

## MINUTES

7:30am, Tuesday 21<sup>st</sup> April, 2009  
Central Geelong Marketing Committee  
Meeting to be held at  
CGM Offices, 17 Gheringhap Street, Central Geelong

### Section A – Procedural Matters

#### 1. Welcome/Apologies

**Present:**

Mark Davis (chair)  
Mark Giles  
Colin Kosky  
John Sisley  
Jodie Smith-Reyntjes

Cr Barbara Abley  
Don Hough  
Richard Mills  
Kim Tobin  
Katie Toulmin (minutes)

Myra Chamberlain  
Sandy Kelly-Burton  
Simon Parrott  
Belinda O'Keeffe

**Apologies:**

Annette Cotter

Mark Davis welcomes back Jodie Smith-Reyntjes to the Central Geelong Marketing Committee after maternity leave.

#### 2. Declarations of Interests

Nil.

#### 3. Acceptance of previous minutes

Moved John Sisley and Mark Giles seconded that the minutes dated 17<sup>th</sup> March 2009, are a true and accurate record.

#### 4. Matters arising from previous minutes

- Review of Action list – March 2009 – All actions completed or underway.

#### 5. Sub Committee Minutes (Taken as read):

- No sub-committee meetings held April 2009

#### 6. Question time – opportunity for questions from public gallery.

No members of the public were present.

### Section B - Reports

#### 7. Finance Report

- Report for March 2009
- Quarterly report on expenditure by activity – Q3 January to March 2009

**Quarterly report-**

A committed column needs to be added to show committed budget allocations.

**Action:**

Executive team to meet with Mark and Don to discuss the Finance Report.

#### 8. Strategic/Activity Planning Update

- Planning workshops – preparation update
- Copy of agenda and key themes sheet – all Committee Members received.
- Facilitator Monika Karwan. Training & Development Officer, Organisation Development
- Aim to review the strategic plan for the next 2 years and determine activities for 2009-2010.
- May planning workshop will finalise the strategic plan and prioritise activity plan.

## **9. Executive Officer Update**

### **School Holiday Program**

- Excellent response and coverage received.
- Bay FM Promotion – to win Roald Dahl books
- General promotion at the Farmers Market
- Online survey to be sent out to all the businesses participating
- Interest from 2 new businesses to put on activities for future programs.
- Editorial in the Geelong Advertiser and Surfcoast times.
- Feedback from Committee members, Kim Tobin & Mark Giles – Positive
- Jodie congratulated Belinda O'Keefe on her work on the School Holiday Program.

### **Professional Development and Training Workshops**

- Working with Tourism Geelong and The Bellarine.
- Next workshop, Monday 27<sup>th</sup> April 2009
- Information regarding the second workshop has been included in the Central Focus Newsletter, distributed via email and uploaded to the website.
- Investigating opportunities for new innovative training for businesses to be considered in 2009-2010 including e-bay workshops – to help sell unsold stock

### **Website**

- Launch in May 2009.
- Site is undergoing extensive re-formatting to ensure it is all correct before launching. Needed considerable format, text and image changes.
- Meetings with Pace to discuss elements of the websites functionality & to be complete by end of April.

### **Elections**

- Election process commences early May.
- Call for nominations will occur via Central Focus May and stakeholder representative group will be contacted for nomination of their representatives.
- Election will follow Council Guidelines and the CGM procedure.

### **Replacement of Strip retail/business representative-**

- The vacant Strip retail/business representative position will be filled as part of upcoming elections.
- Allowable via the local government act.

### **Mainstreet Conference**

- Jodie Smith-Reyntjes attended the Fremantle conference in March 2009
- CGM's program is highly regarded throughout Australia and NZ.
- Seen as one of the most successful town centre marketing bodies operating
- Other marketing groups are replicating our ideas for their areas.

### **Mainstreet Awards**

- Currently preparing a submission for the Mainstreet Australia Awards 2009.

### **Business Excellence Awards**

- CGM's submission for the Farmers Market is to be entered in the 2009 awards.
- Final date for award submission is 8<sup>th</sup> May 2009

### **Eaten Alive – The World of Predators**

- Proposal from National Wool Museum to support an upcoming exhibition.
- Expected to replicate the interest of the Hatching of the Past exhibition.

#### **Action:**

Brief regarding the proposal to be prepared and distributed to Marketing Committee for consideration.

### **Westfield Fresh Food Promotion**

- Held in Centre Court on Thursday 7<sup>th</sup> May 2009
- To promote the Central Geelong Farmers Market.
- Selected stallholders from the Farmers Market will attend

- CGFM will have a display in the centre.
- CGFM logo will be included on all Westfield advertising
- Mothers Day Competition – Giveaway \$180 of Farmers Market money
- Guest chefs being considered.
- FM Umbrellas may be used in Westfield.

### **Central Geelong Farmers Market – April**

- Reduced stallholders due to Easter holiday break
- Stallholders that attended, sold extremely well
- Theming plan has been set through to July 2009
- New Marketing Plan for 2009-2010 will be prepared in May
- Information on expansion grant included in meeting pack.

### **Safety Sheet Update**

- The information sheet distributed in 2007 will be updated for distribution and uploaded to the CGM website.

### **Central Focus**

- Template to be amended to allow for a second page, when required.

### **Business Numbers**

- Call for interested businesses, due to a number of interested businesses who want a number but need additional businesses to meet our minimum print run requirements.

### **Intern**

- Daisy – Deakin University Marketing Program
- Commenced last month
- Assisting in the preparation for the website launch & a launch/networking event
- 100 contact hours at no cost to CGM.

### **Additional Staff Requirements**

- Options for replacement of remaining 0.5 EFT for an administration officer being investigated as position was previously half of a full time role with the front desk.
- Further information to be provided when available.
- Currently have our trainee Katie 2.5 days per week, and will look into providing more administrative roles to her.

### **Section C– Confidential Matters**

Meeting to be closed to general public to discuss confidential matters of the current agenda.

### **10. Confidential matters**

- Nil confidential matters

### **Section D – For information**

#### **11. Stephen Wright, General Manager, Major Projects COGG**

- **Update on Conference Centre initiative. Presentation provided on PowerPoint.**

#### **Key points:**

- MICE – Meeting Incentive Conference Exhibition, highest yielding sector in the tourism industry.
- Geelong is a leading destination through the many awards it's received throughout the years.
- 70% of MICE visitors return to Geelong – a return visit with family etc
- Plenty of competition from other convention centres throughout Australia and Geelong has a lack of facilities to cater for MICE.
- Convention centres vision is to have it built in the waterfront precinct.
- Need for flexible space for exhibits/banquets, events etc
- Description of building – 2000 – 3000m<sup>2</sup> exhibition space.
- Tiered auditorium for 1,000 delegates
- Seating for 1,000 delegates in banquet seating
- Ancillary facilities – car parking, small meeting rooms and break-out spaces.
- 4 star hotel
- Cost estimated to be \$80 – \$100 million

- Would create 617 construction jobs for 2 to 3 years and 715 on going jobs
- Deakin Car Park is preferred site.
- Would take 2 years to secure the funds. Design 1 year and 3 years to build. 6 years in total.

#### **Transit Cities**

- Streetscape projects have been approved to improve streets such as Bayley St.
- Corio St and Claire St are to be improved later on.
- Complete by Nov 09.

#### **12. General Business**

- Use of electronic diary via email for meeting notifications. Appointments have been sent via email and if any issue, inform Jodie.
- Forum to be held at skilled stadium on 23<sup>rd</sup> April at 3.30pm by Darren Cheeseman and Richard Marles about the stimulus package.

#### **13. Meeting closed – 9.08am**

**Next Meeting scheduled for Tuesday 19<sup>th</sup> May, 2009, 7:30am at CGM Offices, 17 Gheringhap Street, Central Geelong.**

#### **Action List – April 2009**

<b>Action</b>	<b>Who by</b>	<b>Date by</b>	<b>Complete</b>
To meet with Mark and Don to discuss the Finance Report.	Executive Team	19/5/09	
Include Eaten Alive Exhibition on Marketing Sub-Committee agenda.	JSR	15/5/09	
Include committed column in quarterly report.	JSR	19/5/09	