GREATER SHEPPARTON



COMMITTEE FOR GREATER SHEPPARTON ANNUAL REPORT 2017



VISION

To be the Australian centre for dairy and horticulture, exporting reliable premium quality fresh and value added produce via innovative practices and world class irrigation systems. As a major business centre, we will be connected to the world through modern infrastructure and supported by a thriving and educated community that celebrates its rich culture and diversity.





The Committee for Greater Shepparton acknowledges the traditional owners of the land that comprises Greater Shepparton. We pay our respects to their elders, and confirm our commitment to reconciliation with aboriginal people.

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CHAIR AND CEO MESSAGE

Greater Shepparton continues to gain momentum in both economic activity and confidence. The Shepparton courthouse project is nearing completion, and it has made a significant physical impact on the city's skyline. The Shepparton Art Museum project and stage one of the GV Health redevelopment will see further positive changes to the way our city looks and operates.

The Committee continues to work in a number of areas critical to the region's future through the strategic pillars of the organisation. In ensuring a productive community, the major effort has been around water policy. The GMID water leadership forum, co-chaired by the Committee, has been highly vocal in the national press and to key decision makers in the state and federal government. The group continues its fight to ensure that the Murray Darling Basin plan is rolled out with a balanced approach to environmental and socioeconomic needs. There are positive signs in horticulture with import protocols for stone fruit being approved for China, and new dairy industry developments are being planned for the region.

A connected community remains a key aspiration, and efforts towards improved rail and road infrastructure continue. There were some positive signs in terms of funding announcements in 2017. The Committee will release a community consultation publication into creativity in Greater Shepparton early in 2018. It will provide a

basis for a refreshed and updated creative city policy for Greater Shepparton.

The inclusive pillar is a key area of engagement for the Committee. Our involvement in the development of the Shepparton Education Plan ensures that a major focus on young people gaining an education to enable them to be included in the economy and life of Greater Shepparton.

2018 is set to be one of the most significant years in Greater Shepparton's political history. The state election in November sees the Shepparton electorate as a keenly contested seat, and it is imperative that the regions' voice is heard in clear and emphatic terms by all decision makers who aspire to lead the state into the future. Greater Shepparton is a strong and vibrant cultural and economic centre, and targeted infrastructure funding and policy on water and regional development, can make a great region even greater.

Spinell

Sam Birrell CEO

Rob Priestly CHAIR

STRATEGIC PILLARS

P R O D U C



Water

The way in which the final stages of the Murray Darling Basin Plan are implemented of critical for the future of Greater Shepparton. Irrigated agriculture is a key economic driver for the region, and the Committee will be at the forefront of advocacy for a Plan that balances the economy, society and the environment in an approach to water management.



Fruit Industry

Positive developments have occurred such as import protocols for stone fruit into China, and the improvement of operating results for SPC. The apple and pear industry is undergoing a period of change – it is essential to advocate for export protocols for these commodities..



Dairy

The dairy industry has strong long-term fundamentals assuming affordable irrigation water is available. There are factory developments and upgrades occurring in the region. The Committee is contributing to a northern Victoria industry strategy project.



Horticulture Transition

C4GS has been involved in efforts to attract new horticulture businesses to the region, especially vegetable producers, through initiatives such as marketing the region at the National Horticultural Convention.



Investment attraction Economic Development

Economic Development is a focus of Greater Shepparton City Council, and as investment attraction logically leads into involvement with the planning department. There needs to be a strong link of two departments in one organisation. The economic development department in council can benefit from stronger links to the Greater Shepparton business community, through their knowledge experience and networks. Economic development is also not just investment attraction but expansion of business.

STRATEGIC PILLARS

C O N N E C



Decision Makers

Shepparton has benefited greatly in recent times by having strong relationships with key decision makers in state and federal government. When relevant issues arise, C4GS must have access to members and staff who can influence the outcomes. C4GS needs to be networked and respected on all sides of the political spectrum as changes in government occur, whilst holding to its principles.



Rail

Connectivity with Melbourne via passenger rail is a major handbrake on development of the region. Some funding was announced in the 2017 state budget but a continued commitment needs to be made to see Shepparton achieve an equitable service with other comparable regional centres. Ongoing examination of improved freight rail lines and hubs will continue, with a view to a competitive rail link from Tocumwal to the Port of Melbourne.



Road

There is some initial momentum for stage 1 of the Shepparton Bypass of the GV Highway. \$10 million has been committed in the 2017 state budget to design and early works. There are other road issues in the region that will improve traffic flow, and leverage the positive benefit of the bypass project.



Air

The Shepparton Airport will need to be relocated at some point in the future. The lack of a regular passenger service to Canberra and Sydney has been cited as a barrier to decentralisation of a government department to this region. A longer-term ambition is the potential for air freight of perishable agricultural produce to Asia.



Digital

Parts of Greater Shepparton are connected to the National Broadband network. Further investigation is needed to reduce the amount or black spots in our region.

STRATEGIC PILLARS

C R E A T



Creative Community Policy

C4GS has undertaken a community consultation in relation to creativity in the region. The report will be launched in early 2018, and will provide the opportunity and groundwork for a refreshed and updated creative cities policy for Greater Shepparton.



Performing Arts

Performing arts is strong, with music and theatrical performances adding to the vibrancy of the region. Barriers to further activity in theatre have been identified as technical capacity. There is also a significant gap in creative performing arts opportunities for youth.



Shepparton Arts Museum

The Shepparton Art Museum design competition was won by Denton Corker Marshall. Construction will begin in early 2018, with the project expected to be completed in 2020. The project needs advocacy to gain more community support, and all efforts must be made to ensure the facility and initial exhibitions are successful.



Building and Landscape Design

The history of Shepparton in terms of attractive design and buildings has been varied. In recent times buildings with a strong sense of design have been constructed in the city. Landscape design is also an issue which is current with concepts being considered for the Maude St Mall and CBD, and the Eastbank Lake project.

STRATEGIC PILLARS

N C L U S I V



Education

In response to poor outcome for students in government schools in Greater Shepparton, the government committed \$1 million to the Shepparton Education plan. The Committee has been involved in the development of this plan, which has come up with the recommendation of a Shepparton Secondary College being developed, with a house based system, in place of the four current secondary schools. The Committee has worked with tertiary providers La Trobe, University of Melbourne and GOTAFE on initiatives to improve tertiary offering in the Shepparton region.



Health

Goulburn Valley Health is the largest employer in the Goulburn Valley, and a critical service provider in the region. Funding was announced in 2016 for stage 1 of the GV Health re-development. Stage 2 of the project is not yet funded and incorporates mental health facilities.



ndigenous

The Committee has developed good relationships and partnerships with indigenous organisations in the region, leading to the Committee's support and signing of the Algobanyah employment accord. Efforts have been made to engage with the next generation of indigenous leaders.



Newly Arrived

Shepparton has a large population of recently arrived migrants and refugees, predominately the most recent arrivals are from Africa and the Middle East.



Philanthropy

C4GS hosted a very successful philanthropic summit in 2014, which was a very successful event and resulted in some very fruitful relationships. Another philanthropic summit is planned for 2018, in conjunction with the Fairley Foundation.



COMMITTEE ACTIVITIES

Advocacy

The Committee provides strong advocacy on issues of relevance for the region, and can voice this advocacy on several media platforms in a constructive way.

Thought Leadership

The Committee is a voice for a positive future, exploring ideas and engaging with think tanks, research organisations and experts to continue to explore the issues of the region and develop the future vision.

"C4GS continues to provide a strong and united voice for this region. It facilitates a single, strong, focused and strategic approach to all levels of government".

Peter Hill, General Manager, KB Logistics Pty Ltd – Gold Member

Region Promotion

The Melbourne Business School evaluation of Greater Shepparton identified a region with an image crisis. The Committee continues to work on improving the region's image from the fundamentals to the messaging.

Economic Development

The Committee works with Greater Shepparton City Council to offer the business experience and entrepreneurial instincts of the membership to help attract investment. In addition, the Committee facilitates the collaboration between existing businesses and council to expand the economic activity in the region.

Facilitation

The Committee joins people and groups together. Having an overarching knowledge of the business and cultural activities in the region, the Committee is a point of contact for new entrants, facilitator of groups and potential independent mediator in situation of conflict. The Committee is charged with uniting the leadership of the region.

Influence

Committee board members and staff can hold roles where there is an opportunity to influence the debate and outcomes in relation to key issues.

BOARD



Rob Priestly Chair

Rob Priestly, is a Director of the family company Gouge Linen and Garment Services. Gouge employs approximately 200 staff with the main operation based in Greater Shepparton. The company services businesses across Victoria from distribution centers in Bendigo, Geelong, Ballarat and Rosebud. Key clients are from health, food processing, and hospitality industries. Before joining the company Rob worked in domestic, then export grain trading. Rob is married with three sons.

"We have seen some great gains in the past year, but strong advocacy is more important than ever. We need to make sure we capitalise on the surge in confidence in the Greater Shepparton region, and work hard for an outcome in water policy that ensures a strong future for our region."

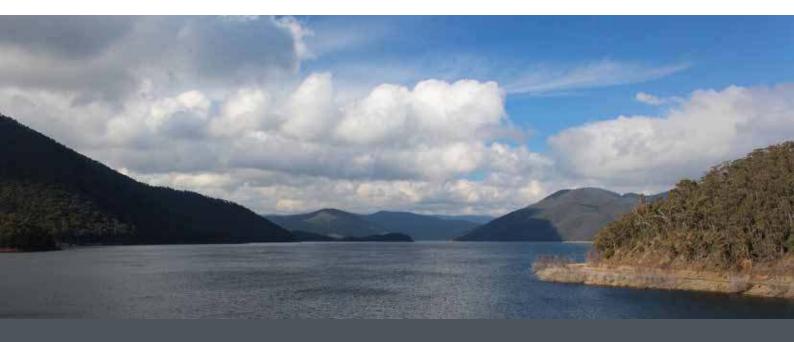


David McKenzie

David is a property valuer based in Shepparton, specialising in the valuation of agricultural property and water rights. He is a Partner and Director of the Opteon Property Group, with several offices across northern Victoria and northern Tasmania, employing nearly 50 staff

David is the Chair of North East Water, and previously served several terms on the Board of Goulburn Valley Water, He is Chair of the Goulburn Regional Partnership, and Chair of the Statewide Regional Development Advisory Committee – the peak advisory group to the State Government on matters affecting regional & rural Australia.

David also served on the Board of Shepparton Retirement Villages (including three terms as President) for 11 years. He is regarded as one of the foremost experts in Australia in the analysis of water markets and valuation of water assets, and has addressed several international conferences on topics related to this speciality. David has taken a lead role in the GMID Water Leadership Forum — a group tasked with advocating for balanced community outcomes from the Murray Darling Basin Plan.



BOARD



Lesley Hart

Lesley is a Director of Dawes & Vary Riordan Lawyers and one of the inaugural Law Institute of Victoria Commercial Tenancy Law Specialists (1999–2015). Lesley heads the firm's Property and Retail Leasing Group and practices extensively in Commercial and Agricultural property transactions, mergers and acquisitions, and property related Water Law issues. Lesley's advises high wealth individuals, property developers, business owners, agriculturalists and government bodies. She also plays a key role in the management of the Firm. Lesley has a keen sense of community and is an enthusiastic supporter of the Greater Shepparton Lighthouse Project (which promotes education), through the law firm's partnership with a local primary school, and through the Goulburn Valley Community Fund's Lift Off scholarship Program. Lesley is committed to the region particularly in the areas of education and infrastructure and she lobbies for policies that will allow regional students to enjoy the same education opportunities and outcomes as their city counterparts.



Peter Gray

Peter is a Certified Practicing Accountant, and has assisted agricultural businesses with their strategic direction and financial management over many years. He has also worked with horticultural industries to develop their long-term investment plans.

He is a Director of AgBiz Assist, the regional rural financial counselling service, and sits on the Hume Regional Development Australia and Goulburn Regional Partnership committees.

Primary producers and food processors in Greater Shepparton will be presented with opportunities to meet South-East Asia's increased demand for high-quality food.

A challenge will be to grow businesses sustainably so that the benefits of increased trade can flow through to families, shareholders and the community.



Rebecca Woolstencroft

Rebecca is CEO and Director of Shepparton financial services firm, MB+M. Bec is a member of the Institute of Chartered Accountants and Australian Institute of Company Directors. She has many years of experience in the Accounting and Business Advisory industry, servicing a vast array of Goulburn Valley businesses.

Bec has a passion for the Shepparton region and is the Board Chair of Goulburn Valley Health, a past board member of GOTAFE and Shepparton Villages, as well as a former Trustee for the GV Base Hospital Foundation. Of course, with her bean counter hat on, she has also been Chair of the Audit Committee of Goulburn Valley Health and a member of

the GOTAFE Audit Committee.

BOARD



Damian Trezise

As Managing Director of McPherson Media Group, Damian Trezise is responsible for the day-to-day operations of the group, encompassing commercial printing, custom publishing, events, and all newspaper and online publishing assets.

Schooled in business management both here and overseas, Damian is a graduate of the Australian Institute of Company Directors and committed to preserving the family values of the McPherson Media Group and its dedication to the communities it serves.

In addition to his duties as Managing Director, Damian has previously been a member of the CEO Institute and served on the Boards of the Goulburn Valley Community Fund and GOTAFE.

He is currently the Chairman of the Victorian Country Press Association, a Director of Country Press Australia, a Director of Regional Dailies Victoria, a local member of Rotary, an inaugural and ongoing committee member of Shepparton's Biggest Blokes Lunch and serves on the Board and Audit and Finance Committee of Goulburn Valley Grammar.



Leigh Findlay

Leigh is a Director of Shepparton based engineering firm CAF Consulting employing over 20 people. Leigh grew up in Shepparton before leaving to study Civil Engineering at Monash University and worked across various civil infrastructure development projects in Melbourne. In pursuit of large scale project experience five years was spent in the United Kingdom on Motorway and Airport Development – notably Terminal 5 Heathrow which bought him back to Melbourne Airport where he led various landside and airside development projects for APAM. Project Finance was key to infrastructure development which led Leigh into further studies and an investment banking role with Citigroup.

An opportunity to come home to Shepparton and join the family business presented in 2009, which Leigh initially committed to for 2 years. Having witnessed first hand the professional talent and exciting projects being undertaken across the Greater Shepparton region, Leigh and his family have immersed into Shepparton for the long term where he plays an active role in the community, holding positions on the Infrastructure Goulburn Valley (INGV) Committee and Board Member of the Shepparton Festival.

"C4GS has been invaluable in keeping Rubicon connected with the business community and local developments that impact manufacturing and skills availability."

Bruce Rodgerson, CEO, Rubicon - Gold Member

"The Committee has continued to encourage and facilitate opportunities and been a key player in advancing economic and cultural initiatives for this region".

Peter Quinn, Managing Director, Goulburn Valley Water - Gold Member

EXECUTIVE



Sam Birrell CEO

Sam Birrell completed an Agricultural Science degree through Melbourne University at Dookie before working in the local horticultural sector. He then worked for 8 years with multinational irrigation business, Netafim. Sam has an outstanding history of community involvement, previously acting in the role of Chair for the Shepparton Festival, current Chair of the Fairley Leadership Program, and sitting on both the La Trobe University Regional Advisory Board and the newly appointed Goulburn Murray Water Strategic Advisory Committee. Sam also completed his MBA which was delivered by La Trobe University in 2017.



Deanne Armstrong Membership & Marketing Manager

As Membership & Marketing Manager for Committee for Greater Shepparton, Deanne is responsible for consultation with current members, engaging new members, and marketing of the members and committee. Deanne has experienced a range of industry sectors including hospitality, retail and business, allowing her to provide workplace and classroom based training for companies such as Hungry Jacks, Nandos and Boost Juice. Deanne has also worked for Victoria Police at the Glen Waverley Police Academy, Eastern Region Headquarters Knox and Divisional Office in Shepparton for a total of 4 years. Moving on to Goulburn Murray Water for 12 months as a Modernisation Coordinator where her experience growing up on dairy, beef and grazing farms was beneficial. Now working for the Committee for Greater Shepparton, Deanne brings a range of skills and knowledge to help support and drive the region and community into the future. Deanne has recently completed the Fairley Leadership Program in 2017, which has helped develop her community awareness, management and leadership skills.



Bec White
Office Assistant

Bec is the Office Assistant at Committee for Greater Shepparton. Bec is responsible for all administration duties including finances, social media profiles and assisting the CEO and Membership and Marketing Manager. Bec has experience in the apprenticeship/traineeship industry and has also worked as an Employment Consultant, which has given her excellent administration experience and the ability to form strong relationships with people from all walks of life. Bec loves to be involved in the community and has been involved with the several sporting clubs, projects for The Shepparton Festival, helped run many events for Lady Boss Events and is a committee member on the Kialla Children's Centre board where her three children Harrison, Oliver and Isabella attend.

HIGHLIGHTS

QUARTER ONE

January

The All Aboard group held an event to celebrate the new service from Melbourne, which was a well-attended event on the Shepparton railway station platform. Council have commissioned two pieces of work – one from John Hearsch on the technical requirements for improved service, and the other an economic impact study of improved rail.



C4GS and the Victorian Liberal National coalition held a policy development forum on population. The panel included Member for Kew Tim Smith, Shadow Transport Minister David Hodgett and Member for Gippsland Danny O'Brien.



The Murray Darling Basin Authority (MDBA) held a public consultation event in Moama, followed by a lunch meeting with business and community representatives.

C4GS invited members to attend a private briefing of the five Architects shortlisted to develop Concept Designs for the new SAM Design competition. Rebecca Coates discussed the criteria the designs had to include and how the final design would be selected.

February

The GV Bypass Action Group met and outlined initiatives including a media and engagement plan. A public forum was held outlining the need for the bypass and perspectives of 5 speakers (Sam Birrell, Lesley Hart, Peter Hill, Christian Lecompte from SPC, Leanne Hulm from the Chamber of Commerce).

C4GS Chair Rob Priestly, CEO Sam Birrell, C4GS member Ken Muston and Greater Shepparton City Council Manager of Economic Development Geraldine Christou, attended the Freight and Infrastructure symposium in Toowoomba. The group met with "TSBE"- Toowoomba and Surat Basin Enterprise, advocating for a Shepparton alignment of the inland freight rail project and had a tour of the impressive Wellcamp Airport, built by the Wagner Brothers in only two years, and facilitating a number of passenger flights and one weekly cargo service to Hong Kong.



C4GS held its AGM. Board Members Warren Hicks and Anne McCamish stepped down with the thanks from the chair for their service and Lesley Hart and Leigh Findlay were elected to join the C4GS Board.

"C4GS has been instrumental in highlighting the contribution dairy makes to our regional economy, they recognise both the challenges and opportunities ahead of us and continue to be proactive advocates in addressing our industry needs."

> Jenny Wilson, CEO, Murray Dairy – Gold Member

HIGHLIGHTS

Minister Matt Canavan visited to discuss the issue of rising energy costs, specifically gas. Rob Priestly briefed the Minister on challenges to business in the region. Productive: Sam Birrell attended the 'Expedite Asia' China trip. He met with the Victorian government staff in Shanghai and Nanjing, and discussed general business between Australia and China. Of specific interest to the GV are fruit industry import protocols.



March

Sam Birrell was appointed Chair of the Federal Government's Regional Jobs and Investment Package Committee. The Committee is made up of 11 members from across the region (from Echuca to Towong to Marysville), and will create an investment plan to inform the criteria for the \$20 million RJIP.

Sam Birrell attended the Committees for Cities Conference in Sydney, including meetings with Lucy Turnbull and NSW Ministers Stuart Ayres and Anthony Roberts. Sam also met with David Epstein, Former Chief of Staff to Kim Beazley and Kevin Rudd.

The Liberal-National state opposition developed a population policy taskforce to examine population distribution in Victoria. The taskforce is chaired by Member for Kew Tim Smith and includes the Committee for Greater Shepparton Sam Birrell. Sam said "the Committee looks to work with all sides of politics on meaningful policy for our region. Population policy is a key area for Victoria to focus on, and we are keen to work with elected representatives to develop policies that create a more livable Victoria".

QUARTER TWO

April

Greater Shepparton City Council have commissioned two reports relating to passenger rail – a technical rail document from GHD (John Hearsch) and an economic study from SGS. The reports' conclusions are that it will cost \$186 million to get the line improvements (signaling, crossing upgrade & 2x bypass sections) and rolling stock for 8 return services per day (leading onto to more in the future). A 200% increase in patronage will give a Benefit Cost Ratio (BCR) of 1.12.

The state budget included an announcement of \$10 million for preliminary planning works for the Shepparton Bypass of the GV Highway.

Rob Priestly and Sam Birrell met with John Wagner, owner and developer of the Brisbane West Wellcamp Airport. Wellcamp has significant passenger services to major Australian centres and a weekly air freight service to Hong Kong. John provided encouragement and advice for a future relocated Shepparton Airport.

Sam Birrell met with Martin Albrecht, chair of National Trunk Rail. NTR has a proposal to build the Melbourne- Brisbane inland freight rail. Their alignment takes the southern section of the line through Shepparton – Tocumwal – Narrandera as opposed to the Australian Track Rail Corporation's proposal to use the existing line through Albury – Wagga. C4GS are strongly advocating for the NTR proposal to be considered by the Federal Government.

Denton Corker Marshall was announced as the winner of the Shepparton Art Museum architectural competition.



HIGHLIGHTS

The 'Securing Food, Land and Water & Environment Research Focus Area' is a committee that is hosted by La Trobe University at AgriBio in Bundoora and includes researchers from other universities. Sam Birrell was appointed to this Research Focus Area committee.

Sam Birrell met with local secondary school principals and community leaders. Minister for Education James Merlino announced the start of consultation on the new Shepparton Education Plan.

Sam Birrell presented at the Central Victorian Ag Forum 'wings of change' evening in Bendigo. The keynote speaker was John Wagner from Wellcamp airport in Toowoomba.



C4GS and Education First Youth Foyer hosted a member's breakfast. The function was well attended by members and community leaders and was an important linkage between emerging youth who are studying despite adversity and the community leadership.

May

The GV Bypass Action Group met to discuss the state budget's allocation of \$10.2 million for getting the bypass shovel ready.

Rob Priestly and Sam Birrell met with Transport Minister Jacinta Allen and Jaclyn Symes to discuss the \$43 million announcement for passing loop, stabling interim coaches and extra train services for the Shepparton line. The Minister indicated that the relevant people at Public Transport of Victoria (PTV) will come to Shepparton to provide a briefing.

Council and C4GS met with Paul Fox and Barry Parsons from 'Agrinomics'. They are looking at an integrated air freight business, exporting from Central Victoria.

C4GS attended the launch of the Wall Art Project celebrating great indigenous Australians Sir Doug Nicholls and William Cooper.

Minister Wade Noonan came to hear from the community about some of the initiatives and progress of the Algobanyah Employment Accord.

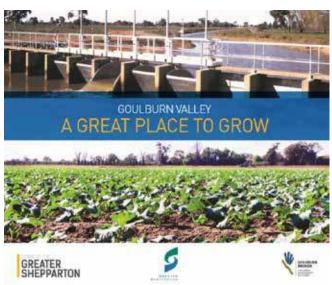
CEO Sam Birrell was appointed to the Shepparton Education Plan Advisory Committee.

University of Melbourne and Agriculture Victoria have produced a report 'Understanding skilled workforce issues in the Goulburn Valley Fruit Industry' – and a seminar was held with stakeholders to discuss initiatives to increase horticulture workforce participation.

Senator Hanson and Senator Roberts from One Nation visited Shepparton as part of a fact-finding mission in relation to Murry Darling Basin Plan. CG4S presented the basic facts on water entitlement and the key issues of offsets and up water.

In conjunction with Murray Dairy, the C4GS hosted a Northern Victorian Dairy Summit. It was a good discussion about the future of dairy in the northern Victoria region.

AUSVEG: Sam Birrell attended the Adelaide AUSVEG convention along with Rohan Sali from Greater Shepparton City Council. The event provided the opportunity to promote Greater Shepparton which was branded well in the trade show and the 'Great Place to Grow' brochure was in all the satchels.



HIGHLIGHTS

C4GS hosted a Members Drinks with the Hon. Matthew Guy MP, Leader of the Opposition.



C4GS held their first Expats event in Melbourne at the RACV City Club. The aim of gathering was targeted at ex-Shepparton professionals now working in Melbourne and keeping them updated on what's happening in Shepparton, C4GS's progress and the future of the region. Some still with current family connections in Shepparton provided a great networking event with many stories and interesting discussions around the future of Shepparton.

C4GS hosted their members breakfast at the Shepparton Motor Museum with over 80 guests attending. Guest speakers at this event were Minister Fiona Nash and Hon Damian Drum.



June

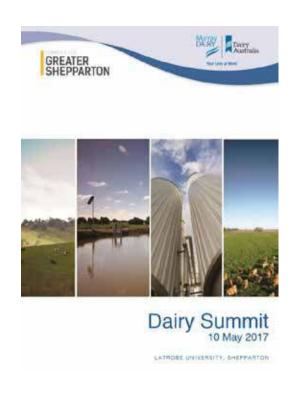
Peter Johnson and Sam Birrell presented to the Moira Shire Council – councilors and executives, on the GV Bypass – where it is up to, the benefits for Greater Shepparton and also the positive impacts for Moira.

Narrandera Shire held a workshop on freight rail – a proposal for a freight line from Narrandera into the Port of Melbourne – facilitated by James Bushell from Carter St Advisory. James showed great interest in a southern freight rail project. He came to Shepparton and met with Peter Hill, Mark Skilbeck from Damian Drum's office and Jim O'Connor. NTR (Martin Albrecht) held a meeting in Sydney for interested parties on a similar project.

C4GS attended the Dungala Kaiela Oration by Professor Marcia Langton, who discussed improving outcomes in local indigenous communities.

The Shepparton Education Plan Committee chaired by Suzanna met and went through a facilitated exercise of 'what does success look like' – the meeting clarified the current state of government schools in Greater Shepparton, perceived issues and possible initiatives.

C4GS and Murray Dairy have published the report from the Dairy summit which is a good snapshot into the industry in the region.



HIGHLIGHTS

Peter Harriott, Dinny Adem, Russell Pell and Sam Birrell attended meetings with Shadow Water Minister Tony Burke and Labor Senator Kimberley Kitching to brief on the GMID water leadership forum's socioeconomic report, and advocate on behalf of the region in relation to offsets and up water. They also met with Matt Coultan from Barnaby Joyce's office.

Sam Birrell met with Greens Senator Janet Rice, and her advisor Georgia Webster in Melbourne. Discussions were held on issues relation to Shepparton – water policy, socio-economic impacts of the MDB plan and risks of up-water, also freight and passenger rail proposals.

C4GS promotes Deanne Armstrong to Membership & Marketing Manager and appoints Bec White as Office Assistant.

QUARTER THREE

July

Murray Darling Basin Authority (MDBA) visited Shepparton, and addressed the GMID water leadership forum. Challenges were made to criticisms by the MDBA of the forum's socio-economic impact study.

C4GS Board Member Leigh Findlay and Sam Birrell attended the Infrastructure Network – GV (NGV) AGM & Dinner which is the peak body for engineering businesses in the region.

August

The Committee for Ballarat hosted a meeting of Victorian Committees (in Melbourne) and discussed issues of regional connectivity. Deanne Armstrong represented C4GS at this meeting. The outcome was that the group will develop a narrative for a 2050 vision on connectivity, and treat connectivity as a key joint issue.

The NAWO (National Association of Women in Operations) event held in Shepparton. Local guest speakers including C4GS Board members, Lesley Hart, Rebecca Woolstencroft & CEO Sam Birrell. National Director for NAWO Louise Weine hosted the event.

The spotlight was on Shepparton as it was NAWO's first national Livestream that discussed 'growing female talent regionally!

The La Trobe University Council visited Shepparton. C4GS hosted the lunch and held a panel discussion on regional tertiary education and La Trobe Uni in Shepparton. The panel members were Rob Priestly, Geraldine Christou (GSCC), Christina Bassani (GV Water) and Sandy Gunn (Better Together Alliance). Sam Birrell hosted the discussion.



C4GS hosted a member's breakfast with guest speaker Steve Whan. Steve is the CEO of National Irrigators Council and former Minister for Agriculture in the NSW Labor government.



HIGHLIGHTS



September

CEO Sam Birrell visited Canberra. He had productive meetings with senior advisors to Minister Fiona Nash and Deputy Prime Minister Barnaby Joyce, including his new water policy advisor. He also met with and briefed Canberra based journalists with the ABC and Weekly Times.

Rob Priestly and Deanne Armstrong were invited to attend the Murray League Grand Final held at Rumbalara Football Club. This event highlighted the history of the club and the important role it plays for our Indigenous community.

C4GS attended the opening of our new facilities at the Shepparton Sports City. The facilities will be a major attraction for future State and National events. The opening was also attended by Dual Olympian, Louise Dobson and Commonwealth Gold Medallist John Steffensen.

QUARTER FOUR

October

C4GS hosted Minister for Small Business Michael McCormack to a business afternoon tea and exchanged ideas. Issues relating to energy costs for small business, tax and employment matters were raised.



Martin Albrecht from NTR and infrastructure company Calibre met with Damian Drum, C4GS and Shepparton council in relation to a project called 'Regional Connex. The NSW government is looking at a proposal to rebuild the Narrandera – Tocumwal rail line, for a standard gauge freight link to the Port of Melbourne, – which would obviously necessitate the conversion / creation of a standard gauge line from Tocumwal to Mangalore.

Sam Birrell met with Nick Cleary and Alex Johnson from CLARA. They are submitting a proposal to the Federal Governments faster rail prospectus.

Sam Birrell attended the Committees for Cities forum held Christchurch and hosted by the Committee for Canterbury. The focus of Canterbury has been the redevelopment after the earthquake, and continuing to embrace Maori culture.

The stage one redevelopment of GV Health Hospital in Shepparton began with Minister for Health Jill Hennessy attending the official launch of the project. Construction is due to be completed by late 2020.

C4GS hosted a Shepparton Education Plan luncheon for members and the Department of Education release 4 options for progression on secondary education in the region.

Sam Birrell met with the new Water Policy Advisor in Barnaby Joyce's office – Nektarios Tsirbas, to discuss the viewpoint from the GMID Water Leadership Forum, and the Murray Darling Basin plan generally.

Sam Birrell attended and presented at the La Trobe University's research day, held at the Shepparton Campus. The Special Focus Area – Land, Food and Water – outlined areas of research to local industry leaders.

The University of Melbourne held 'Dookie Day' and hosted a lunch at Dookie. Sam Birrell participated in a panel discussion about the future of agriculture and agricultural education in the region.

The Murray Dairy Business Forum was a great opportunity for the industry to come together and discuss issues affecting dairy. Sam Birrell addressed the attendees and highlighted the importance of dairy to the local economy and community.

C4GS hosted the Young Leaders breakfast in partnership with GV Young Professionals. It was well attended with employers bringing a

HIGHLIGHTS

young leader from their business to start the discussion around how we can support our up and coming leaders in our region. The panel included Harriet Bawden (Murray Dairy) and Paul Moore (Pental) and Sam Birrell. The panel discussion was hosted by Deanne Armstrong and provided conversation from the panels experiences and looked at what challenges they faced when moving here. The event also highlighted the importance of having the Fairley Leadership Program and GV Young Professionals as options for our Young Leaders to become involved in.



November

Sam Birrell was invited to attend La Trobe University Bundoora at the invitation of the Vice-Chancellor, John Dewar. Sam presented to the senior academic leadership team and video conferencing in from Shepparton was the panel from the La Trobe Council lunch event in August, Geraldine Christou, Sandy Gunn, Rob Priestly and Christina Bassani. This was successful in giving the La Trobe management an understanding of regional campuses – especially requirements for successful outcomes.

C4GS hosted their Gold and Silver Members function at Parliament House Melbourne. Premier Daniel Andrews and Suzanna Sheed Independent MP for the District of Shepparton, presented to the members. This event was important to host for our members as it provided them the opportunity to ask direct questions to the Premier and highlight what is important to our businesses in our community.

C4GS and ANZ jointly hosted our first Manufacturing Forum.

Manufacturing businesses were invited to come along and hear about relevant industry data, exporting and being trade ready, and future education opportunities for manufacturing in Shepparton. An action from this event is to coordinate a Manufacturing Advisory Committee which will be made up of representatives of our members. This committee will continue the collaboration of local manufacturing businesses to work

December

NSW government have allocated \$500K for a study of re-opening the Narrandera – Tocumwal line for freight rail. This line would be standard gauge to enable freight to be transported from the Murrumbidgee Irrigation Area to the Port of Melbourne, and therefore a standard gauge rail link would be required from Tocumwal to Mangalore to make it work. Sam met with Damian Drum, James Bushell from Carter St Advisory (who is doing work on this with Narrandera council) and Martin Albrecht from NTR.

The GV Bypass Action Group met with Vic Roads who gave a presentation. Vic Roads expect to complete an update of the entire costing of stage 1 of the project by the end of January 2018, and a business plan by July2018.

Great Things Happen Here was launched. Council have arranged for Federation Square in Melbourne to be renamed 'Greater Shepparton Square' in the middle 2 weeks of April, and run Shepparton promotions throughout. C4GS are coordinating with Council to hold their Shepparton Expats event at "Greater Shepparton Square" in April.

Dr Sarah Birrell Ivory from the University of Edinburgh presented at the C4GS lecture at La Trobe University - the topic was 'Business Sustainability and Climate Change - Understanding the Balance in Regional Communities'.



MEMBERS

AS OF DECEMBER 2017

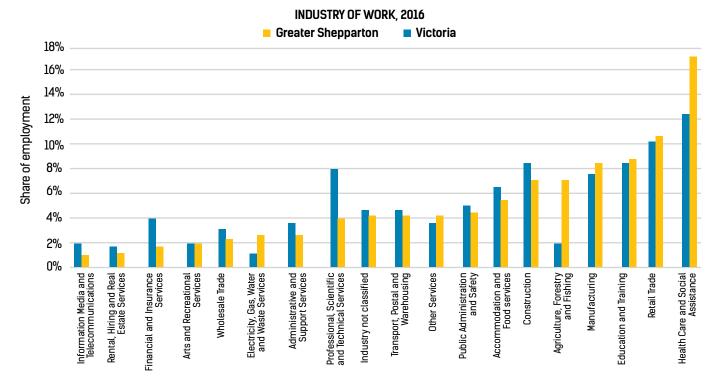
Committee for Greater Shepparton can not operate without having a broad range of members supporting our strategic goals. Each member represents a business and employees.



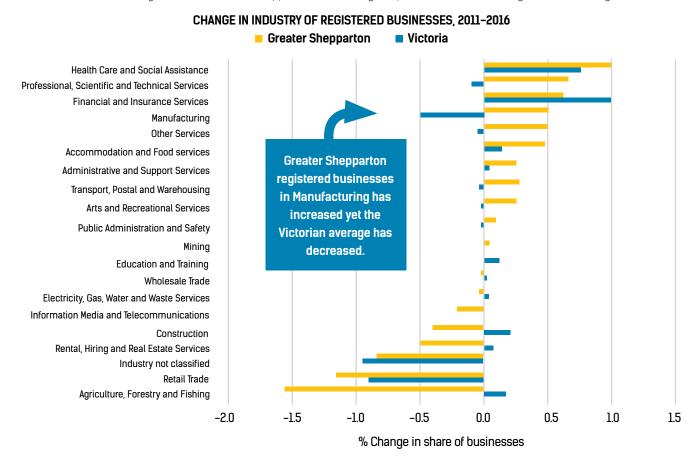
This allows Committee for Greater Shepparton a broad range of businesses to consult with and understand their businesses.



Some recent stats released based on ABS data show that Health Care and Agriculture are the largest employers for Greater Shepparton.



Manufacturing businesses in Greater Shepparton are increasing compared to the Victorian average which is declining.



2018 we will all be working together to promote our businesses and support our industries. Thanks to our members for your continued support to help make our region a great place to live.

OUR MEMBERS

GOLD MEMBERS







www.pental.com.au

(03) 5822 8800

www.gvwater.vic.gov.au







www.ffgl.com.au

www.gotafe.vic.edu.au





www.gmcu.com.au

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www.murraydairy.com.au www.mgc.com.au www.mbmgroup.com.au









SILVER MEMBERS







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BRONZE MEMBERS



COMMUNITY MEMBERS















M.J HALL &

McPherson

MEDIA GROUP



Mathi∈son

Motors













nab



MEDIA NEWSPAPER & RADIO



Questions over gas move

Shepparton committee chief calls for embracing onshore exploration to keep costs down

"We have had conventional onshore gas for a long time with no issues. If conventional gas can be economically developed for Victorian manufacturers and households, the state government should not stand in the way." -Rob Priestly (Chair)



Irrigation the key to a sustainable farming future in the Goulburn Valley

"We work to ensure our region offers the whole package to those considering a move here. The region is a hub of dairy and agriculture and is known for its exports of premium fresh produce. Farmers in our region are using innovative practices and world-class irrigation systems to create a thriving economy."

- Sam Birrell (CEO)



China opens for GV stone fruit

"These stone fruits are crops that grow incredibly well in the Goulburn Valley and I expect to see this lead to an increase in planting and exports. I expect people to expand already successful fruit growing businesses and to take advantage of this new market dynamic."

- Sam Birrell (CEO)



Forum puts focus on importance and opportunities of manufacturing

"47 percent of C4GS membership base is manufacturing or linked to manufacturing so this is a really important area for us to focus on. From this event we plan to establish our first Manufacturing Advisory Committee. This committee will be made up of local manufacturing businesses to make sure we continue to work together for a stronger industry. There are some huge things for manufacturing in the region and it's future and we are proud to be playing a part in building on that. We plan to continue with forums in 2018 addressing challenges our businesses are facing. We have seen how successful these forums are and the positive impact they are having,"

- Deanne Armstrong (Membership & Marketing Manager)



Uni funding to be cut

Committee for Greater Shepparton Chief says cut will hurt region

"Regional tertiary education is critical for us to grow, and universities are there to educate our kids to support the industries of the 21st century, to keep Australia globally competitive."

- Sam Birrell (CEO)

THE AUSTRALIAN

Dairy farmers fight to protect their Murray Waters

"water savings already realised under the plan had improved the health of the local rivers but the MDBA figures were clear evidence that irrigated agriculture had stagnated. If more water savings were imposed on local farmers, herds, orchards and export markets would be lost. I don't know how a place like Shepparton comes back from that. "What worries me as a representative of this community is not what has already happened but what we are being set up for in the future." - Sam Birrell (CEO)

MEDIA NEWSPAPER & RADIO



CEO Sam Birrell discusses Murray Darling Basin Plan on Jon Faine 774 ABC Radio





Committee for Greater Shepparton puts local procurement on menu

"Is it in the taxpayer's interest to save a few cents on a can of South African pears if by doing so it threatens SPC and therefore reduces Victoria's gross state product?"

- Sam Birrell (CEO)



Deanne discussed with Terri at One FM 98.5 her role at C4GS & Fairley Leadership Program





Shepparton council wants to build a new airport to replace aerodrome

'Connectivity is really important if regional cities are going to grow. This is really looking into the future and how our city can grow with an airlink."

- Sam Birrell (CEO)

The Border Mail

Claims of 'blackmail' and communities 'held hostage' at ministerial meeting

"I worry five years down the track we'll have a water crisis, a food crisis, industry struggling and what are we going to do about it?" he said. "Industry is under real threat." - Sam Birrell (CEO)



Goulburn Valley farmers are excited about the prospect of a freight airport in northern Victoria, with Shepparton named as one of the potential sites.

The airport would be a hub, transporting produce into Asia, servicing the booming Chinese market and benefiting local growers.

MEDIA

NEWSPAPER

Goulburn Valley's Gross Regional Product rises to \$7.51B

Big growth across all property sectors predicted

International deal a boost to the local economy

Confidence returns as sector booms New look
state-of-theart health
redevelopment

The Goulburn Valley: Pear capital of Australia

Our Sulburn Sulley

Astachagus season

Astachagus season

Building a prosperous region together

Abviser

Abviser

Education
contributes to
region's \$1.705B
total economic
output

Multi-million dollar court precinct taking shape

Goulburn
Valley
thrives on
infrastructure
and building
boom

\$34.5M new SAM; a coup for region

SPC continues to support our region

\$35M
expansion
proves region
is strong

MEDIA

FACEBOOK & TWITTER







Big thenks to the staff and students at the Education First Youth Foyer for cooking breakfast for us this morning. Amazing job. 6 %.
Thanks to Jeas and Braden for sceaking about your experiences. You are

truely an inspiration to others on what can be achieved.

The Education First Youth Feyer is an amazing facility that we have in our community. Let's create opportunities for these students to gain experience and having more

and be job ready.

You should be very proud of the great work you're during there Anita McCurdy. Well done. Retheppyouthfloyer2k10 #berrystner! #nurethousing #sociate.



Committee for Greater Shepparton added 4 new photos is November 3017. 3

Last right C4GS hosted our Gold and Silver Members function at Parliament House Melbourine. It was an honour to hear from Premier Daniel Andrews and Suzanna Silveed Independent MPP for the District of Shepparton. Thank you to all our members for your ongoing support.













GREATER SHEPPARTON

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