

## MINUTES

7:30am, Tuesday 16<sup>th</sup> February 2010  
Central Geelong Marketing Committee Meeting  
held at CGM Offices, 17 Gheringhap Street, Geelong

### Section A – Procedural Matters

#### 1. Welcome/Apologies

**Attendees:**

Mark Davis (Chair)

Monica Evans

Sandy Kelly-Burton

Richard Mills

Jodie Smith-Reyntjes

John Sisley

Cr Barb Abley

Kim Tobin

Mark Harrison

Julie Nardi

Don Hough

Simon Parrott

Myra Chamberlain

Kirsty Cramer

Wendy Spence (minutes)

**Apology:**

Peter Hornby

**Public Gallery:**

Alastair Thomson

MD welcomed Kirsty Cramer onto the CGM Committee, replacing Mark Giles as the Tourism Geelong representative.

Committee acknowledged attendance by Alastair Thomson, Glastonbury Garden Centre

#### 2. Declarations of Interests

Nil.

#### 3. Acceptance of previous minutes

Moved DH, seconded SP, that the minutes dated 15 December 2009, are a true and accurate record.

#### 4. Matters arising from previous minutes

- Review of Action list – December 2009 – All actioned

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

- Marketing Sub-Committee meeting held 2 February 2010

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

## **Section B - Reports**

### **7. Finance Report**

- Finance Report for January 2010 and Quarterly Report ending December 2009 in Meeting Pack.

### **8. Briefs for consideration**

#### **Joint Promotion - VECCI** (included in meeting pack)

- JN & JSR presented brief for consideration, outlining CGM in-kind support for promotion of VECCI programs, with discounts to CG businesses.

#### **Discussion:**

- SKB enquired as to how we normally advertise these programs to CGM. These are normally advertised through Central Focus Newsletter and on CG website.

#### **Recommendation:**

- Take up in-kind support offer with VECCI, and allow CG members to receive 10% discount for any VECCI programs instead of commission to CGM

#### **Decision:**

- Moved by JS, seconded by MH. All in favour.

#### **Action:**

- JSR to implement.

#### **Joint Professional Development Program** (included in meeting pack)

- JN & JSR presented brief for consideration, outlining the proposed program to be run in conjunction with Tourism Geelong and Bellarine Tourism.

#### **Discussion:**

- JS asked how many CG businesses attended 2009 program. JSR advised this depended on where session was held with higher attendance at Geelong based events versus the Bellarine. JSR advised that if attendees were Tourism Geelong members and also CG businesses, they were not previously classified as such on report, therefore all CG attendances not counted but working on approximately 40 in 2009.
- JS enquired how the program will be promoted. JSR advised this will be done via CG website, direct email, Central Focus Newsletter, Networking functions, and word of mouth.
- JSR requested CG Committee to support the training by attending, and also to put some value on the training reinforcing that it is free to CG businesses.
- MD not in favour of program based on 2009 figures.
- JS thought it would be good value if we can get more CG businesses to attend.
- ME suggested the program would build up over time, and may get more attendees as more businesses attend.
- MD advised that the proposed program is very similar to those being offered by Chamber of Commerce and VECCI, and suggested a joint partnership with CGM, Tourism Geelong, Chamber of Commerce & VECCI. By doing so we could cut down our costs.
- ME advised that VECCI has a broad range of programs, but are broader based and employer focused, and not necessarily Geelong based.
- JSR advised we have previously promoted Chamber of Commerce & VECCI courses through our newsletter and on website.
- JS asked if we do not support the proposed program, will it go ahead? JSR advised that Tourism Geelong would run a program for their members, but with fewer sessions with fewer in Geelong.
- DH commented that the proposed program looks very good for CG businesses, and not necessarily tourism based. Should attract more CG businesses. Perhaps having more details on presenters in advertising will get more people in.

#### **Recommendation:**

- To support the 2010 Joint Training Program with Tourism Geelong and Tourism Bellarine.

#### **Decision:**

- Moved by KC, seconded by SP. Nine members in favour.

**Action:**

- JSR to implement.

**May Magic in Central Geelong** (brief handed out at meeting)

- JSR presented brief for consideration, outlining event to be run in CG during May 2010.

**Discussion:**

- SP and SKB felt the current dates coincided with Mothers Day and would like it to be at a different time, as this is already busy. May get lost in Mothers Day advertising.
- JSR advised dates selected to link to Farmers Market and closest dates to May Day – 1 May.
- MD suggested event at this time, the event was likely to entice more people in CG from the suburban centres spending on mother's day items.
- MC concerned the proof of purchase point was low and should be raised. JSR advised that smaller businesses still need to be able to participate and a solution could be multiple receipts could be used to make up to a higher value thus not excluding small low price point businesses such as bakeries and cafes.
- KT requested that businesses be encouraged to further promote in store with competitions as well as special offers.

**Recommendation:**

- To support the May Magic Promotion as per the brief with dates later in May (TBC) and to include 'receipts up to \$20' to reach a higher price point.

**Decision:**

- Moved by DH, seconded by SKB. All in favour.

**Action:**

- JSR to implement.

## 9. Executive Officer Update

- **Consolidated advertising** – CG Jingle and The Independent campaigns still running. Will increase over next two months. CGM a part of the G21 Marketing Alliance and projects from this group including joint print and TV campaigns will be presented at a future meeting.
- **Autumn School Holiday Program** - will feature Earth Dinosaurs (previously here in 2007) with large numbers expected.
- **Palais Exhibition** - Specials flyer has gone out to all CG businesses to support Palais Exhibition and will be printed within week.
- **Event Support** - Wooden Boat Festival and Home and Garden Expo will both take place on March long weekend.
- **2010 Business Excellence Awards** –CGFM will be entered.
- **Networking Event**, - 24 February 2010 – Steve Bracks will be in attendance, as well as representatives from UCI organising committee. JSR requested attendance by as many committee members as possible. Invites have also been extended to Tourism Geelong & Bellarine Tourism members (costs to be covered by the LTA's).
- **UCI Window Theming Program** - joint program with Gordon TAFE will be launched at networking event
- **Farmers Market** - CGFM will engage a new Market Chef, and will expand on current program, including walking tours to specific stores (eg, spice shops, Asian grocers, etc).
- **Central Focus** - February issue of Central Focus sent to businesses and online.
- **Blood Bank Challenge** – remember to use CG code.
- **NightBus** – currently transporting approx 130 per night.
- **COGG update** – Stephen Wright retired, and Major Projects no longer. CGM now fall under "Projects, Recreation & Central Geelong" with Dean Frost as GM. Geelong Otway Tourism now under "Economic Development, Planning & Tourism". Events now fall under Steve Bentley, alongside CGM in new unit called "Events, Central Geelong & Waterfront".

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

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

#### **11. Confidential matters**

- Nil confidential matters

### **Section D – For information**

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

- Channel Nine Today Show will be televised from Geelong Waterfront on Thursday 18 February 2010.

#### **13. Central Geelong Urban Living Project (CGUL)**

- Kathy Timmins, Co-Ordinator, Strategic Projects, joined the meeting to outline the CGUL Project.
- Currently have 4000 people living in CG, and looking to double this number.
- Surveyed CG building owners to seek interest, with about 50 responses. About half of these buildings lend themselves to some sort of conversion.
- Currently working with two specific building to use in pilot project.
- Please contact Kathy Timmins on 52724813 if you have any questions, or know of any potential building owners who would be interested.

#### **14. Meeting closed – 9.08am**

#### **15. Next Meeting scheduled for Tuesday 16 March 2010**

**7:30am at CGM Offices, 17 Gheringhap Street, Central Geelong**

#### **Action List – February 2010**

<b>Action</b>	<b>Who by</b>	<b>Date by</b>	<b>Complete</b>
Implement Joint Promotion – VECCI	JSR	ASAP	
Implement Joint Professional Development Program	JSR	ASAP	
RSVP – CGM Networking Event	All Committee Members	ASAP	
Implement May Magic Promotion with amended date	JSR	March 2010	