

AGENDA

Greater Shepparton City Council

ADDITIONAL COUNCIL MEETING

9:00AM, Tuesday 4 October 2022

Studio 1, Riverlinks Eastbank

COUNCILLORS

Cr Shane Sali (Mayor)

Cr Anthony Brophy (Deputy Mayor)

Cr Seema Abdullah

Cr Dinny Adem

Cr Geoffrey Dobson

Cr Greg James

Cr Sam Spinks

Cr Fern Summer

VISION

GREATER SHEPPARTON, GREATER FUTURE

A thriving economy in the foodbowl of Victoria with excellent lifestyles, innovative agriculture a diverse community and abundant opportunities

Values

Values reflect what we feel is important. Organisations may have core values that reflect what is important in the organisation. These values may be guiding principles of behaviour for all members in the organisation.

Respect first, always

We are attentive, listen to others and consider all points of view in our decision making.

Take ownership

We take pride in honouring our promises and exceeding expectations, and are transparent with and accountable for our actions.

Courageously lead

We lead with integrity, and stand up and stand by what is in the best interests of the Greater Shepparton community.

Working together

We work collaboratively to create higher quality outcomes that are more efficient, thoughtful, effective and responsive. We cannot accomplish all that we need to do without working together.

Continually innovate

We are open to new ideas and creatively seek solutions that encourage us to do our best for our community.

Start the celebration

As ambassadors for our people and place, we proudly celebrate the strengths and achievements of Council and the Greater Shepparton community.

**A G E N D A
FOR THE
COUNCIL MEETING
HELD ON
TUESDAY 4 OCTOBER 2022 AT 9:00AM**

**CHAIR
CR SHANE SALI
MAYOR**

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Risk Level Matrix Legend

Note: A number of reports in this agenda include a section on “risk management implications”. The following table shows the legend to the codes used in the reports.

Likelihood	Consequences				
	Negligible (1)	Minor (2)	Moderate (3)	Major (4)	Extreme (5)
Almost Certain (5) Would be expected to occur in most circumstances (daily/weekly)	LOW	MEDIUM	HIGH	EXTREME	EXTREME
Likely (4) Could probably occur in most circumstances (i.e. Monthly)	LOW	MEDIUM	MEDIUM	HIGH	EXTREME
Possible (3) Reasonable probability that it could occur (i.e. over 12 months)	LOW	LOW	MEDIUM	HIGH	HIGH
Unlikely (2) It is not expected to occur (i.e. 2-5 years)	LOW	LOW	LOW	MEDIUM	HIGH
Rare (1) May occur only in exceptional circumstances (i.e. within 10 years)	LOW	LOW	LOW	MEDIUM	HIGH

Extreme Intolerable – Immediate action is required to mitigate this risk to an acceptable level. Event/Project/Activity is not to proceed without authorisation

High Intolerable – Attention is needed to treat risk.

Medium Variable – May be willing to accept the risk in conjunction with monitoring and controls

Low Tolerable – Managed by routine procedures

1 Welcome to Country

To be presented by Cr James on behalf of the Yorta Yorta Elders Council and the 16 family groups.

2 Acknowledgement

We, Greater Shepparton City Council, acknowledge the Yorta Yorta Peoples of the land which now comprises Greater Shepparton, we pay our respect to their tribal elders, we celebrate their continuing culture and we acknowledge the memory of their ancestors.

3 Privacy Notice

This public meeting is being streamed live via our Facebook page and made available for public access on our website along with the official Minutes of this meeting.

All care is taken to maintain your privacy; however as a visitor in the public gallery, it is assumed that your consent is given in the event that your image is broadcast to the public. It is also assumed that your consent is given to the use and disclosure of any information that you share at the meeting (including personal or sensitive information) to any person who accesses those recordings or Minutes.

4 Governance Principles

Council considers that the recommendations contained in this Agenda gives effect to the overarching governance principles stated in Section 9(2) of the *Local Government Act 2020*. These principles are as follows:

1. Council decisions are to be made and actions taken in accordance with the relevant law;
2. priority is to be given to achieving the best outcomes for the municipal community, including future generations;
3. the economic, social and environmental sustainability of the municipal district, including mitigation and planning for climate change risks, is to be promoted;
4. the municipal community is to be engaged in strategic planning and strategic decision making;
5. innovation and continuous improvement is to be pursued;
6. collaboration with other Councils and Governments and statutory bodies is to be sought;
7. the ongoing financial viability of the Council is to be ensured;
8. regional, state and national plans and policies are to be taken into account in strategic planning and decision making;
9. the transparency of Council decisions, actions and information is to be ensured.

5 Apologies

Nil Received.

6 Declarations of Conflict of Interest

In accordance with section 130 (1)(a) of the Local Government Act 2020 Councillors are required to disclose any “conflict of interest” in respect of a matter to be considered at a Council Meeting.

Disclosure must occur immediately before the matter is considered or discussed.

7 Sustainable Development Directorate

7.1 Asia Fruit Logistica Delegation 2022

Author Team Leader Business & Industry
 Approved by Director Sustainable Development
 Purpose For Decision at a Council Meeting

Disclosures of Conflict of Interest in Relation to this Report

Under section 130 of the *Local Government Act 2020* officers, delegates and persons engaged under a contract providing advice to Council must disclose any conflicts of interests.

No Council officers or contractors who have provided advice in relation to this report have declared a conflict of interest regarding the matter under consideration.

RECOMMENDATION

That the Council:

- **Authorise Cr Shane Sali to be included within the Greater Shepparton delegation that attends Asia Fruit Logistica in Bangkok, Thailand in November 2022.**
- **Note that the Manager Economic Development and the Economic Development Project Officer will be included within the Greater Shepparton delegation and that Council will host a stand at the event in partnership with Fruit Growers Victoria.**

Executive Summary

Greater Shepparton's agriculture industry outputs \$765 million in produce every year and Greater Shepparton's significant horticulture industry equates to \$328 million, majority of which is exported around the world every year.

In 2017, 2018 and 2019 Greater Shepparton City Council led a delegation to Asia Fruit Logistica to investigate and pursue opportunities that relate to international trade.

Due to COVID-19 there was no delegation to Asia Fruit Logistica in 2020 or 2021.

As a result of the success of the trade stand at Asia Fruit Logistica in the past, officers are proposing that a Greater Shepparton delegation revisit Asia Fruit Logistica in November 2022. The Delegation would include the Mayor, Manager of Economic Development and the Economic Development Project Officer.

The proposed visit would involve attending the Asia Fruit Logistica Expo in Bangkok Thailand, where Council, in conjunction with Fruit Growers Victoria (FGV) and local

growers, will host a stand as agreed within the partnership agreement between Council and FGV.

This expo provides Council with an opportunity to support one of this region's largest industry sectors, partner with the local growers, maintain a presence at the event to demonstrate local government support and also to market the region as the Fruit Capital of Australia and a place to do business and invest.

A trade stand at the expo will increase awareness of the region's horticultural offering and build on the opportunity for agreements to be negotiated between overseas buyers and Greater Shepparton growers, leading to increased prosperity within the region.

Local fruit growers are supportive of this initiative and believe that having a dedicated stand will allow them to hold their meetings at a site which will give them an enhanced level of credibility amongst their competition. Several growers have committed to attending the expo and utilising the stand for trade negotiations.

Report Detail

In 2017, 2018 and 2019 Greater Shepparton City Council led a delegation to Asia Fruit Logistica to investigate and pursue opportunities that relate to international trade. The delegations in the past have consisted of the Mayor and a variety of officers including the Greater Shepparton City Council CEO, Director of Sustainable Development, Manager of Economic Development and Economic Development Project Officer as well as a local fruit grower.

Commercial agreements between buyers and sellers are regularly achieved at this expo and it has become the most attended expo by local growers due to the vast opportunities that are presented at the event.

Outcomes and opportunities that have resulted from the 2017-2019 delegations include the following:

- Council held a meeting in 2017 with the Austrade Office in Shanghai and spoke with the Chinese quarantine group AQSIQ to support the lobbying efforts of the Federal Government. The protocols that Council were advocating for related to plums, apricots and peaches.
- Business Victoria – Whilst in China in 2017, a presentation was made to Commissioner Tim Dillon. This meeting has resulted in a much closer relationship with Business Victoria and has progressed potential investment opportunities particularly in the field of renewable energy.
- Friendship City Jintan – Visit's to our Friendship city each delegation year have resulted in educational and tourism opportunities such as student exchange, linkages between GOTAFE and the Jintan Secondary College.
- Asia Fruit Logistica – Council attended the Asia Fruit Logistica each delegation to learn more about the changing world of fresh produce, to establish new business contacts and to work towards growing the local agricultural sector promoting Greater Shepparton as the Fruit Capital of Australia. The Asia Fruit Logistica also presented the opportunity for Council to support the local growers and representatives who attended by providing growers with a trade stand to utilise for trade negotiations. Each year there were over 10 local representatives at the Asia Fruit Logistica and contracts were signed between buyers and locals as a result of the Asia Fruit Logistica opportunity.
- Since beginning these delegations Council has been recognised as progressive in the international liaison space and has presented on our international engagement to Regional Development Victoria, Global Victoria, Industry bodies such as SummerFruits Australia, AusVeg, FGV and Agriculture Victoria.

Council Officers determined that hosting a stand would present an opportunity for Council to increase the region's (and local growers') presence at the expo, and to market the Greater Shepparton region and our significant horticultural footprint.

It should also be noted that whilst visiting the expo in previous years, officers recognised that other parts of the world such as New Zealand, were very proactive at marketing their strengths and products through investment in a stand.

Hosting a stand at the exhibition would provide the following benefits:

- The Asia Fruit Logistica is the premier trade event for the international trade of fresh produce in Asia and is an ideal opportunity for Council to support the local exporters and for associated businesses to promote their products and services.
- Allow Council to offer Greater Shepparton growers and associated businesses complimentary passes to the Asia Fruit Logistica which are valued at over \$500 each.
- Assist growers to facilitate investment opportunities by having a physical presence to market themselves and to display their fruit. It will also provide opportunities to be involved in business matching sessions and market insight tours. The stand will be strategically placed with industry bodies from Australia who are working with Council on protocols and marketing our horticulture industry such as Apple and Pear Australia (APAL), Summerfruits Australia and Fruit Growers Victoria.

Council has entered a partnership agreement to co-exhibit at Asia Fruit Logistica 2022 with Fruit Growers Victoria. The partnership agreement includes equal shared costs for the trade stand, marketing collateral and a uniformed strategic marketing plan to maximise the opportunity. Fruit Growers Victoria also recognise the value of having a local grower as part of the delegation and as such have confirmed Tim Nethersole from Jef Thomson will be in attendance and at the stand for the duration of the expo.

The proposed itinerary is as follows:

31 October /1 November – Depart Melbourne Airport | Arrive Bangkok Airport

2 November – Asia Fruit Logistica

3 November – Asia Fruit Logistica

4 November – Asia Fruit Logistica | Depart Bangkok for Melbourne Airport

Local fruit growers are supportive of this initiative and believe that having a dedicated stand will allow them to hold their meetings at a site which will give them an enhanced level of credibility amongst their competition. Several growers have committed to attending the expo and utilising the stand for trade negotiations.

The Asian market highly values government relations and growers believe that having Council involved in discussions with potential and existing clients will be of significant benefit to their negotiations and reaching agreements with buyers.

Council and Fruit Growers Victoria (FGV) will be providing a concierge service to growers from the region during their usage of the stand. This will allow Council and FGV to collect data on the number of visits to the stand during the expo, the types of meetings occurring and number of meetings occurring each day.

Council Plan/Key Strategic Activity

VIBRANT and DIVERSE ECONOMY

We will drive the visitor economy by growing visitor experiences and major events that provide employment and other opportunities to the community. Our economic development will focus on establishing a strong, adaptive, sustainable and thriving region supported by

agriculture and a diverse range of industries.
3.5 Encourage and facilitate investment and expansion.

Risk Management

Risks	Likelihood	Consequence	Rating	Mitigation Action
Public Criticism	C	4	Low	Communicate effectively the purpose of the trade stand and delegation in supporting Greater Shepparton's economy and trade, as well as the outcomes achieved following the delegation.

Policy Considerations

Council's delegation and involvement in Asia Fruit Logistica aligns with the International Engagement Strategy and the International Engagement policy.

Financial Implications

The costs associated with sending three Council representatives are as follows:

Travel and Accommodation Expenses:

Flights, Visas and Insurance	\$7,500
Food, Transport	\$1,700
Accommodation	\$3,000
Total cost to Council for delegation only	\$12,200 inc GST
Cost for Asia Fruit Logistica Stand (As per partnership agreement with FGV):	\$9,900 inc GST

	Approved Budget Estimate for this proposal ¹	This Proposal GST Exclusive	Variance to Approved Budget Estimate	This Proposal GST Inclusive ²
	\$	\$	\$	\$
Revenue				
Expense	\$20,091	\$20,091		\$22,100
Net Total	\$20,091	\$20,091		\$22,100

¹ Budgets are GST exclusive

² For Contract Award reports the GST inclusive expense shall match the amount reported in the recommendation

Legal/Statutory Implications

There are no legal/statutory implications associated with this report.

Environmental/Sustainability Impacts

There are no adverse environmental impacts associated with the international visit. The visit will create positive investment opportunities for Greater Shepparton and these opportunities will continue to be facilitated by the Economic Development department.

Social Implications

In the past at Asia Fruit Logistica, Council has developed a closer working relationship with our largest growers. Council has since been able to assist local growers with various developments including the extension of their facilities, grant assistance and lobbying efforts.

The proposed stand at the Asia Fruit Logistica 2022 will allow Council to further enhance the growth of Greater Shepparton's agricultural sector whilst also supporting local businesses and building international relationships.

Economic Impacts

Attending the Asia Fruit Logistica Expo and hosting a stand creates an opportunity to increase the awareness in relation to Greater Shepparton's interests in becoming widely known as a region that is receptive to international investment inquiries and opportunities.

The stand also provides an opportunity for growers in the region to organise and hold business meetings and trade negotiations at the stand.

Consultation

Council's Economic Development department consulted fruit growers, transport companies and horticultural industry bodies, including APAL, AusVeg, Fruit Growers Victoria and Horticulture Innovation who have attended the Asia Fruit Logistica in the past.

Local operators and growers who were consulted recommended that Council have a presence at the exhibition and felt that Council's presence will support their negotiations and business dealings.

Officers believe that appropriate consultation has occurred and the matter is now ready for Council consideration.

Strategic Links

a) Greater Shepparton 2030 Strategy

Topic: Economic Development

- Theme: Agriculture and Rural Land – Objective 3 - To develop and promote the municipality as a regional centre for food and primary industry research and development.
- Economic Development, Tourism and Major Events Strategy 2017 to 2021
- International Engagement Strategy 2022

Conclusion

After consideration and consultation with local businesses and organisations within the agricultural sector, Council officers have determined that since the success of previous trade stands held at Asia Fruit Logistica, hosting a stand in 2022 and sending a delegation would be a productive exercise and further increase the potential of exports and attract investment to Greater Shepparton.

This exhibition aligns with Council's direction relating to enhancing investment opportunities, building relationships with overseas investors and also aligns with Council's International Engagement Strategy.



Attachments

Nil



8 Close of Meeting