Show Me Ordinary Committee meeting held on Wednesday 12 December 2012 and Wednesday 16 January 2013 and Special Committee Meeting held on Friday 25 January 2013 and Confidential Special Meeting held Monday 4 th March 2013 as circulated be confirmed.	Seconded: Bill Dowling
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. Introduction of new Non-voting Committee Members

Michael introduced two new Non-voting Committee Members to the SSM committee being Fiona Le Gassick, Manager Marketing and Communications and Carrie Donaldson, Manager Arts, Events and Tourism.

Fiona Le Gassick gave the committee a brief overview of her current position as Manager, Marketing and Communications as well as her past employment prior to joining the council 6 months ago.

Fiona advised that Shepparton Show Me will now be administered from the Greater Shepparton City Council Marketing and Communications Department, as a result of this change Tara has moved offices and will now report directly to Fiona.

Carrie Donaldson gave the committee a brief overview of her current position as Manager Arts, Events and Tourism. As a recommendation by the Reference Group Report, Carrie will be involved with the Shepparton Show Me committee in a non-

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voting capacity. Carrie detailed the benefits for Shepparton Show Me working in conjunction with the Arts, Events and Tourism department and highlighted her experience in previous employment which could be drawn on to further assist the committee.

Michael officially welcomed the two new members onto the Committee.

Gerard Bruinier asked if Council has appointed a full-time Marketing & Promotions Council Officer. Fiona explained that the position will be advertised in the near future. Michael confirmed a member of the Shepparton Show Me Committee will be sought to assist in the interview process for the employment of the full-time Marketing & Promotions Council Officer.

6. Marketing Update

6.1 Team Leader Marketing and Promotions Report *tabled*

Tara provided an overview of the report to the Committee.

Tara advised the committee of a current project being undertaken by Get Mooving Shepparton team which appears to replicate the 'Show Me Giant Chess' campaign. Geraldine asked how long council have had the Giant Chess pieces. Tara confirmed the project is nearing completion and with the view that it is similar to the project put forward by Alchemy that the committee rescind the 'Show Me Giant Chess' promotion.

Michael suggested Shepparton Show Me could still embrace the Giant Chess concept already developed by Council by perhaps using the concept in promotions by branding around the outside of the chess board rather than going ahead and spending \$10,000 on a similar promotion.

Shelley requested a photo of the concept developed by Council prior to rescinding the 'Show Me Giant Chess' to decide if the concept replicates the project already agreed upon by the Shepparton Show Me Committee.

Action: Acting Team Leader Marketing and Promotions to source a photo of the Chess board developed by Council

Tara provided the Committee with detailed results in relation to the Shepparton Show Me website. John asked how the comparisons were made. Tara advised that the comparisons are February 2013 compared to January 2013 which showed an increase in the visit duration time as well as the number of hits on the website. Carrie suggested increased activity could be due to the Summer City Market being in February. Tara confirmed that the Shepparton Show marquee was placed in the Maude St Mall during the Summer City Market for additional promotion.

Tristan asked Tara if we have a social media strategy in place. Tara advised that the following the completion of the marketing strategy social media plan

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will be developed. Michael asked Fiona if her department had finalised their social media strategy which Fiona confirmed the strategy her department was working on was for the entire organisation and the Shepparton Show Me social media strategy would be addressed in the Marketing Strategy currently being developed by Brenton and Partners.

Tara advised the Committee that the Mobile Stage was delayed approximately two weeks due to Col Senior being unable to finish the stage. However he had the day prior advised that all works had now been completed. Tara confirmed for completion of the Mobile Stage sign writing needed to be completed and an Operators Manual be developed.

Tara requested the assistance of two members of the committee to make themselves available for involvement in the development of the Mobile Stage Operators Manual. No one was available for the proposed time of 9.00am Thursday 21st March therefore an email will be forwarded to committee members to gain assistance at a time suitable to all parties.

Action: Acting Team Leader Marketing and Promotions to email committee members to organise a date and time suitable for assistance in the development of the Shepparton Show Me Mobile Stage operator manual.

Gerard Michel asked Tara if any feedback had been received in relation to the Motor City campaign. Tara advised the Committee that not a lot of feedback had been received. Geraldine suggested we seek interim feedback from the Motor City traders. Tara agreed to obtain feedback in the form of a short survey.

Action: Acting Team Leader Marketing and Promotions to coordinate Motor City survey research among traders

John suggested some of the survey questions should ask if the traders had noticed increased business since the implementation of the Motor City campaign as well as what the Motor Traders thought may increase their business.

Gerard Bruinier suggested having some promotional material printed to assist in the delivery of the Motor City campaign by the Motor Traders and perhaps seek some financial assistance from the Motor Traders for the cost of the materials. Bill pointed out that the Motor Traders are already advertising and suggested that we contact them and gain their cooperation in adding the Motor City Logo to all future advertisements.

Tara advised the committee that some traders had contacted her to obtain the Motor City marketing tools for their own use.

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Geraldine asked Tara to follow up all Motor Traders with a phone call once the survey was sent out as it was often a problem engaging the traders and she felt a better result would be achieved by personally contacting each trader.

Bill enquired about the status of the Mobile Stage in relation to the colour matching problem on the cab of the truck. Tara advised the Committee that a letter had been sent to Signs and Lines and she had spoken with office staff and they had given her no reason to believe that any issues would prevent the completion of the signwriting.

Gerard Bruinier asked if we have a contract in place with Thompson Motor Group which Geraldine confirmed council does not. Michael suggested that the Committee could look to purchase the truck Thompson Motor Group currently has on loan to the Committee for the Mobile Stage or a similar truck in the future. Geraldine advised the Committee that Jarrod Thompson to her knowledge has not given any indication that his company would withdraw his truck. She suggested as a committee we make contact with Jarrod and have a written contract in place between Thompson Motor Group and council. Michael agreed to make contact with Jarrod on behalf of the committee.

Action: Michael Polan to contact Jarrod Thompson on behalf of the Shepparton Show Me Committee to establish duration of the existing contract with Alchemy and initiate discussions on a contract with Council prior to the April Shepparton Show Me Ordinary Meeting.

Tara advised the committee of the outcomes of the Summer City Market and explained that the Summer City Market Committee are required to submit a report on detailed expenditure and its overall success. Michael asked when the acquittal would be received and Tara confirmed the Committee would see the report next meeting.

Tara discussed the Marketing Schedule which was included in the Team Leader report. She advised the Committee that it is a snapshot of scheduled and current campaigns for Shepparton Show Me currently as well as incorporating regional events and key dates to consider when the Committee is making decisions on future campaigns. Geraldine suggested entering the GV Brain dates and Carrie thought it was worth noting on the Schedule the retail events such as Mother's Day and similar.

Discussions regarding Shepparton's multi-culturalism highlighted the need to leverage off existing events as well as the need to contact stakeholders in relation to being involved in these events.

Gerard Bruinier expressed his concern that currently Shepparton Show Me has no campaigns in development and raised the topic of Mother's Day

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approaching in approximately 10 weeks and asked what the committee would do in relation to a campaign for this event. He suggested that the committee adopt a similar campaign to last year. Bill highlighted that the next committee meeting was in April and that Mother's Day was only two weeks after the meeting so we couldn't wait until the next meeting to vote on a campaign. Tara confirmed she would focus on Mother's Day and once she finished developing a brief she would email it to the committee for discussion.

Gerard Bruinier suggested that we leverage off the Japanese High Tea being held on Mother's Day at SAM. Carrie fielded questions on what the exhibition was about, its success so far and suggested her department could possibly assist with funding a weekend in Shepparton in conjunction with Shepparton Show Me.

Michael confirmed Tara would develop a Project Brief for a Mother's Day campaign. Fiona requested committee members make contact with any additional ideas once the Project Brief was received.

Action: Acting Team Leader Marketing and Promotions to develop a Campaign Brief and forward to committee members for confirmation.

6.3 Sponsorship Application Register

For information

Gerard Bruinier asked Tara if any sponsorship applications have been received. Tara advised the committee that she has not received any request for sponsorship.

7. Financial Report

7.1 New financial reporting model

Tristen explained to the Committee the new financial reporting model.

Bill asked if the figures were correct for the YTD total resolutions and the YTD Actual expenditure. Tristen confirmed that the figures are correct. Bill expressed his concern at the lack of money which had actually been spent. He posed the question to the committee whether to rescind some of the campaigns that have been long standing without any action. Shelley thought that it would be very hard to move forward with a lot of the campaigns as they were facilitated by Alchemy Media.

Discussions regarding the ability to move forward were underlined by the need for the Marketing Strategy to be implemented prior to new and existing campaigns being actioned.

Bill was concerned that the committee would get to June and have very little to report and a lot of money unspent. Geraldine suggested that the answer

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was not to simply spend the funds as the Committee could be accused of wasting funds if they focused on spending rather than obtaining results. It was agreed that once the Marketing Strategy was finalised the strategy would be sent to Councillors to be noted as received and if necessary a Special Meeting could be arranged to vote on implementation of the strategy.

Gerard Bruinier suggested that the Marketing Strategy was not the answer to problems and proposed a mini conference to work on developing campaign ideas. Fiona agreed that brainstorming sessions would be of great benefit.

John suggested that the Mobile Stage be used in the Mother's Day promotion for cooking demonstrations. Geraldine highlighted the Food Glorious Food campaign which had to date not been actioned. She suggested that the committee rescind the Food Glorious Food campaign and reallocate the funds to the 2013 Mother's Day campaign.

Gerard Bruinier suggested an amount of up to \$20,000 would be required for the campaign. He also asked about Japanese High Tea on Mother's Day and it was agreed that 4 tickets at \$80.00 would be reserved by Arts, Events and Tourism pending the development of a Campaign Brief by Tara.

Michael asked if any one wished to move the motion to rescind the Food Glorious Food campaign.

Moved: Gerard Bruinier	Seconded: John Montagner
That the Food Glorious Food campaign for \$18,700 excl. GST be rescinded.	
CARRIED	

Michael suggested the committee move a motion for the development of a Mother's Day campaign.

Moved: Gerard Bruinier	Seconded: Bill Dowling
That the Shepparton Show Me Committee approves an amount up to \$20,000 excl. GST for a Mother's Day campaign pending approval of a campaign brief.	

Action: Acting Team Leader Marketing and Promotions develop a Campaign Brief for the Mother's Day campaign and forward to committee for discussion and approval.

Bill asked what the process was now to run a campaign. Tara confirmed that she would develop a Campaign Brief which would be forwarded to the Committee for discussion and approval. Then she would go to the market for any external providers that were needed to facilitate the delivery of the campaign.

Gerard Bruinier asked if Council had the expertise for media placement. Fiona confirmed that Council does have the expertise to facilitate placement of any media aspect of a campaign.

Moved: Tristen Murray	Seconded: Shelley Sutton
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That the Shepparton Show Me financial report for February 2013 be received and noted by the Shepparton Show Me Committee.

CARRIED

9. Presentations – Nil

10. Correspondence Inwards

10.1 Jamie Cox resignation from Shepparton Show Me Committee

Michael advised the Committee that he would write a letter to Jamie Cox on behalf of the Shepparton Show Me Committee thanking Jamie for his contribution. Shelley suggested that a letter also be sent to Alchemy thanking them for their contribution to the committee.

Action: Cr. Michael Polan to write letters to Jamie Cox and Alchemy Media on behalf of Shepparton Show Me Committee thanking them for their respective contributions to the Committee.

11. Correspondence Outwards

- 11.1 Thank you letter to 'Pinch of Salt' and 'Cheap as Chips'
- 11.2 Signs and Lines - Mobile Stage

Moved: Gerard Michele

Seconded: Bill Dowling

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

CARRIED

11. General Business

Michael asked the Committee if the timing of the Shepparton Show Me Committee meetings were suitable for everyone. It was agreed that the current morning time slot was most suitable for all present.

Shelley advised the Committee that she wanted to move a motion of No Confidence in the Shepparton Show Me model. She expressed her concern that as a Committee nothing had been done for the past 12 months. Shelley asked that the No Confidence motion be noted in the minutes.

Shelley expressed her disappointment at not having the opportunity as a Committee to address the Reference Group and have input into the process. Shelley advised the committee had requested to speak with the Reference Group however by the time this was allowed the Reference Group had already formed their opinion.

She expressed disappointment that the Shepparton Show Me Committee appointed Alchemy Media and Council had overturned the decision. She also expressed concern that there had been no discussion with the committee in regard to the Alchemy contract.

Shelley advised the Committee she has been a member for approximately 6 years. When she first started with the Committee, Shepparton Show Me was dynamic and inclusive. They produced some really good campaigns, especially in the first 12-

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months, which she believes is a credit to Alchemy Media. Shelley expressed to the Committee her belief that the Shepparton Show Me model should be taken back to the stakeholders for their input. She also expressed disappointed that the Committee did not have input into the development of the new model.

Tristen expressed his concern the Council has hung the Committee members out to dry and that the public perception of the Committee is they have their hand in the till. He said there is a lot of speculation about Shepparton Show Me and the Council has done nothing to back the members.

Michael said nobody has had their hand in the till and no one has been projected in that manner.

Shelley advised the Committee that she has had customers in her store and accused her of having her hand in the till.

Carrie told the Committee that she believed the new model was an incredible opportunity to move forward incorporating the Marketing Strategy and with the support of the Marketing and Communications department.

Geraldine said Shepparton Show Me has a real opportunity to reinvigorate the brand and advised the Committee that she has been approached by Clinton Tilly to join the Committee if the opportunity arose. She said it was imperative to move forward in a united manner.

Carrie said Clinton would bring with him a national prospective and an extensive knowledge of retail trends. Carrie told the Committee she thought the new model would provide more transparency and with a tendering process it would show the best value for stakeholders.

Bill shared Shelley's concerns with how Shepparton Show Me would move forward however he thought a vote of No Confidence would only enhance the perception that there is something terribly wrong with the Committee and its members. He expressed his disappointment of how Alchemy Media have been affected and the perception of them as people.

John sympathised with Shelley and expressed his concern that funnelling all aspects of a campaign through different channels believing the final result will be a loss in quality. He told Council staff that he wanted to put them on notice if things did not change he would vote with Shelley in a vote of No Confidence.

Michael explained to the Committee we won't know if the new model will work unless we give it a chance. He expressed his view that the right model for Shepparton Show Me Committee is now in place and being Council funds from stakeholders it was up to the Councillors to make a decision on the recommendations of the Reference Group and they voted for the new model.

<p>Moved: Shelley Sutton That a vote of No Confidence be recorded in the Shepparton Show Me model.</p>	<p>Seconded: Tristan Murray Motion was LOST</p>
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MEETING CLOSED: 9.28am

CONFIRMED

CHAIR

NEXT MEETING:
Wednesday 17 April 2013
8.00am to 10.00am
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SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING AGENDA
WEDNESDAY 17 APRIL, 8.00AM – 10.00AM
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Meeting opened:

- 1.1 Members Present:** Shelley Sutton (Deputy Chair), Cr Les Oroszvary, John Montagner, Gerard Bruinier, Gerard Michel, Barry Smith, Geraldine Christou – Manager Investment Attraction, Fiona Le Gassick, Manager Marketing and Communications, Tara James – Acting Team Leader Marketing & Promotions,
- 1.2 Members Not Present:** Nil.
- 1.3 In Attendance:** Fiona Sawyer – Committees Liaison Officer
- 2. Apologies:** Michael Polan (Chair), Bill Dowling (Secretary), Tristan Murray (Treasurer) and Johann Rajaratnam – Director Sustainable Development, Carrie Donaldson – Manager Arts, Events and Tourism

Moved by: Les Oroszvary	Seconded by: John Montagner
That the apology of Cr Michael Polan, Bill Dowling, Tristan Murray, Carrie Donaldson and Johann Rajaratnam noted.	
CARRIED	

3. Minutes of Previous Meeting

Moved by: Gerard Bruinier	Seconded by: Les Oroszvary
That the Minutes of the Shepparton Show Me Ordinary Committee meeting held on 20 March 2013 and the Special Committee Meeting held on 10 April 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 1989* 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.

Nil.

5. Financial Report

For discussion

Barry Smith queried how much will be available in the last quarter. The committee confirmed that there was approximately \$180,000 available between now and the end of the financial year.

Following a query from Gerard Michel, Tara James and Geraldine Christou confirmed that quarterly funds are released at the start of each quarter subject to Council resolution following the presentation of the quarterly report to Council.

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Barry Smith confirmed whether the \$180,000 includes the \$63,700 unspent Motor City funds. Tara referred committee members to the financial documents provided which show what has been spent. Gerard Michel reminded the committee that there would be more funds available if the Committee rescinded previous resolutions allocating funds to projects which have currently been laid on the table by the committee.

Moved by: Gerard Bruinier

Seconded by: Gerard Michel

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

CARRIED

6. Marketing Update

6.1 Team Leader Marketing and Promotions Update

See tabled

Tara James presented the marketing and promotions update. Shelly Sutton queried whether there had been an agreement reach with Jarrod Thompson regarding the ongoing use of the truck for the mobile stage. Tara confirmed that there was positive discussion between Michael Polan and Jarrod Thompson but this just needs to be formalised in writing.

Tara confirmed that the Motor City marketing campaign is still going well. Shelly Sutton advised that John Matheson had reported that he'd had at least one customer who had come in because of the campaign.

Les Oroszvary queried the lack of support from Council/SSM which was highlighted in the feedback from the Shepparton Motor Museum. Tara James responded that she thought the complaint mainly referred to the Formula 1 event and just stressed that we probably need to remember that we have a long lead time before campaigns in order to ensure good communication.

Gerard Bruinier advised that the Motor Museum currently receives no financial support from Council. The committee confirmed that they could be linked in because of the car connection.

Mothers Day Marketing Campaign

Shelly Sutton queried whether other quotes were received for the Mother's Day campaign. Tara confirmed that quotes were requested from the following:

- Alchemy (no response)
- Brown Inc Design (provided a quote) – didn't have a strong TV production experience which was the main reason they weren't selected.
- Biscuit (declined to quote)
- LA Vision (provided a quote)

and that quotes were requested in accordance with Council's procurement guidelines.

Barry Smith queried what involvement the committee had in the process of selecting the contractor. Tara confirmed that it didn't come back to the committee because of tight deadlines. Barry Smith asked that in future these decisions should be made by the committee. Fiona Le Gassick advised that the process was undertaken in

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accordance to the model set by the CEO and adopted by Council. Barry Smith thinks the process is seriously flawed and wants a discussion involving the Councillors about how it could be better designed. Fiona Le Gassick agreed that the committee's feedback needs to be incorporated into the model. For example having a couple of committee members on the selection panel.

Moved by: Barry Smith

Seconded by: Les Oroszvary

That the Committees feedback be taken back to the Chief Executive Officer.

CARRIED

Following a query from Gerard Michel, Tara James confirmed that the insert will be full page in the Shepparton News on Friday 22 April 2013.

John Montagner raised the issue that feedback should be sought from businesses as to why they aren't coming on board. Fiona Le Gassick confirmed that sometimes face to face contact has much more weighting than email contact. John Montagner suggested that in future, instead of inviting them to be involved, maybe we should set up appointments to discuss as a way to increase involvement.

Fryers Cafe, Tellers Collective and Eastbank Chef's have come on board but feedback received from a couple of other businesses that couldn't afford to lose a chef for the few hours involved. The committee suggesting getting a couple of champions on board to help push the campaign.

Following a query from Shelly Sutton, Tara James confirmed that the event will be taking place between the Aussie and Jetset Travel with Fryers Street being closed to traffic.

Following a query from John Montagner, Tara James confirmed that the judging will be done from the truck with tables being set up for the chefs to work off. Donna Russell is coordinating the required cooking equipment.

The committee expressed concern about the launch being held at Eastbank given the connection with Council as it is free advertising for Council. It was agreed that the launch could be moved to Fryers Street.

Geraldine recommended that Jarrod Thompson be advised that the truck is being driven around town with the promotion on the side as this will be providing advertising for his business as well.

Action: Officers to arrange for the launch to be moved to Fryers Street. Officers to arrange for flyers to be circulated for businesses to display on shop windows. Jarrod Thompson to be informed about the use of the truck.

Following a query from Gerard Michel, Tara James confirmed that the flyer was designed by LA Vision.

Barry Smith queried how much had been spent on advertising for the campaign.

Action: Tara to email budget expenditure details to committee members.

6.2 Marketing Schedule

For information

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6.3 Sponsorship Application Register

Tara James informed the committee that no new sponsorship applications had been received.

7. Actions

Item not discussed.

8. Presentations – Nil

9. Correspondence Inwards

9.1 GV Health Biennial Open Day and Fun Fair

Gerard Michel asked if there was any financial support. Tara James confirmed no but that the SSM branded marquee had been loaned for the fair and that this was free advertising for the committee.

9.2 Goulburn River Valley Tourism - Visitation Statistics to Greater Shepparton for the October to December 2012 Quarter

9.3 Letter from Johann Rajaratnam (Director Sustainable Development)
 Re: Acting member of Executive

Barry Smith queried whether this sub delegation is legal in accordance with Section 86 Committee requirements. Geraldine Christou confirmed that this was legal under the delegation from the CEO which states "a member of the executive". Shelly Sutton suggested that this didn't seem right given that Committee Members can't do the same. Barry Smith suggested that it needs to be done by resolution of Council.

Action: Officers to seek advice around this matter and report back to the committee.

10. Correspondence Outwards

Nil

Moved by: Barry Smith

Seconded by: John Montagner

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

CARRIED

11. General Business

for discussion

Barry Smith queried whether Alchemy have been paid the amounts that they have invoiced to date. Tara confirmed that the CEO has been finalising the termination of Alchemy Media's contact and that there has been some questioning about the invoicing and this is being followed up on.

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Moved by Barry Smith

Seconded by: Gerard Bruinier

That Council Orosvary seek advice from Gavin Cator and action be taken to expedite payment of outstanding invoices to Alchemy Media

CARRIED

Geraldine Christou advised that as the contract is between Council and Alchemy that the committee needs to respect the Council process.

Special Meeting Minutes: Barry Smith mentioned that the minutes listed his as not being present but he was in attendance and that this should be noted.

Gerard Bruinier suggested a brainstorming event be organised for the committee to come up with future actions. The committee agreed that once the current campaign is completed then this would be a great idea.

Gerard Bruinier suggested getting a questionnaire out to stakeholders to get their ideas and expectations of the committee. The committee agreed that this would be worthwhile.

John Montagner highlighted the lack of communication that was revealed in the strategy and suggested a time to meet with Council in order to have an open discussion. It was agreed that this would be a good idea.

MEETING CLOSED: 9.00AM

CONFIRMED

CHAIR

NEXT MEETING:
Wednesday 19 June 2013
8.00am to 10.00am
Council Boardroom

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SHEPPARTON SHOW ME COMMITTEE MEETING
MEETING MINUTES
WEDNESDAY 15 MAY, 8.00AM – 10.00AM
COUNCIL BOARDROOM



Meeting opened: 8.00am

1.1 Members Present:

Cr Michael Polan (Chair), Cr Les Oroszvary, John Montagner, Gerard Bruinier, Gerard Michel, Barry Smith, Bill Dowling (Secretary), Johann Rajaratnam (Director Sustainable Development), Carrie Donaldson (Manager Art, Events & Tourism) Geraldine Christou (Manager Investment Attraction), Fiona LeGassick (Manager Marketing & Communication)

1.2 Members Not Present: Tristan Murray (Treasurer)

1.3 In Attendance:

Kate Toy – KidsFest – KidsTown; Geoff Dobson & Tom Garret – Greater Shepparton Expo; Katherine Gatfield – GV Events Sponsorship; Veronica Parker – Risk Advisor

2. Apologies: NIL

3. Minutes of Previous Meeting

Moved by: John Montagner

Seconded by: Johann Rajaratnam

That the Minutes of the Shepparton Show Me Ordinary Committee meeting held on 17 April 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.

5. Financial Report

For discussion

Moved by: Gerard Bruinier

Seconded by: Gerard Michel

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

CARRIED

Moved by: John Montagner

Seconded by: Barry Smith

That an update on all current campaigns progress be reported back to the committee at the next meeting.

CARRIED

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SHEPPARTON SHOW ME COMMITTEE MEETING
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6. Presentations

- 6.1 Winter City Market Sponsorship Application, presented by Rohan Sali
 Geraldine Christou presented the Winter City Market Sponsorship Application.

Action: Officers to arrange more input from business within High Street and Fryers Street to be included on the steering committee with feedback and any recommendations for changes to be made. Rohan Sali to approach businesses to be part of the steering committee.

- 6.2 KidsFest Sponsorship Application, presented by Tracey Toy

Action: Geraldine Christou to provide response and feedback on the 2012 KidsFest Shepparton Show Me Money on the percentage of money returned to the businesses.

Action: Tracey Toy to provide response to list umbrella activities that could be available for businesses to participate in during the KidsFest week in 2013.

Shepparton Show Me website to be utilised during the KidsFest with updated information for sponsors to be kept informed of what is occurring.

Shepparton Show Me Committee would like to have events in the Shepparton CBD during the KidsFest that allow for crowds to smaller but on a more regular basis.

KidsFest to include the "passport" style promotion to encourage visitors to shop locally.

- 6.3 Greater Shepparton Expo Sponsorship Application, presented by Geoff Dobson and Tom Garrett

Garden Expo to be rebranded to Shepparton Show Me Expo and continued to be held at the Shepparton Show Grounds. Continued to target audience within the 1 ½ hour radius of Shepparton.

Shepparton Show Me stakeholders to pay the \$300 site fee deposit with a reimbursement of the fee is they attend and operate their stall.

A wider focus to be given to encourage craft, home wares, fruit growers, food, GV produce and environmental related stalls.

Need to promote the Shepparton CBD and what Shepparton has to offer.

Hunters have confirmed their ongoing commitment to being a major sponsor for the event. Raised funds to be donated back to local charities.

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Promotion to include the use of the Shepparton Show Me van and posters within the Shepparton CBD area as well as through Rotary clubs district newsletters. Event to be held over the 19/20 October weekend.

6.4 GV Event Sponsorship Application, presented by Kate Lalak

GV Experience is an event to be held in Melbourne in October 2013 with the aim of showcasing the regions outside of the region. A corporate dinner for 250 is being arranged with a broader expansion to investors to be involved. The proposal for the first event to be free to attend over the weekend and a passport promotion to be developed to encourage registration and obtain data.

The committee requested that Council give consideration to match any funding provided by Shepparton Show Me for the event.

7. **Correspondence Inwards**

- 7.1 Shelley Sutton Resignation from Shepparton Show Me Committee
- 7.2 Brentron and Partners / Media Wise SSM Marketing Strategy
- 7.3 Thank you letter – Mum Knows Best Chefs' Challenge

8. **Correspondence Outwards**

- 8.1 Thank you letter to Shelley Sutton following resignation from Shepparton Show Me Committee

Moved by: Johan Rajaratnam

Seconded by: Barry Smith

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

CARRIED

9. **Marketing**

- 9.1 Team Leader Marketing and Promotions Update *See tabled*
- 9.2 Marketing Schedule *For information*
- 9.3 Sponsorship Register/ Applications *For discussion*

Moved by: Les Oroszvary

Seconded by: Barry Smith

The amount of \$40,000 be provided to the Winter City Market in response to their sponsorship application, contingent on the Council agreeing to release the funds requested at the May Ordinary Council meeting.

CARRIED

Moved by: Barry Smith

Seconded by: Les Oroszvary

The amount of \$30,000 be provided to the Greater Shepparton Expo 2013 in response to their sponsorship application, contingent on the Council agreeing to release the funds requested at the May Ordinary Council meeting.

CARRIED

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SHEPPARTON SHOW ME COMMITTEE MEETING
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The SSM Committee discussed approaching the Council with the request for matching funding in relation to supporting the sponsorship application from AC Agency to conduct The Goulburn Valley Experience.

The SSM Committee discussed the benefits to the SSM Stakeholders that might arise from this event in the short, medium and long term.

The SSM Committee suggested that there would be benefits for the entire Goulburn Valley Region therefore it would be worth seeking joint investment with Council.

Moved by: Barry Smith

That the decision relating to the sponsorship application received from AC Agency for The Goulburn Valley Experience lay on the table to allow an approach to be made to Council for joint sponsorship funding.

CARRIED

Action: Manager Art Events and Tourism to prepare a report to Council seeking matching funding for The Goulburn Valley Experience.

9.4 SSM Stakeholder database update

For decision

Moved by: Barry Smith

Seconded by: Gerard Bruinier

That the Shepparton Show Me Committee utilise necessary funds available from the SSM website resolution, to contract an administration officer to update the SSM stakeholder database to reflect 2012/2013 SSM differential rate paying businesses.

This database is to be used for marketing and communication purposes including the SSM website business directory.

CARRIED

9.5 Next activity/campaign

For discussion

SSM Committee discussed the need to review the position description for the Marketing Team Leader role with the view of the position providing increased leadership and support in implementing the marketing strategy and business model going forward.

10. Actions

11. AGM / 2013-2014 Committee

For discussion

An email needs to be sent out to SSM Stakeholders seeking nominations for membership of the committee and to encourage them to attend the Annual General Meeting.

Cr Polan advised that he will be unable to attend the AGM so an acting Chair will need to be appointed.

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An Annual Report will need to be prepared for presentation at the AGM.

12. Confidential Item

Moved by: Gerard Michel

Seconded by: Barry Smith

That pursuant to section 89(2)(h) of the Local Government Act 1989 the Committee meeting be closed to members of the public for consideration of a confidential item.

CARRIED

13. Meeting re-opened to the public

Moved by Johann Rajaratnam

Seconded by Gerard Michel

The Committee meeting to be re-opened to the public. Members of the public to be invited back into the meeting.

14. General Business

The committee were advised of the recent fire at the Shepparton Visitor Information Centre and advised that a temporary office has been established at the visitor desk at the Council Office in Welsford Street.

MEETING CLOSED: 10.50AM

CONFIRMED

CHAIR

NEXT MEETING:
Wednesday 19 June 2013
8.00am to 10.00am
Council Boardroom

SHEPPARTON SHOW ME COMMITTEE MEETING**MEETING MINUTES**

WEDNESDAY 19 JUNE, 8.00AM – 10.00AM

COUNCIL BOARDROOM

**Meeting opened: 8.10am**

1.1 Members Present: Cr Michael Polan (Chair), Bill Dowling (Secretary), Tristen Murray (Treasurer), Cr Les Oroszvary, Barry Smith, John Montagner, Geraldine Christou

1.2 Members Not Present: Nil

1.3 In Attendance: Carrie Donaldson, Fiona Le Gassick, Fiona Sawyer

2. Apologies:**Moved by: Barry Smith****Seconded by: Tristen Murray**

That the apology of Gerard Bruinier, Gerard Michel and Johann Rajaratnam be noted.

CARRIED**3. Minutes of Previous Meeting****Moved by: Cr Les Oroszvary****Seconded by: Geraldine Christou**

That the Minutes of the Shepparton Show Me Ordinary Committee meeting held on 15 May 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.**5. Shepparton Show Me Marketing Manager Position Description** *For discussion*

Fiona Le Gassick introduced the proposed Position Description to the committee and explained the thoughts behind the position description.

Barry Smith explained that the role will be largely getting out there and building up the SSM brand which has been damaged over the last 18 months.

John Montagner stressed that communication with stakeholders isn't happening currently and that this is definitely needed.

Fiona Le Gassick informed the committee that there had some preliminary discussions with locating this position in the CBD rather than at Council to assist with communication.

The position will probably be 3 days per week but this is yet to be determined but there is room for this to be a full time if necessary.

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Barry Smith suggested that the person who is likely to fill this role is not likely to be someone who reads the Shepparton News. It may be necessary to knock on someone's door to ensure that it is filled with the correct person first time. The committee agreed.

It is anticipated that it will be advertised this Friday once the banding is confirmed. The committee agreed that it would be worth putting the ad on Seek.com.

Action: Fiona to prepare advertisement and circulate to committee for comment.

Advertisement to be placed in the Shepparton News and Seek.com. To be advertised for 2 weeks.

Moved by: John Montagner

Seconded by: Barry Smith

That the Shepparton Show Me Marketing Manager Position Description be endorsed.

CARRIED

6. Shepparton Show Me Meeting Structure

For discussion

Cr Michael Polan introduced the proposal to alter the structure of future committee meetings and explained that it may assist the committee to do some planning for future activities.

External people would be brought in for the planning sessions to present.

Moved by: Cr Les Oroszvary

Seconded by: Tristen Murray

That the Shepparton Show Me monthly Committee Meetings be structured in the following manner:

8am – 9am Section 86 Committee formal public meeting

9am – 10am Planning Session

It is recommended that this structure be put in place at the July 2013 meeting.

CARRIED

7. Shepparton Show Me Annual General Meeting

For discussion

Moved by: Barry Smith

Seconded by: Cr Les Oroszvary

That the Shepparton Show Me Annual General Meeting set down for the 17th of July 2013 be postponed to the 21st of August 2013 due to a number of Committee members being unavailable for the July meeting.

CARRIED

SHEPPARTON SHOW ME COMMITTEE MEETING**MEETING MINUTES**

WEDNESDAY 19 JUNE, 8.00AM – 10.00AM

COUNCIL BOARDROOM

**8. Shepparton Show Me Committee Nominations***For discussion***Moved by: Barry Smith****Seconded by: Cr Les Oroszvary**

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 a confidential item.

CARRIED

John Montagner left the room at 8.25am so that the Committee could discuss his application along with the other applications received.

The committee discussed the applications and passed a resolution which is recorded in the attached Confidential Minutes.

John Montagner returned to the room at 8.50am.

Moved by: Tristen Murray**Seconded by: Barry Smith**

That the meeting be re-opened to the public.

CARRIED

Cr Polan informed the committee that he will be away for the month and suggested that Cr Oroszvary visit the new members once their appointments are confirmed by Council to welcome them to the committee.

9. Financial Report*For discussion*

Tristen Murray provided a summary of the financial report.

The high surplus has resulted from the re-structure issues. But the strategy is now in place so the committee can move forward. The surplus can be explained but with a 'watch this space over the next twelve months' focus.

Three years ago when Sassy was the contractor and there was a high surplus the committee received a lot of flack from stakeholders so it's important to stress to stakeholders that yes it's been bad over the last couple of years but the systems are no in place to move forward.

John Montagner queried the \$96,000 unspent. Cr Michael Polan suggested that a motion could be moved to rescind the unspent funds.

Currently \$524,000 unspent with another \$600,000 to come in the next fortnight .

Moved by: Tristen Murray**Seconded by: Cr Les Oroszvary**

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

CARRIED**9. Presentation – Sponsorship Application - Shepparton Springnats – presented by Les Adams**

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Les Adams presented his sponsorship application. It's an important year for them given it's the 21st anniversary. Focus on trying to rebirth the event. Steady increase in numbers over recent years. Trying to bring in more of the local community and businesses. Looking to

- stage a parade at 5pm and closing Fryers Street on the Saturday. Hope to involve the restaurants. Parade the cars from the showgrounds down to Fryers Street for an hour.
- Planning a concert on the Saturday evening at around 9pm.
- Planning a trader expo with all local automotive expo. Receiving a great response.

Looking to advertise outside of Shepparton.

Following a query from Cr Michael Polan, Les Adams confirmed that traders would pay for a stand at the expo and all but one who have been approached have been keen. \$230 per site up to about \$850 for a large site.

Cr Michael Polan confirmed that SSM Funding is not there for ongoing funding. It's more aimed at start-up projects.

Cr Polan highlighted that people have missed having Spring Nats parade.

Cr Oroszvary reminded that from a policing point of view the parade was a nightmare but as an event it has re-invented itself and it does attract a lot of people to Shepparton.

Going to be the Shepparton Spring Nats and Trade Expo.

Bill Dowling and John Montagner left the room at 9.05am.

Following a query from Barry Smith Les Adams says there has been issues with policing matters in the past but the road closure idea should help to solve some of the issues such as unregistered cars as they would be able to be used. They also want to run a display in the Mall if they can get the all clear.

Action: To be placed on the agenda for consideration at the July Meeting.

10. Correspondence Inwards

- 10.1 Phil Baily – Shon Productions – Failings of SSM Campaigns
- 10.2 Liz Connick – Festival Events Assistant – 2014 SheppARTon Festival
- 10.3 Kate Lalak – AC Agency – Goulburn Valley Experience Up-date
- 10.4 Will Adams – Shepparton Adviser – Shepparton on Sale advertising opportunity
- 10.5 Email from Maria Sepe – AONE Landscape Suppliers – request for their Micria Automotive Repairs business to be included in the Motor City Campaign
- 10.6 Ken Muston – Chairperson Shepparton Car Dealers Group – Motor City Campaign process
- 10.7 Tracey Toy - A/KidsTown Co-ordinator – notification of additional activities to be undertaken as part of KidsFest as requested as part of sponsorship arrangement

11. Correspondence Outwards

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- 11.1 Letters to Motor Traders – Motor Trader Campaign
- 11.2 Letters to Rohan Sali (Winter City Market), Tracey Toy (KidsFest) and Geoff Dobson (Show Me Greater Shepparton Expo) – outcome of sponsorship application
- 11.3 Email to SSM stakeholders – Small Retail Grants and Better Roads RACV opportunity
- 11.4 Letter to SSM Committee members with expiring terms

Moved by: Barry Smith**Seconded by: Les Orosvary**

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

2. That a response be determined for letters received from:

- Shon Productions – Failings of SSM Campaigns
- Kate Lalak – GV experience up-date
- Will Adams – Shepparton on Sale
- Ken Muston – Motor City Campaign

CARRIED

Cr Les Oroszvary left the room at 9.09am.

12. Presentation - Show Me Shopping – Shepparton News – presented by Andrew Pogue

Andrew Pogue introduced the Shepparton Show Me Super Shopper concept which is designed to stimulate retail engagement of selected external and local consumers with Shepparton businesses. It is a 28 page publication full of savings and special offers throughout Shepparton – Fashion, food, entertainment, automotive, home living and more. Primary distribution (5 times per year) to be delivered to Shepparton, Mooroopna, Benalla, Numurkah, Kyabram and Tatura – 24,940 homes. Secondary distribution (2 times per year) to other towns.

It is envisage that it will be fully 'Shepparton Show Me' branded publication. The Shepparton News involvement will only be in the background so that it comes across as a SSM initiative.

Cr Polan thanked Andrew Pogue for his presentation and said that this is exactly the kind of initiative that the committee were hoping would come forward under the new structure.

Following a query from Carrie Donaldson, Andrew confirmed that the Shepparton News would run the process including selling of advertising spaces.

Following query from Geraldine Andrew confirmed that the prices quoted were per edition.

Andrew agreed that if the committee felt they needed more editorial then this might be able to be considered but to make things balance then you would need at least 26 pages of advertising.

Following a query from Cr Polan regarding the source of advertisers, Andrew stressed that it's there for the stakeholders which is why the prices are being kept

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fairly low. It is aimed at encouraging business who can't normally afford to advertise in the Shepparton News. He stated that there are hundreds of businesses out there who are hurting and it is hoped to be able to assist them.

Aaron Brown informed the committee that they talk to hundreds of businesses every month and feel that they have a good snapshot of what is going on in Shepparton. These conversations have highlighted the fact that the locals aren't spending. However the locals could be the best spokespeople from Shepparton so need to help encourage good experiences for the locals to raise the profile of the Shepparton business district. They see this as an opportunity to try and get the economy going. It going to take wholesale support from across the business community to get the initiative up so it is hoped to get as many people as possible involved.

Barry Smith highlighted that for \$90,000 you could get a lot of TV advertising. The committee discussed the fact that consumers shopping habits are changing and queried the value of a publication which is purely advertising. It is like just another flyer which people will throw out.

Discover Your Own Backyard and other initiatives which are already in process may be a more successful approach.

The committee acknowledged that it's a great idea and there is an opportunity down the track to partner with the Shepparton News and other media partners.

Fiona Le Gassick highlighted that if the website was more highly involved then a lot of this information could be done through the website.

Research being undertaken as part of the VIC Fire follow-up is highlighting that external visitors are mainly relying on the internet to undertake their research.

Statistics are showing that 11% of visitors to the region are coming here for health related reasons. So consideration could be given to advertise through Goulburn Valley Health etc. Carrie expressed concern about some of the stats coming out.

It was suggested that running a campaign that links health visits and visits to other business may be worth considering.

Barry Smith suggested that it would be worth advising Andrew Pogue that, unofficially, the feeling in the room is currently that it won't get up and that they may want to put things on hold until a final decision is made at the July meeting.

Action: To be placed on the agenda for consideration at the July Meeting.

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**13. Presentation – Shepparton On Show - Will Adams (The Advisor)**

Designed to stimulate people to come to Shepparton. Mainly focusing on Shepparton businesses. He acknowledged that SSM hasn't traditionally decided to get involved in these kinds of promotions in the past but reminded that committee that they have a mutual desire to "get the tills ringing".

Will Adams acknowledged that one of the biggest drawbacks of these kinds of promotions is that it is tough to get lots of stakeholders involved. It will only pick up the stakeholders who are proactive and for whom the time is right.

In terms of what's in it for SSM, he stated that it provides a display type scenario consisting of a double page spread advertising what to do in Shepparton while you're here. Advertise the attractions as well as the shops. Could also utilise a sponsorship scenario: "proudly brought to you by SSM".

Following a query from Cr Michael Polan, Will Adams confirmed that the Shepparton on Show publication will be coming out next week.

There is an opportunity for a SSM branded publication to be distributed purely through the Advisor. The Advisor's distribution network has been built up over 29 years and is the most extensive in northern Victoria. It is a very reliable network. The Advisor has a sales team which would be available to assist the committee.

Cr Polan highlighted the parking section in the document and said that it is a good opportunity for SSM to dispel the myth that there is no parking available. Will Adams confirmed that the parking map is always included in these kinds of publications. Geraldine confirmed that an updated parking map has recently been developed.

Barry Smith suggested that there might be room to offer free coffees to encourage people from across the border to come to Shepparton instead of Bendigo or other regional centres. Will confirmed that it would be easy to target specific towns.

13. Marketing

9.1 Marketing Update *See tabled*

Fiona Le Gassick provided a quick summary on the marketing update. Activities have mainly been focused on the development of the SSM Marketing Manager Position Description.

9.2 Motor City Marketing Schedule *For information*

The Motor City campaign is now finished. \$60,000 was spent on the campaign and included two rounds of advertising.

Cr Polan will meet with Ken Muston to see what he wants to bring forward. Geraldine suggested that it would be worth inviting him in to a meeting to discuss his concerns.

Action: Cr Polan to invite Ken Muston and other stakeholders to be invited to the next meeting to provide their feedback on what did and did not work.

9.3 Show Me Greater Shepparton Expo Designs *For discussion*

SHEPPARTON SHOW ME COMMITTEE MEETING**MEETING MINUTES**

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**14. Activity Updates****14.1 Investment Attraction - Geraldine Christou**

A lot of time consumed with SPCA and Fruit Growers. Focus with fruit growers has been on their proposed way forward so that this can be built into the lobbying process. They were involved in the back part of the rally.

They have held an employment response session and a farmer response session to be held on 11th and 12th July.

The department have been involved in a stakeholder group with valuers, particularly in the Shepparton East region looking at the irrigation modernisation plans to see if there is room for them to be involved. A lot of fruit growers want to keep their house but sell the land. This is currently not possible under the planning scheme but this

provides a lobbying opportunity to encourage State Government assistance and to get a planning overlay placed by Minister Guy to place a planning overlay over the area.

The Winter City Market is on the horizon and there are two more GV Brrain events this year.

14.2 Arts, Events and Tourism – Carrie Donaldson

Business case for re-establishment of the Visitor Information centre and exploring opportunities raised by other areas who have moved their VICs from the gateway to more central location.

Looking at statistics coming from the SAM 'Golden Age of Color Prints' Exhibition in terms of other activities visitors have undertaken while visiting the area.

Shepparton Festival negotiations going well. Looking to run for the whole of March and to target outlying areas.

Reviewing growth of events at Shepparton Showgrounds and Tatura Park. 2012/2013 has seen a 10% increase in events held at the Shepparton Showgrounds and there a number of events coming up at Tatura Park.

Other activities that they have been involved in include:

- The relocation of the Shepparton Marathon from Princess Park to the Victoria Park Lake precinct
- Kids Fest
- Open Bowls in November

Within the next two weeks Anthony and Carrie will be meeting with a number of key sporting bodies to ensure that the future development of the sporting precinct is on their radar.

SHEPPARTON SHOW ME COMMITTEE MEETING**MEETING MINUTES****WEDNESDAY 19 JUNE, 8.00AM – 10.00AM****COUNCIL BOARDROOM****15. General Business**

Barry Smith queried where the Alchemy payments are at. Cr Polan advised that this is with Gavin. Barry advised that it would be good to have Alchemy involved in the Winter Market promotion but they aren't going to want to be involved if they're not being paid.

Barry is concerned that it is a reflection on the committee if works have been done and it's not been paid for.

Cr Polan stressed that the issue is between Alchemy and Greater Shepparton City Council, not the committee.

Action: Cr Michael Polan to meet with Gavin Cator today and provide Barry Smith with an update.

MEETING CLOSED: 10.11am

CONFIRMED

CHAIR**NEXT MEETING:****Wednesday 17 July 2013****8.00am to 9.00am – formal meeting****9.00am to 10.00am – planning session****Council Boardroom**