

MINUTES

7:30am, Tuesday 16th June, 2009

Central Geelong Marketing Committee

Meeting held at CGM Offices, 17 Gheringhap Street, Central Geelong

Section A – Procedural Matters

1. Welcome/Apologies

Present:

Mark Davis (chair)

Don Hough

Richard Mills

Kim Tobin

Katie Toulmin (minutes)

Myra Chamberlain

Sandy Kelly-Burton

Simon Parrott

Belinda O’Keeffe

Mark Giles

Colin Kosky

John Sisley

Jodie Smith-Reyntjes

Apologies: Cr Barbara Abley

2. Declarations of Interests

MD advised committee members of importance of declaring any pecuniary interests. COGG governance unit has advised that should a committee member have a conflict of interest in any issue before the committee it is to be declared even if they are an apology for the meeting. The committee member would need to leave the meeting room during discussion and vote.

3. Acceptance of previous minutes

Moved Colin Kosky and Simon Parrot seconded that the minutes of the meeting dated 19th May 2009 are a true and accurate record.

4. Matters arising from previous minutes

- Review of Action list – May 2009 – all actioned.
- Business Excellence Awards \$165 per ticket. Committee members interested in attending to advise CGM staff by end of day.

5. Sub Committee Minutes (Taken as read):

- Marketing Sub-Committee meeting held 2nd June, 2009. Minutes taken as read

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

- Jonathon Crabtree - GMHBA Marketing and Strategic Planning.
- Responsible for the empty shopfront photos in the Geelong Advertiser double spread article dated 1/6/09.
- Presents idea of producing a bumper sticker to distribute to all Geelong businesses – especially down Moorabool and Lt Malop Streets.
- The sticker contains a twitter address and a business community website www.gogeelong.org
- Objective: to promote Geelong and to encourage more people to shop locally. Aim to open the idea to all of Geelong and other townships surrounding.
- Launch of the idea through non-for-profit website www.buzz.com.au
- Jonathon advised he was not aware of the activities of CGM prior to the publication of the double page spread in The Geelong Advertiser.

Discussion:

- General questions regarding response from community to campaign.
- DH raised issue of multiple organisations working towards same goal and potential for dilution of message.
- MD outlined previous CGM campaigns such as ‘Love Central Geelong More’ and ‘Discover more in Central Geelong.’

Action:

- JSR to arrange meeting with Jonathon, JSR & MD regarding the idea.

- BOK to produce copies of Jonathon's presentation and distribute to committee members.

Jonathon Crabtree left the meeting at 7.55am

Section B - Reports

7. Finance Report - Report for May 2009 include in the meeting pack – tabled

- Best estimate for end 08-09 added to the report and small carry over expected at end of financial year.

8. Strategic/Activity Planning Update

Strategic Framework 2009-2011 & Activities Plan 2009-2010 – for adoption

- Strategic Framework 2009 – 2011 included in meeting packs.
- Media release to be prepared and distributed.

Colin Kosky moved and Don Hough seconded that the Strategic Framework 2009-2011 and Annual Activities Plan 2009-2010 be adopted. All in favour. Carried.

2009 – 2010 Activities Plan Expenditure:

- Activity planning expenditure included in meeting pack.
- JSR to include project management and delivery costs to activities that have previously only been recorded as administration costs to provide more accurate reflection of staff time spent on projects.

Action:

- JSR to remove speed trials from activity plan expenditure sheet.
- JSR to include project management costs into all M&P activities

2009-2010 Consolidated Advertising Strategy

Consolidated advertising strategy draft distributed to all committee members.

- JSR presented draft strategy for consideration.
- Focus key areas of general public, visitors to CG, business community/stakeholders.
- Committees overall expenditure on consolidated advertising \$53,000 which is consistent with spend in previous years.
- AC would like further explanation of objectives added for all 3 key audiences to the consolidated advertising strategy plan.
- Advertising for specific events are not included in the consolidated (general) advertising. Event specific advertising is a separate cost.

Action:

- JSR to include objectives for all 3 key audiences and what we are trying to achieve. Send out via email to all committee members.
- JSR to provide further information on expenditure from the past years on consolidated advertising and event specific advertising.

10. Executive Officer Update

School Holiday Program:

- Winter 2009 program has been released with bookings open at 12pm today.
- Electronic booking system via the website.
- Spring SHP planning is underway.

Professional Development and Training Workshops:

- June 23 workshop on event leverage. Notification via newsletter and email to business operators.
- CK attended the last joint networking opportunity as part of current program and provided good feedback.
- Opportunities to have networking tours to CG business operators will be considered in 2009-2010.
- Currently investigating opportunities for new innovative strategies for B2B businesses for consideration in 2009-2010 as a priority in the strategic planning session.
- Currently working with web designers on potential B2B forums via website.

Evaluation:

- Service level agreement has been received and reviewed.
- All internal charge forms have been signed off.
- Visitor Perception Survey has been undertaken in June 2009.
- Will review Stakeholder Perception and Evaluation programs for 2009-2010 at the Evaluation Sub-Committee meeting following this meeting.

Website:

- Specials page is almost complete and will be reviewed today.
- Information Kits for the website will be distributed to businesses by end of June.
- The kit will include user name and password, decal for window, information on updating site and info sheet on uploading specials.
- Will use the Geelong shopper for website launch to general public.

Networking Event:

- A networking event for August will be scheduled to coincide with the launch of the Eaten Alive Exhibition at the NWM.
- Dates will be determined via the Marketing Sub-Committee for 2009 – 2010.

Committee member representation

- Emails were sent to committee members regarding only 1 nomination was received from the recent call for nominations, as Gordon TAFE does not pay special rate as educational facility, the nomination from that business for the strip retail/ business position cannot be accepted.
- Colin Kosky has resigned as a VECCI Representative for the committee. VECCI will advise a new committee member to fill the VECCI Representative position ASAP.

Mainstreet Awards:

- Submission for the Mainstreet Australia Awards has been made with Award winners announced on the 23rd July 2009.

Action: Committee members who wish to attend the awards at Manningham City Council, Doncaster to advise JSR by end of day.

Business Excellence Awards:

- CGM submission for the FM is complete with judges visit scheduled for Friday 19th June 2009. CGM had requested judges visit FM for judges visit however this was not possible.
- Plan to present film of the market, a PowerPoint presentation and recreating a small FM in the meeting room.
- Tickets for the event are \$165. CGM will subsidise Committee member tickets by \$50 if any committee members want to attend.

Action: Committee members to advise JSR if they wish to attend.

Central Geelong Farmers Market:

- Weather affected June market though a number of stallholders reported good sales.
- Theming plan has been set through to July 2009 and a new marketing plan for 2009-2010 is being prepared.
- Items continuing to be purchased through RDV grant.

Central Focus:

- Central Focus Newsletter distributed to all committee members
- Images added in the June edition.

Kardinia Park & Ride:

- Service has been used by a total of 56 passengers over 25 business days as of 4th June. Average of 2 passengers per day.
- A testimonial was produced at Kardinia Park service last Thursday with Karyn – a Central Geelong worker from Fletcher Jones. The GA photographed the worker and the article featured in Monday's paper however the photo wasn't used.
- The article will be included in the next Community Update.

- CoGG plans to create a document to go to all Central Geelong businesses including the pic and a testimonial from Karyn.

Business Numbers

- A call for interested businesses has taken place as we have a number of businesses who want a number but need some additional to meet our minimum print run.

Visual Merchandising

- Toolkit is offered via June Central Focus newsletter.
- Options for generic CG signage in vacant properties underway.
- Meeting with sign writer in next week and plan for installation to be prepared.

Update of documentation

- Following documents are being reviewed for update: Story so far; parking map; safety information sheet and professional services sheet.

Internship

- Daisy, our intern from the Deakin University marketing program has only a few more days left until her 100 contact hours are complete.

Additional staff requirements

- Advertising for 0.5 EFT for administration officer to commence in next week.
- Advertise internally to start.
- Shelley's position as FM project officer has been extended to June 2011.

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
- MD informed the committee that Colin Kosky is resigning from his VECCL position in the committee.

Section D – For information

12. General Business

Discussion of ways CGMC can support future projects & activities of importance to CG.

- MD advised he had requested JSR to speak to Stephen Wright about what the CGM committee can do to support the Convention Centre.
- Stephen Wright to advise committee on ways CGM can support the project to establish a Conference Centre in beneficial ways at a future date.

Action:

- JSR to liaise with Stephen Wright about opportunities for CGM to support the establishment of a convention centre in Central Geelong.

13. 9.05am: Meeting closed

Next Meeting scheduled for Tuesday 21st July 2009, 7:30am at CGM Offices, 17 Gheringhap Street, Central Geelong.

Action List - June 2009

Action	Who by	Date by	Complete
Arrange meeting with Jonathon Crabtree JSR & MD regarding 'Belong in Geelong'.	Jodie Smith-Reyntjes	21/7/09	
Produce copies of Jonathon's presentation and distribute to committee members.	Belinda O'Keeffe	21/7/09	Yes
To remove Speed Trials from the activities plan expenditure document	Jodie Smith-Reyntjes	21/7/09	
Include & expand objective information in advertising strategy for all 3 key audiences Send out via email to all committee members.	Jodie Smith-Reyntjes	21/7/09	
Provide further information on past years on consolidated advertising and event specific advertising for review	Jodie Smith-Reyntjes	21/7/09	
To advise JSR if you would like to attend the Mainstreet Awards in Doncaster	Committee	23/7/09	
To advise JSR if you would like to attend the Business Excellence Awards.	Committee	21/7/09	
Liaise with Stephen Wright on how CGMC can support campaign for convention centre. Invite Stephen Wright to next or future committee meetings.	Jodie Smith-Reyntjes	21/7/09	