

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

20 October 2015

Agenda Item 6.1 2014 - 2015 Shepparton Show Me Annual Report

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Vision, Mission & Direction

Shepparton Show Me 2014 - 2015 Annual Report

About Shepparton Show Me

Shepparton Show Me is a collaborative marketing program that strategically promotes Shepparton as the preferred destination to do business, shop, stay and play.

The Shepparton Show Me committee, made up of representatives from the local business community and Greater Shepparton City Council staff and councilors, develop targeted marketing campaigns, deliver strategic and tactical initiatives and sponsor key events to promote Shepparton.

These marketing activities are underpinned by the desire to entice people to visit Shepparton, do business, use the local services, attend a festival or event, eat out, shop at local businesses and stay overnight.

Shepparton Show Me is the overarching brand vehicle for promoting and marketing the business community in Shepparton. Its intention is to showcase the commercial, industrial and entertainment offerings in attracting business for the key stakeholders in which it serves.

Shepparton Show Me is a Section 86 committee of Greater Shepparton City Council and operates under a delegation of authority. Shepparton Show Me funds are derived from a differential rate in the dollar applied to all commercial and industrial premises within a designated area in the Shepparton business district.

A map of the Shepparton Show Me contribution area is available on the inside back cover of this Annual Report.



Vision

To position Shepparton as the premier place in Northern Victoria to do business, shop, dine, play and stay.

Mission

To advance the growth and promotion of business and services in Shepparton.

Strategic Direction

Reach - Play a pivotal role in developing targeted campaigns, promotions and leveraging off events to increase visitation to Shepparton in order to generate increased consumer spend and investor return on investment (ROI).

Leadership - Encourage and create opportunities for the business community to work together in positioning Shepparton as the regional hub for services and business in the region.

Collaboration - Work in partnership with key stakeholders to influence positive action in driving the prosperity of Shepparton.

Inform - Communicate regularly with SSM members regarding SSM activities and engage them in opportunities to maximising their involvement.

Accountability - Measure and evaluate all programs against intended outcomes and communicate results to key stakeholders.

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History

Shepparton Show Me 2014 - 2015 Annual Report

Launched in 1998, Shepparton Show Me is the brainchild of a dedicated group of business owners from Shepparton's central business district (CBD). Sharing the vision that Shepparton could become the retail, commercial, entertainment and cultural heart of provincial Victoria, the group sought to create a character and identity exclusive to Shepparton.

Business leaders presented the 'Super Shepparton' concept to Greater Shepparton City Council in 1997, outlining a proposed Marketing Strategy to achieve their vision.

The strategy included applying a portion of a differential rate on properties within the CBD to fund promotion of Shepparton's retail and commercial business sectors. Development of the 'Super Shepparton' concept included extensive consultation with Shepparton Chamber of Commerce and Industry and key Shepparton business operators.

Using the Super Shepparton submission and other proposals as their basis, Council's Economic Development Department proceeded to develop Shepparton Show Me. Under Section 86 of the Local Government Act 1989, a Shepparton Show Me committee was established with the committee's Instrument of Delegation and Guidelines outlining its specific functions and providing the guidelines for exercise of its delegated power.

In 2004, the Shepparton Show Me committee embarked on creating a unique identity for Shepparton. The animated ribbon branding with its purple and pink leaves was created and soon became synonymous with Shepparton Show Me.

In 2006 Shepparton Show Me embarked on a super tram campaign, branding a tram with the animated ribbon and leaves to capitalise on the influx of people to Melbourne during the Commonwealth Games.

Shepparton Show Me embarked on an independent Economic Benefit Assessment in May 2009. The results demonstrated Shepparton Show Me enjoys 73% brand recognition in the catchment area.

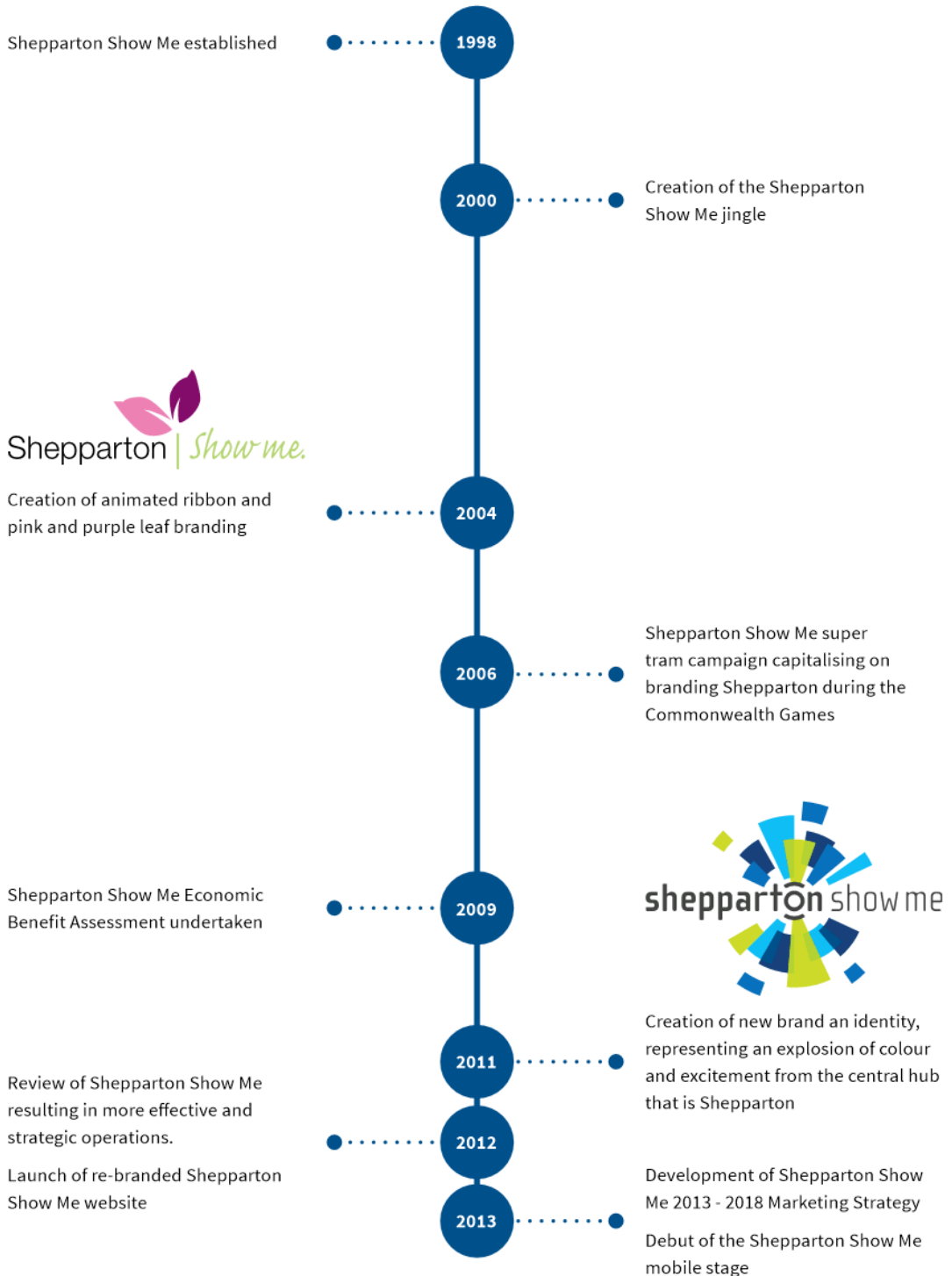
In December 2011, the current Shepparton Show Me logo was launched, representing a virtual explosion of colour and excitement from the central hub that is Shepparton - the heart of regional Victoria.

In 2012 Shepparton Show Me underwent an extensive review. Initiated by Greater Shepparton City Council, the direction was to form a Reference Group and consult with Shepparton's commercial and industrial sector, on the most appropriate arrangements for attracting retail and business consumers to Shepparton.

The recommendations of the Reference Group were presented for consideration at the Council meeting in February 2013. A number of recommendations were adopted that will serve to reinvigorate Shepparton Show Me into the future. The adopted recommendations were progressively incorporated into Shepparton Show Me's operations throughout 2013 and the first half of 2014.

Milestones

Shepparton Show Me 2014 - 2015 Annual Report



Chairperson's Report

Shepparton Show Me 2014 - 2015 Annual Report

During the past financial year of 2013/2014 the Shepparton Show Me Committee has worked hard to present many marketing campaigns to attract people to shop, stay and enjoy the many and varied facilities and opportunities Shepparton has to offer.

The campaigns that we invested in included 2014 Winter Market in August, Father's Day What Dads want Man Cave in September, The Magic of Christmas in December where we had Santa travel around with the Thomson Kia mobile stage to all the major shopping centres to give out presents to lucky shoppers, and followed up with a promotion for the Boxing Day sales. In February we released Shepparton at your service bags, which can be handed out visitors to Shepparton, also the annual Summer City Market. In March Twilight Fishing was conducted at Lake Victoria which was a family friendly event. Mother's Day was again promoted Give a Gift and Steal a Kiss. A new promotion for June was for the end of financial year which promoted business outside the traditional retail area and worked well with budget announcement of tax deductions for business purchases.

With many of our campaigns the Thomson Kia mobile stage was put to good use, a large TV screen has been purchased to enhance the benefits of the stage.

Shepparton Show Me has a Facebook page which is a key engagement and communication tool.

The many sponsored events included:

- Victorian Travel Challenger - Shepparton Wanders Ten Pin Bowling Tournament - September
- Great Escape Car Rally-Cystic Fibrosis Australia - September
- KidsFest 2014 at Kids Town - September
- Challenge Shepparton- McPherson Media Group - November
- Spring Car Nationals - Autofest - November - Including SSM Motor City Alley
- 2014 Open Bowls Championships at Shepparton Park Bowls Club
- Shepparton Basketball Association Junior Tournament & other events
- AFL NAB Challenge Game - March
- Mad Cow Run
- Motor Museum Dream Machines- March
- SheppARTon Festival Picked & Packed - March
- Official Visitor Guides advertising - March
- GV Four Wheel Drive Swap Meet - March
- 2015 Junior Davis Cup Championships - April
- Youth Saver Card Update - Valid to April 2015
- Shepparton South Rotary Markets - April, May, November & December
- Shepparton Bridal Expo - May

From an operational point in the past year we saw the appointment of the Committee in July 2014 with the AGM held in August where Frank Whitford was guest speaker. The Shepparton Show Me database has been updated this was done by calling on all stakeholders to gather their latest information and is now used to communicate our newsletter. Other communications with stakeholders have been made by Mat Innes- Irons, the Shepparton Show Me Marketing Co-ordinator.

Communication with the public has been through a regular column in The Advisor.

In order to get through what at times is a hectic work load the committee has been meeting for discussions on upcoming agenda items in between our regular meetings and this has reduced time spent in the formal meeting.

We have been working on an initiative which is something that will be seen as the biggest program Shepparton Show Me has ever been involved in and will be announced at the 2014/2015 Annual General Meeting.

I would like to thank our committee members Gerard Bruinier, Barry Smith, John Montagner, Morry McKellar, Shane Sali, Peter Dunbabin, Peter Radevski, Clinton Tilley, Cr Les Oroszvary, Cr Dinny Adem, and from the council staff Fiona Le Gassick, Johann Rajaratnam and Geraldine Christou. All committee members are volunteers and I thank them for all their time and input to the success of Shepparton Show Me during the past year.



Malcolm Blake
Chairman

Committee

Shepparton Show Me 2014 - 2015 Annual Report

The Shepparton Show Me committee comprises 15 representatives.

The breakdown of Shepparton Show Me representatives can include;

- Up to nine representatives of Shepparton's business community,
- Two councillors from Greater Shepparton City Council,
- One representative from Council's Executive Leadership Team; and
- Three non-voting Council representatives.

The non-voting attendees include Council's Manager Investment Attraction, Manager Marketing and Communications and the Shepparton Show Me Marketing Co-ordinator.

Representatives from the business community can nominate to be appointed to the Shepparton Show Me committee for a period of one or two years, with the final decision made by Greater Shepparton City Council at the time of appointment.

The committee meets once a month to discuss planned promotional activities, sponsorship applications and general issues concerning the Shepparton business community. All meetings are advertised and open for the public to attend.

Business Representatives

Malcolm Blake - Chair

Owner Manager, Blake's Florist

Term ends July 2015

Malcolm and his wife Dianne established Blake's Florist in 1984. In addition to sharing the day today management of operations of Blake's Florist, Malcolm has held several high profile positions in the floristry industry. He has been a director of Interflora Australia since 1995 and has served as Chairman for two separate terms. On an international level Malcolm is currently a director of Interflora Incorporated (world board), and has served as a director on the board of the Asia Florist Association based in Tokyo. He is a fellow of the Australian Institute of Company Directors. Malcolm was first elected to Shepparton Show Me in September 2013.



“To see Shepparton back to being the premier centre to shop and transact all forms of commerce and production.”

Gerard Bruinier - Deputy Chair

Owner Manager, Autobarn

Term ends July 2015

Gerard has been the owner and manager of Shepparton's Autobarn store for more than 30 years. During that time, he spent five years on the Autobarn Advisory Board and two years as Autobarn's Country Victoria and South Australia Dealer Advisor. Gerard is also a member of the Shepparton Chamber of Commerce and Industry and is on the board of the Shepparton Motor Museum. He has served on the Shepparton Show Me Committee since 2011.



“ In 2014/15 our committee has been able to consolidate our marketing throughout the year. We have supported and partnered many events within council and locally with activities to keep Shepparton in the spotlight. Our marketing providers have some exciting programs ready for development and will keep the committee busy in the future. I have enjoyed my time on the committee and believe Shepparton is a great place with a big future. ”

Clinton Tilley - Treasurer

Chief Executive Officer, Hermal Group

Term ends July 2015

Clinton is the CEO of the Hermal Group, a private family group with extensive experience in retail environments, wholesaling, manufacturing and finance. The Hermal Group manages Shepparton's largest shopping centre, the Shepparton Marketplace. Clinton brings national experience and a big picture view to the Shepparton Show Me Committee, coupled with an understanding of the detail required to deliver. Clinton sits on multiple property development joint venture committees, was president of the Yarra Valley 4WD Club for two years and has served as a committee member of the Victorian College for the Deaf. Elected in July 2013, this is Clinton's first term on the Shepparton Show Me Committee.



“ After the sale of Shepparton Market Place Shopping Centre I am no longer eligible for re-election. I have enjoyed my time on SSM and think over the past two years the committee has worked hard to employ the correct resources and refocus its direction. I leave the team proud of its achievements and strong work on focus and direction, the team are well placed for the future to deliver outstanding value to SSM members and Shepparton as a whole. ”

Morry McKellar - Secretary

Owner Manager, McKellar's Office and Framing Service

Term ends July 2015

Morry's foray into small business began in 1996 when he purchased a milk bar and licensed post office, a business he owned for three years before selling and opening a custom picture framing service. Morry has established strong networks in the Shepparton business community, having served on the board of the Shepparton Chamber of Commerce and Industry for a total of eight years, including three years as vice president. In 2008, he resigned from the Chamber's board to take up the position of the Chamber's manager, a role he held for four years before resigning and returning to the board. In 2012, Morry was a member of the Shepparton Show Me Reference Group, the advisory group formed to review the operations of Shepparton Show Me.



John Montagner

Director, Solar City Office Equipment
Term ends July 2015

John is the owner of Solar City Office Equipment, a business he co-founded 23 years ago. John manages a team of 15 staff and has grown the business to become one of the largest office equipment suppliers in rural Victoria. He has also served on the Kialla West Primary School Council, during which time the school became one of the fastest growing rural schools in the area. John has been a member of the Shepparton Show Me Committee since 2011.



Throughout the last year Shepparton Show Me has been instrumental in supporting local events that have had unprecedented success. The Mad Cow Mud Run had its largest attendance to date, and the AFL NAB Challenge Cup had close to 10,000 people in attendance. Similarly the Junior Basketball Tournament, the Victoria Open 15 Championship and Challenge Shepparton all attracted significant numbers.

“ We look forward to working closer with and forming strong alliances with the Committee for Greater Shepparton, the Shepparton Chamber of Commerce and Commerce and Tourism Greater Shepparton to promote our town on a united front.

This year we are committed to improving our communication and connecting with our members as we embark on creating one of the largest marketing campaigns Shepparton Show Me has attempted in the “Greater Shepparton ... Great things happen here” campaign. I am sure this will create a bright future by positively changing the perception of our great town to make it the number one place to do business, shop, dine, play and stay. ”

Barry Smith

Managing Director, Mailworks
Term ends July 2015

Barry has owned several Shepparton businesses over the past 25 years. Mailworks, which Barry established in 1995, is a mailing service assisting businesses to send mail efficiently, cost effectively and professionally. Mailworks has branches in Shepparton, Bendigo and Ballarat. Barry also serves on the board of Goulburn Valley Health and the Shepparton Aero Club. He has been a member of the Shepparton Show Me Committee since 2010.



Peter Dunbabin

Owner Manager, Focus Cards and Gifts
Term ends July 2015

Peter and wife Roz own Focus Cards and Gifts, an independent card and gift store in Shepparton's Maude Street Mall. Prior to purchasing Focus Cards and Gifts in 2012, Peter spent eight years working in Shepparton's retail sector. He also has extensive media sales and promotion experience from his time working at various media outlets, including the Shepparton Adviser, Wagga Daily Advertiser and North East Newspapers. For the past two years Peter has presented various programs on Community Radio ONE FM. His programs have always been aimed at promoting a positive vibe to Shepparton and the Goulburn and Murray Valleys.

Peter was elected to the Shepparton Show Me Committee in July 2013 and did not seek re-election this year.

“ I wish the incoming committee all the very best and hope they keep two things in mind. Firstly, “from little things, big things grow”, often all a project needs is a small kick start. Secondly, if you keep doing what you have always done, you'll keep getting what you've always got. Onwards and ever upwards. ”



Shane Sali

Owner Manager Traffik , Shop 221 and Arcade Fashions
Term ends July 2016

Shane is Shepparton born and bred. After spending close to four years working as a Telstra Business Account Manager for a local family operated Telstra store, Shane had the opportunity at the young age of twenty to manage a vast range of clients in differing sectors across Shepparton and Northern Victoria.

He now brings that knowledge and experience to his family business; three independent women's retail stores in the Shepparton CBD. Shane sees it as a fantastic opportunity to work alongside his family, who have been in business for over forty years. This wealth of expertise enables Shane to bring a passionate approach to building a better Shepparton.



Peter Radevski

General Manager of Radevski Coolstores

Term ends July 2016

Peter is the General Manger of his family fruit business Radevski Coolstores. In the last 3 years Radevski Coolstores has embarked on innovative changes to its business, Including removing ozone depleting gases from its refrigeration plants and investing in Lighting, solar and production efficiencies in the Packhouse and Orchards. He is passionate about promoting Shepparton throughout his network of peers.

“ Shepparton Show Me is a group of passionate people that care about Shepparton. Over the last 12 months we have worked hard to place Shepparton back on the map as a city that means business. We have sponsored many sporting events throughout the last 12 months that have given Shepparton vast recognition as the top venue for national and state sporting events. We continue to market Shepparton ethically and responsibly with levy payer’s funds. Our job is to promote Shepparton widely and not allow the negativity reported about our beautiful city to influence people wanting to business here. Forza Shepparton. ”



Greater Shepparton City Council Representatives (Voting)

Cr Les Droszvary

Councillor, Greater Shepparton City Council

Les is a Police officer with 35 years’ experience. He is the Sergeant in Charge of Legal Services Shepparton. His mantra is all about accountability, transparency, integrity and the pursuit of best value outcomes for stakeholders and the community in general. He is here to listen, accept feedback good or bad and to improve the way GSCC represents its community.

“ Shepparton Show Me (SSM) has undergone a number of significant changes in its structure. It has developed a marketing strategy, sponsorship accountability outcomes and been involved in a significant number of value adding events to the Greater Shepparton Community.

Examples of these to name a few include AFL NAB Challenge, Junior Davis Cup 2015, SheppARTon Festival picked and packed and the 2014 Victorian Open Bowls championships just to name a few.

Having being involved with the SSM since elected as a councillor in 2012 has seen significant upheaval and change but as such we have seen a more professional committee emerge with better structure and supports in place in tandem with the higher levels of accountability and transparency in both committee funding decisions and acquittals from these decisions. We look for outcomes and decisions to fund based on merit and how they fit within the SSM guidelines. As part of the SSM committee we are charged with a tremendous responsibility to ensure that the hard earned funds allocated by stakeholders to the SSM are wisely spent. The members of the Committee both past and present are passionate about Greater Shepparton and believe that we are ‘the’ place to come to live, work, rest and play.

I would like to acknowledge the efforts of past committee members Barry Smith, Gerard Bruinier, Morry Mc Kellar and Peter Dunbabin.

SSM is going from strength to strength and the next 12 months are going to be extremely exciting, come and join us on our journey. ”



Cr Dinny Adem

Councillor, Greater Shepparton City Council

Dinny was born in Shepparton, and lives with his wife Rita on a rural property in Shepparton East. He and his wife have two daughters.

Dinny was born and raised on a farm and has worked for large corporations, as well as owned and operated a nation-wide business. His vision is to revitalise Greater Shepparton by attracting industry and other substantial employers to our municipality, for the benefit of all.

“ Greater Shepparton has the real potential to become an economic powerhouse and leader in regional Australia, not just Victoria. ”



Johann Rajaratnam

Director Sustainable Development, Greater Shepparton City Council

As part of his role Johann is responsible for the business investment, land use planning, environmental planning and building portfolios at Greater Shepparton City Council. Prior to coming to Greater Shepparton in March 2013, he worked at the City of Boroondara in Melbourne. Johann's background includes strategic planning, staff management, government liaison and corporate planning experience. His work history is primarily in local government and he has experience working at small coastal councils with seasonal population expansion, growth area councils and inner city councils.

“ The committee has worked hard on its marketing and I am hopeful that next year will be an even bigger year. We've also said good bye to some hard working passionate community members and I would like to take this opportunity to sincerely thank them for their hard work, input and passion while they were on Shepparton Show Me. ”



Greater Shepparton City Council Representatives (Non-voting)

Geraldine Christou

Manager Investment Attraction, Greater Shepparton City Council

Geraldine is responsible for management of a number of portfolios. Those specifically relating to Shepparton Show Me objectives include business and industry development, investment attraction, tourism, events, facility management, implementation of the CBD Strategy, the Greater Shepparton Business Centre, festive decorations, coordination of the Summer and Winter city Markets and grant facilitation. Geraldine is a Shepparton Chamber of Commerce and Industry board member, Goulburn River Valley Tourism board member and an active participant in the Hume Economic Development Network.

“ Shepparton Show Me plays an integral role in stimulating economic activity in Shepparton. The Investment Attraction team has worked collaboratively with Shepparton Show Me to deliver positive outcomes for Shepparton - from increasing visitation through the hosting of key events such as the Winter and Summer City Markets, AFL NAB Challenge, Junior Davis Cup Championships and Basketball tournaments, to key initiatives such as Renew Shepparton and CBD Revitalisation. ”



Fiona Le Gassick

Manager Marketing and Communications, Greater Shepparton City Council

As part of her role Fiona is responsible for overseeing and supporting Shepparton Show Me, including management of the Shepparton Show Me Marketing Co-ordinator position. Prior to coming to Greater Shepparton City Council in October 2012, she was the Business Development Manager at GOTAFE in Shepparton. Fiona's background includes marketing and brand management, business development, customer service and staff management. She has been the director of two home based small businesses including Le Gassick Consulting, delivering strategic and business planning, marketing strategy development and tender and submission writing services.



“ The committee is to be commended on its vision and having an increased strategic approach to positioning Shepparton as the key regional city for northern Victoria. While there is still some work to do, the Greater Shepparton ... Great things happen here campaign is a truly exciting initiative that will have a multitude of benefits for Shepparton and beyond. It has been a very busy and fulfilling year in the execution of the marketing strategy. Having a clear direction and plan in place has certainly been advantageous for planning, decision making and budgeting. Having an increased focus on communication with Shepparton Show Me members has created greater opportunities to engage with the members in gaining their feedback, input and ideas.

One of the highlights of being part of the committee is having the opportunity to work with some very passionate and insightful members of our business community. I would like to thank them for their commitment to Shepparton. ”

Staff

Mat Innes-Irons

Shepparton Show Me Marketing Co-ordinator

Mat brings a wealth of business planning, marketing, management and customer service knowledge and experience to the Marketing Coordinator role. He is a well-known identity in the Shepparton business community having owned and managed several businesses including Daiquiris, The Tatong Tavern, The Hotel Australia, The Must Winebar, Marimat Vineyard and most recently Friars Cafe. In addition to his role as Shepparton Show Me's Marketing Co-ordinator, Mat is a partner in a wholesale wine business and catering business



“ Despite some negativity we know that Shepparton is a great place to live. There are so many positives going for us like the climate, our central location, our diverse cultures, our community spirit and our businesses. Shepparton Show Me realise what a great opportunity we have to tell everyone what fantastic assets we have right here in Shepparton with the development of the Greater Shepparton ... Great things happen here campaign.

Some highlights for me have been the Twilight Fishing at Lake Victoria, the introduction of the Shepparton Show Me Blue Santa and the Christmas campaign, Challenge Triathlon and our association with the Greater Shepparton Basketball Association. It has been also rewarding to see events get off the ground with the assistance of Shepparton Show Me.

The committee have been passionate about bringing people to Shepparton to use our expert services, our retail and hospitality. ”

Operations

Shepparton Show Me 2014 - 2015 Annual Report

Shepparton Show Me have embarked on a busy year operationally, appointing a new committee at the Annual General Meeting, undertaking an extensive tender process to appoint creative and advertising suppliers and implementing the 2013-2018 Marketing Strategy.

Committee Appointments

July 2014

As a result of recommendations from the Shepparton Show Me review, on 15 July 2014 new committee members were appointed to Shepparton Show Me.

Shane Sali, Owner and Manager of Traffik and Peter Radevski, General Manager of Radevski Coolstores were welcomed onto the committee for a period of two years expiring on the 17 July 2016.

John Montagner, Director of Solar City Office Equipment and Barry Smith, Managing Director of Mailworks were welcomed back to the committee for a period of 12 months expiring on the 17 July 2015.

Creative and Advertising Panel of Suppliers

July 2014

The Shepparton Show Me committee undertook a rigorous tender process to appoint a panel of suppliers for marketing and advertising services.

As a result of the tender process, the following companies were assessed and successfully met the selection criteria:

- Cuckoo Creative.
- Alchemy Media.
- Dainton and Sons.

The preferred suppliers will provide services to Shepparton Show Me for a period of three (3) years, with an option of annual year-by-year extensions.

The panel of suppliers provides Shepparton Show Me with the necessary capacity to successfully execute the 2013 - 2018 Marketing Strategy, while adhering to Council's procurement requirements.

Annual General Meeting

August 2014

The Shepparton Show Me Annual General Meeting was held on Monday 25 August 2014.

Office bearers were elected including:

- Chair - Malcolm Blake - Blake's Florist.
- Deputy Chair - Gerard Bruinier - Autobarn.
- Secretary - Morry McKellar - McKellar's Office and Framing Service.
- Treasurer - Clinton Tilley - Hermal Group.

A new format was introduced for the Annual General Meeting this year, with a range of guest speakers including Frank Whitford and Senior Constable Ron Willis, and an opportunity for the business community to network.

The Annual General Meeting provided the ideal mechanism for Shepparton Show Me to showcase to its members the strategic priorities over the coming 12 months.

Alchemy Media presented the "Greater Shepparton ... Great things happen here" concept as a key strategic initiative for Shepparton Show Me in the coming year.

2013 - 2018 Shepparton Show Me Marketing Strategy Endorsed

October 2014

Using the draft Marketing Strategy and consultation undertaken by Brenton and Partners, the Shepparton Show Me committee crafted and endorsed the 2013-2018 Shepparton Show Me Marketing Strategy.

The 2013-2018 Shepparton Show Me Marketing Strategy provides very clear direction for the committee and its panel of suppliers, with all activities designed to position Shepparton as the premier place in Northern Victoria to do business, shop, dine, play and stay.

Marketing & Communications

Shepparton Show Me 2014 - 2015 Annual Report

Shepparton Show Me 2013 - 2018 Marketing Strategy



The Shepparton Show Me 2013 - 2018 Marketing Strategy provides a road map that guides the direction of all Shepparton Show Me marketing over the next five years.

The strategy places Shepparton firmly as the regional hub for service and business in the region. It positions Shepparton as the place to do business, shop, dine, play and stay. It also positions Shepparton Show Me as a leader and influencer within the business community to assist in generating economic prosperity for the Shepparton area.

This strategy sets out the strategic direction for Shepparton Show Me to:

- Pursue new promotional activities that generate economic prosperity for our community.
- Build on partnerships with key stakeholders to influence outcomes and decisions that will assist to improve the consumer and visitor experience.
- Reach new and existing consumers through targeted and evaluated promotions.
- Inform the development of a 12 - 18 month marketing campaign.
- Guide the development of a communication strategy targeting SSM members, stakeholders and partners to facilitate clear and consistent communication and create collaborative opportunities that will best position Shepparton as the premier place in Northern Victoria to do business, shop, dine, stay and play.

Key components of the strategy include:

1. Strategic initiatives
2. Tactical initiatives
3. Annual campaigns
4. Sponsorship and events
5. Communications

All activities undertaken by Shepparton Show Me are informed by and aligned to the marketing strategy.

Strategic Initiatives

Greater Shepparton ... Great things happen here

Shepparton Show Me commenced planning its first major strategic initiative, a marketing campaign “Greater Shepparton ... Great things happen here.”

The concept conceived by Alchemy Media, has continued to evolve during planning over the past 12 months, with Shepparton Show Me now partnering with Greater Shepparton City Council to bring the marketing campaign to fruition.

While the campaign is continuing to be refined, the overall objectives are to:

- Nurture/reinvigorate a strong sense of local pride.
- Consolidate the Greater Shepparton identity to assist with attracting investment, government funding, visitation and new residents.
- Strategically target key markets in driving investment, government funding, visitation and new residents.
- Provide resources and assets for key project partners to use when attracting and negotiating with potential investors and government.
- Unite key stakeholders in working towards a shared vision.
- Assist Greater Shepparton in being locally, state-wide, nationally and internationally competitive.
- Develop and implement a long-term strategy that will competitively position Greater Shepparton.
- Assist in establishing infrastructure/processes in welcoming prospective customers and citizens
- Counteract persistent negative media attention.

The key to the campaign will be demonstrating our region’s capability, showcasing our success and exploring the possibilities of what could be via story telling.

Underpinning the campaign is the sharing of local success stories to inspire new businesses and residents to move here and inspire visitors to play, stay and spend here. The inspirational stories create “food for thought” and showcase the possibilities of what could be. The campaign will communicate our strengths and points of difference as a draw card or driving force.

The stories will further surprise and educate our local community and remind them of the great things that happen here in their community.

In sharing our local stories, this will create interest and compel the likes of businesses, new residents and tourists to invest in, move to or visit Greater Shepparton.

Shepparton Show Me will continue to keep everyone updated with this exciting venture.

Renew Shepparton



Renew Shepparton is based on the intellectual property, experience, and case study pioneered by Renew Newcastle.

In 2008 Renew Newcastle was established as a low cost, low budget DIY urban renewal scheme that has proved highly successful and generated significant media and community interest locally, nationally and internationally.

Through a simple strategy based on the temporary and low cost creative activation of some of the more than 150 empty buildings in the Newcastle CBD significant parts of Newcastle have been transformed.

Less than two years later as the direct result of Renew Newcastle's activities more than 70 new businesses and initiatives had been seeded and Newcastle hailed by Lonely Planet as one of the top 10 cities in the world to visit in 2011 due to the exciting, eclectic creative community that had been seeded there.

Based on the Newcastle model, Renew Shepparton is providing a platform for community renewal and economic development.

The Renew Shepparton initiative is being driven by the Shepparton Chamber of Commerce and Industry, Shepparton Show Me, and the Greater Shepparton City Council.

The project is working with the community and property owners to take otherwise empty shops, offices, commercial buildings and making them available to incubate short-term creative projects, enterprises and community initiatives

The projects do not impede or compete with existing business and are carefully evaluated to ensure community interest, increase awareness and participation within renewed areas by increased foot traffic and community involvement.

The projects are uniquely Shepparton, with a strong bias towards local art, craft, cultural and manufacturing (including produce) projects, that represents the best of Shepparton.

Since the project's inception four Renew shops have been opened, two in Vaughan Street and two in High Street. The nature of the stores is truly unique from a Gallery (Inspired Monkey), nappy cakes (Hollie's Nappy Cakes) to vintage fashion (Vintage Chics) and historical displays (Lost Shepparton).

Shepparton Show Me is committed to the continued involvement and support of Renew Shepparton.

Tactical Initiatives

Shepparton Service Bags

February to April 2015



Objectives:

- To provide a feel-good experience that encourages retail spending for visitors who have travelled to Shepparton to access automotive services unavailable or superior to the opportunities in their town.
- Short term: give visitors positive experience in Shepparton and boost exposure and to Shepparton's services and product range.
- Long term: contribute to Shepparton's reputation as the premier regional destination to access services, shop, dine and do business.

Target Market:

- Customers travelling to Shepparton to get their car serviced.

Tactic:

Assemble 'show bags' with a map, itineraries and info for car dealers and automotive service providers to give to their out of town clients who have waiting periods for their repairs to be completed.

Cost:

\$4,000

Outcomes:

The campaign was very well received by auto-sector store owners upon round one delivery of the bags, however the stakeholders weren't as engaged with the campaign as anticipated and were not completing the surveys that were delivered with the bags in order to measure success and ROI on campaign.

Completing follow-up phone calls and round-two bag drops to businesses revealed that business-owners weren't distributing the bags to as many customers as possible and consequently had bags remaining and didn't want any more as office space was an issue.

There are some remaining showbags, which have been repurposed by SSM for two other events - the Regional Living Expo and GV RV Rally.

Twilight Fishing - Victoria Park Lake

27 March 2015



Objectives:

- Create an event for the fishing, boating and leisure retailers and the community.
- Provide a community based activity that delivered a calming and boutique experience where families were invited to bring a picnic basket, rug and deck chairs and spend some quality calming time together fishing by Victoria Park Lake.
- Provide an opportunity for local fishing, leisure and hospitality retailers to showcase a boutique selection of their products and services and enable retailers to build relationship directly with their market.
- Create an event on a Friday evening that would attract people into the area to shop in the lead up to the activity.

Target Market:

- Families, couples and individuals living within a 200 kilometres radius of Shepparton.

Tactics:

- Free fishing.
- Fish lake release.
- Food and drinks (including bbqs, pizza, wine bar).
- Demonstrations.
- Give aways and prizes.
- Expo.
- Entertainment.
- Mobile stage.
- Posters.
- Online.
- Facebook.
- Television.
- Radio.
- Billboard.
- Print - newspaper.

Cost:

\$25,000

Outcomes:

Despite the cool conditions in excess of 500 people lined the shores of the Victoria Park Lake for the reinvigorated Twilight fishing and food event. The event attracted families, couples and individuals to enjoy a spot of fishing along with a range of food and entertainment.

Of the attendees surveyed, participants came from:

- 50% - Shepparton.
- 11% - Mooroopna.
- 6% - Numurkah.
- 4% Toolamba.
- Other - Echuca, Seymour, Benalla and even Swan Hill.

People found out about the event via television (32%), radio (23%), Shepparton Show Me Facebook (10%), poster and the Adviser (6% each), with the Shepparton news and word of mouth also being a main driver.

Due to the success of Twilight Fishing it will now become an annual event.

End of Financial Year

1 to 30 June 2015



Objectives:

This is the first time that Shepparton Show Me had concentrated on the End of Financial Year (EOFY) as a potential marketing campaign.

In the development of the Marketing Strategy, the committee identified that the EOFY provides a the opportunity to run parallel campaigns in promoting the services of the Shepparton financial sector, while encouraging people to capitalise on the EOFY sales that occur in Shepparton rather than spending online or out of the area.

Furthermore, Shepparton Show Me had not specifically focussed on the promotion of financial services sector.

- Leveraging EOFY sales to drive business for SSM members - consumers and business (buy now and get your tax deduction before June 30).
- Take advantage of advice and spend locally - great prices, products and service.
- Counteract online shopping.
- Promote Shepparton Financial Services Industry leading up to tax time - targeting businesses and individuals.
- To create a campaign that can be actioned by a large quantity of Shepparton Show Me members.

Target Market:

- Business owners (agri-business, commercial, professional, industrial).
- Consumers.

Located in Greater Shepparton and regional towns within 200km radius, including Central Victoria (e.g. Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield), and Lower Hume Growth Corridor (e.g. Seymour, Wallan) and Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley).

Tactic:

- EOFY Shepparton Show Me branding device - "Cash In" device.
- Messaging based on "cashing in", "take advantage" and "get your financial advice here in Shepparton".
- Advertising campaign comprising television, radio, print, outdoor advertising, web and Facebook.
- Cash In window decal for Shepparton Show Me to display indicating their participation in the campaign.

Cost:

\$41,064.55

Outcomes:

With the Government announcing incentives to buy before June 30 the opportunity for Shepparton Show Me to involve the agriculture, manufacturing and financial services in the End of Financial Year campaign extended from a normal retail based campaign.

Just over 300 “Cash In” swing tags were distributed throughout the Shepparton Show Me catchment area. There was a high level of engagement with the traders when putting up the swing tags.

Many businesses to the north, east and south of the city centre embraced having a Shepparton Show Me representative in their store.

There was a strong awareness of the campaign from traders and public with most saying television advertising was most noticeable.

The Financial sector were grateful that they were directly involved but most declined to have the swing tag in their window as they felt it wasn't their image.

The general feel from CBD retailers was trade was on par with last year. Those having a genuine sale were happy with the numbers entering their shops.

A noticeable increase in trade by a manufacturer of Ute trays who has 2 month turn around as local car dealers sold more than expected. The powder coater had a major increase in business due to this also.

Due to the success of the EOFY promotion it will now become an annual campaign.

Adviser Parking Promotion - Show Me where to park in Shepparton

June 2015

Background:

The Shepparton Adviser provided Shepparton Show Me with the opportunity to sponsor production and distribution of a where to park in Shepparton map. The map featured parking zones and applicable parking times within Shepparton's CBD.

Sponsoring the map aimed to encourage people to shop in Shepparton and support shoppers to find suitable parking.

Cost:

\$1,363

Outcomes:

- 33,334 homes and businesses with an estimated readership in excess of 60,000 people per week.
- The 'Show Me Where To Park In Shepparton' map received extensive exposure. As a separate feature it was inserted in the Shepparton Adviser edition in the lead up to school holidays.
- Show Me Where To Park In Shepparton' map is also available on the Shepparton Show Me website to assist residents and visitors to Shepparton.



Official Visitors Guide Advertising

12 June 2015



Objective:

- The guide is a motivational tool designed to help people decide to make Greater Shepparton their destination, to start them thinking about what they might do when they are here and spending more time here.
- It also assists visitors in planning their visit and to find their way around Greater Shepparton.

Target Market:

- Tourists.
- Visiting friends and relatives.
- Visiting business people.
- State government.

Tactics:

The Official Visitor Guide provided an ideal medium to promote the Shepparton Show Me online directory to find where to park, shop, dine play and stay.

Cost:

\$1,795

Outcomes:

80,000 copies of the Official Visitors Guide distributed to:

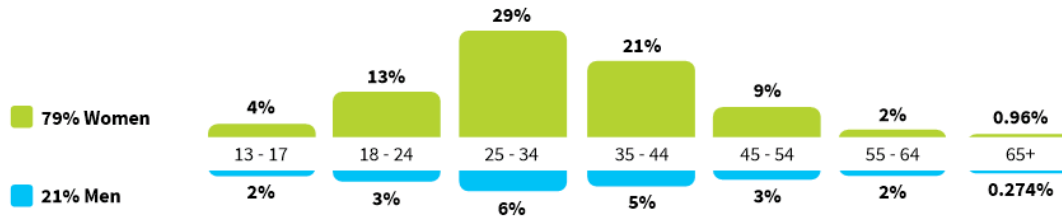
- Greater Shepparton Visitor Centre.
- Conferences and Events.
- Consumer Shows.
- Other Visitor Information Centres.
- Local operators.
- www.discovershepparton.com.au

Shepparton Show Me Online

Facebook

Who likes the page (our fans)

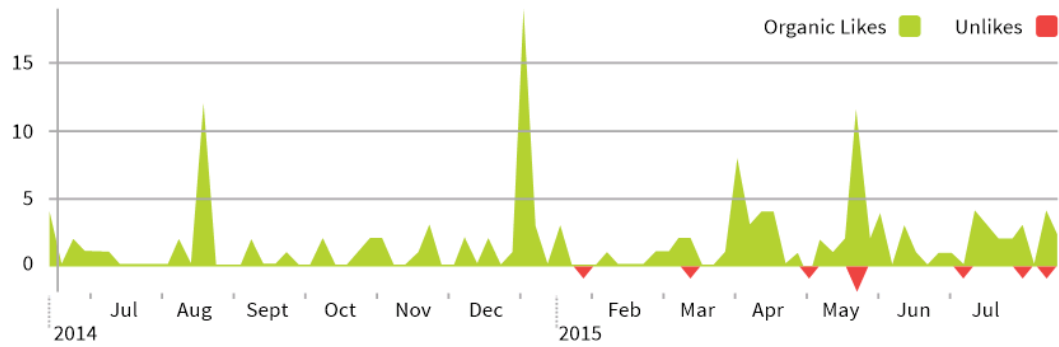
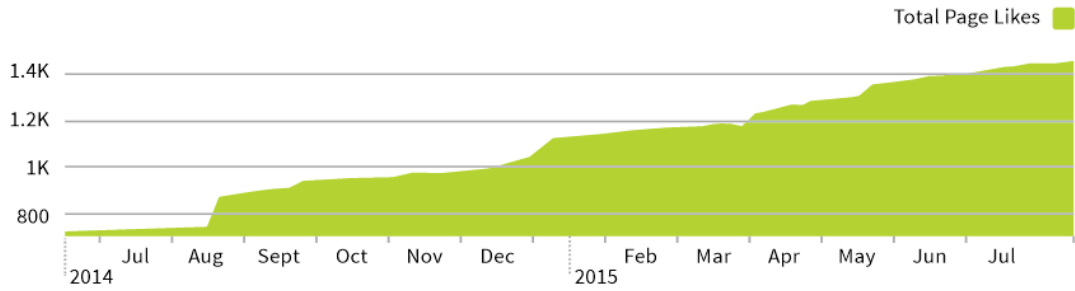
- Overwhelmingly young mums
- Half indicating that they live in Shepparton
- Shepparton Show Me Facebook fans are mostly the primary purchasers in the household.



Country	Fans	City	Fans	Language	Fans
Australia	1,424	Shepparton, Victoria	779	English (US)	1,020
United Kingdom	6	Melbourne, Victoria	159	English (UK)	422
USA	5	Mooroopna, Victoria	87	French (France)	5
Canada	4	Kyabram, Victoria	46	Simplified Chinese (China)	2
Iraq	2	Tatura, Victoria	38	Italian	2
Italy	2	Benalla, Victoria	17	Portuguese (Portugal)	1
Netherlands	2	Numurkah, Victoria	12	Traditional Chinese (Taiwan)	1
New Zealand	1	Kialla West, Victoria	11	Japanese	1
Pakistan	1	Bendigo, Victoria	10	Dutch	1
Taiwan	1	Euroa, Victoria	9	Turkish	1

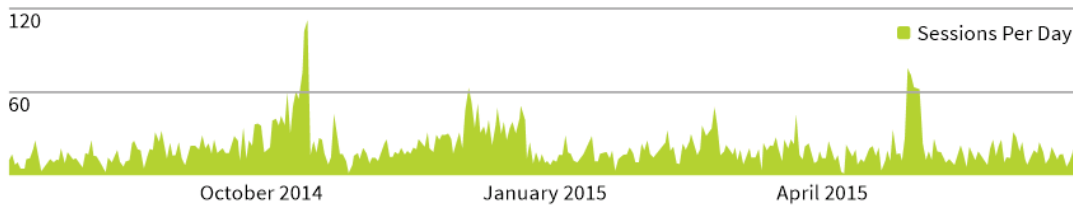
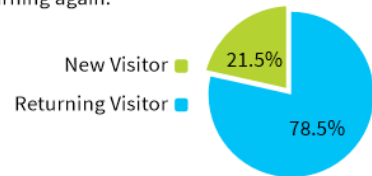
SSM Facebook growth over 12 months

- Total likes = 1, 458.
- Biggest spike in ‘likes’ coincided with the December and April Shepparton Show Me promotions - Christmas and Mother’s Day and a various sponsored events.



Website:

- Nearly 6,000 unique visitors across the 12 months, over three quarters returning again.
- Desktop visits 55%.
- Mobile/Tablet visits 45%.
- Over 68% on an Apple device, over 28% on an Android device.
- Promotions and Businesses the most popular pages.



Session: 7,486 Users: 5,969 Pageviews: 16,590 Pages / Session: 2.22
Avg Session Duration: 00:01:18 Bouce Rate: 63.64% % New Sessions: 78.48%

Web Traffic via Facebook posts

- January - Summer City Markets campaign drove 105 clicks to SSM website.
- March - Twilight fishing campaign drove 30 clicks to SSM website.
- April - Mother’s Day Social campaign drove 174 clicks to SSM website.
- June - Cash In campaign drove 38 clicks to SSM website.

Shepparton Show Me Mobile Stage

The Thompson Kia Mobile Stage has had a busy 12 months. The stage was used extensively for Shepparton Show Me campaigns including:



Christmas Campaign

For three weeks leading up to Christmas Day the van was taken to many locations where the Santa Show was performed.

Mother's Day Campaign

The van was decked out as a "Pamper Van". Cups of herbal tea were handed out while Mum's had a hand rub listening to popular ballads. Various sites in the week leading up to Mother's Day.

Father's Day Campaign

Mobile Man Van. For the week leading up to Father's Day in various sites comparing and spruiking the vicinity with give aways.

Twilight Fishing

The stage was used for musical entertainment and announcements from the Minister for Agriculture.

Shepparton Festival

Used in the Shepparton Pop-up Club as a stage.

Mad Cow Mud Run

Provided a platform for the DJ, announcements and comparing.

Spring Car Nationals

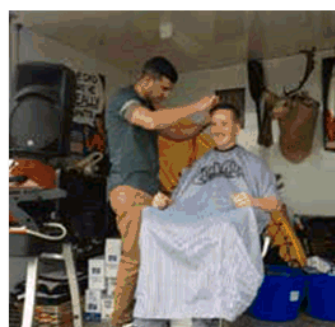
Used for SSM promotion next to the skid pan for the duration of the event.

The Great Escape Car Rally

Set up at Victoria Park Lake on the morning of departure providing music and announcements.

The Heritage Rally

Used as the commentators stage comparing the street parade as well as the Victoria Park Lake on the Saturday. It was then used at Emerald Bank for live music performances on the Sunday.



Additional events that the Thompson Kia Mobile Stage was utilized for include:



Bonny and Clyde Rat's, Rods and Rides

Used as a stage and part of a YouTube clip that was seen all around the world.

Shepparton Running Festival

Set the scene at the finishing line and also for presentations.

GOTAFE Careers Day Out

Set up at the show grounds with background music and MC base.

Westpac Opening

Used as a stage for live music acts in Vaughan Central.

The Toaster Ride

Friars Café car park for live music and announcements for a charity bike ride.

Pactum Dairy

Used as a prop at Undera outback lunch for a Chinese delegation inspecting Pactum Dairy and other local businesses.

Park Run

Stage for Steve Monagetti talk to all participants and mood music.

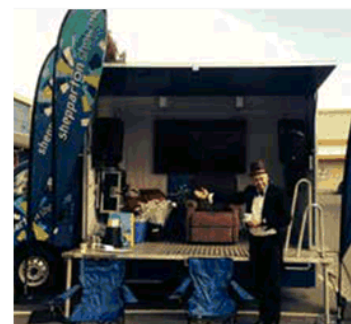
GV Amnesty

Used for entertainment and meeting point in Maude Street Mall.

An addition to the Mobile Stage was the big screen TV. This was installed prior to the Christmas campaign and added another dimension to the Santa Show. A 4 min video was shot showing Blue Santa running in and out of a whole variety of local shops and shown leading up to Blue Santa's arrival with "Benny Hill" style music.

The Mad Cow Mud Run also utilised the screen to give their sponsors extra exposure on the day of the event.

It is now standard to offer all Shepparton Show Me sponsored events the use of the screen.



Annual Campaigns

Winter City Market - August 2014

Friday 22 and Saturday 23 August 2014



Background:

The Winter City Market, formerly known as the Shepparton Bush Market, is a long standing annual event, for which Shepparton Show Me is an ongoing sponsor.

Objective:

The key objective of the Winter City Market is to attract as many people as possible into the Shepparton CBD and to increase the retail spend opportunity for traders. The event is also a vehicle to promote the diversity of Shepparton's retail sector by inviting businesses outside the immediate CBD to participate free of charge.

Greater Shepparton City Council's Investment Attraction Department co-ordinate the Winter City Market.

Target markets:

Primary:

- Mother's - stay at home mothers, working mothers, culturally and linguistically diverse (CALD) mothers, mothers of babies, pre-schoolers, primary and secondary school aged children.

Secondary:

- Families - young families, families with secondary school aged children.
- Adolescents.
- Young adults (males and females).

Tactics:

- Broad advertising campaign comprising television, radio, print and Facebook.
- Winter City Market decal for traders to display.

Sponsorship amount:

\$35,038.86

Attendance:

Between 10,000 and 15,000 people over the two days of the event.

Outcomes:

A focus on including local entertainers, providing free children's activities and increasing the number of stalls, attracted many families to the Winter City Market and provided retailers with the opportunity to capitalise on the significant increase in consumer traffic.

The Maude Street Mall hosted 54 stall holders during the Winter City Market including:

- Shepparton traders from outside the CBD.

- External traders.
- Essential services.
- Community groups.

Through the sponsorship of Shepparton Show Me, Council's Investment Attraction Department were able to offer Shepparton Show Me members from outside the CBD the opportunity to take up stalls in the CBD during the Winter City Market, with site and insurance costs met.

Other initiatives such as roving entertainment, a multicultural food site, local music, free children's rides and a petting zoo, created a family orientated atmosphere that encouraged shoppers to stay longer.

Overall reports from traders were mixed and varied with success appearing to be determined by the type of stock being cleared.

A selection of retailers were randomly consulted, with positive trade results being reported by most, despite the intermittent showers and cold weather that were experienced over the two days of the event.

Father's Day - What Dads want man cave

Sunday 19 August to Sunday 1 September 2014



Objectives:

- To develop a campaign based on Father's Day with the aim of stimulating business for Shepparton Show Me members.
- To encourage increased visitation to Shepparton over the Father's Day celebration period.
- To demonstrate support for Shepparton Show Me members.

Target Market:

Primary:

Purchasers of Father's Day gifts and experiences, that is spouses (wives and partners), sons and daughters (children, young adults and adults) from Shepparton and regional areas within a 200 kilometre radius of Shepparton.

Secondary:

Fathers themselves, who potentially influence the purchase decision.

Tactics:

- Campaign identity (What Dads Want).
- Television and radio advertising across Greater Shepparton and regional towns within a 200 kilometre radius.
- Online advertising.
- Activities across the Shepparton Show Me contribution area using the Shepparton Show Me mobile stage.
- Retailers wearing 'What Dads Want' t-shirts.
- In-store advertising.
- In-store competition.

Cost:

\$19,840

Outcomes:

The What Dads Want Father's Day campaign was evaluated using the information provided by entrants in the in-store competition. The in-store competition attracted 359 entries.

The majority of entrants were from Shepparton (40%), Kialla (13.6%), Mooroopna (6.75%), Tatura (6.7%) and Numurkah (6.1%).

A total of 258 entrants reported seeing and / or hearing the What Dads Want advertising with 145 seeing the in-store advertising, 86 seeing the television advertising, 42 hearing the radio advertising and 3 seeing the advertising on the Shepparton Show Me website. Of those same 258 entrants, 219 or 84 per cent said they undertook shopping because they were influenced by the What Dads Want advertising campaign.

The Magic of Christmas and Boxing Day Sales

15 November 2014 - Instillation of town Christmas decorations.

28 November 2014 - Commencement of Christmas campaign.

26 December 2014 - Boxing Day Sales.

January 2015 - Holiday Season.

**Objectives:**

The exchanging of gifts is one of the core aspects of the modern Christmas celebration, making it the most profitable time of year for retailers and businesses throughout the world. The Christmas season incorporates what is referred to as a "holiday shopping season" pre and post-Christmas.

January is a key part of the holiday season. The Australian National Retailers Association (ANRA) predicts Victorians will spend the most at \$588 million at the Boxing Day sales.

As major feature on the Australian retail calendar, Christmas provides Shepparton Show Me (SSM) with an opportunity to stimulate the economy during this gift giving and celebration time.

It is the time of year when retailers (and associated businesses) see their biggest sales, so it makes sense to proportion the SSM marketing budget accordingly.

The objectives of the campaign were to:

- To develop Christmas campaign with the aim of stimulating business for SSM members.
- To promote Shepparton as THE destination in regional Victoria to have an enjoyable shopping and holiday season experience.
- Create a point of difference and an emotional connection to the Shepparton brand via putting the magic back into Christmas.
- Assist in facilitating customer loyalty.
- To demonstrate support for SSM stakeholders.

28

Target markets:**Primary:**

- Women aged 25 - 65 as the primary purchasers of Christmas gifts (spouse, mother and/or daughter).
- Last minute shoppers - primarily men aged 25 - 65 (33% of all shoppers do their purchasing less than 10 days before in waiting for just the right gift ideas and deals.)
- Consumers (as detailed above) in Greater Shepparton and regional towns within 200 km radius:
 - Central Victoria (e.g. Bendigo, Echuca)
 - Northern Victoria (e.g. Benalla, Wangaratta, Mansfield)
 - Lower Hume Growth Corridor (e.g. Seymour, Wallan)
 - Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley)

Tactics:

A significant part of the Christmas campaign was the activation activity, which was a Christmas stage show conducted from the SSM mobile stage. The aim was for the show to travel around Shepparton attracting shoppers to specific area within the SSM boundary.

The stage show featured a video on a big screen of Santa making his way across Shepparton via many shops to reach his destination. The stage show provided entertainment and the opportunity for shoppers to win prizes by having a lucky number that was selected via a spinning wheel. The locations visited by the show were:

Another major feature of the campaign was the use of a SSM 'blue' Santa. One of the advantages of this was being able to engage with potential customers to explain the story of how Santa was originally blue however as part of a marketing Coca Cola made him red and this image has prevailed. There was a high level of recognition of the blue Santa and his association with SSM.

Opportunities for photos with Santa were provided within the Mall, Marketplace and Riverside Plaza, with a range of children's activities available in the Mall throughout the month.

Within the Mall "Santa's workshop" was constructed in the old Jetset building where gift wrapping was on offer and a giving tree was located.

The media campaign comprised TV, YouTube and Facebook, radio, print and in-store displays.

Cost:

\$67,000

Outcomes:

In terms of the evaluation of the campaign, a survey was undertaken with those in attendance at the Santa shows.

- 49% of those surveyed indicated they had seen or heard the Christmas Campaign advertising.
- 55% of those surveyed saw advertising on television, 19% on Facebook and 16% in the newspaper.
- The mobile stage show was the primary reason 62% of those surveyed were shopping in Shepparton.

	Facebook	Total
From a social media point of view the campaign attracted the following:	Likes	135
	Comments	20
	Shares	17
	YouTube	Total
	Views	130

In summarising the data it can be concluded that the SSM Magic of Christmas campaign was influential in encouraging shoppers within Shepparton and surrounding areas such as Waaia, Boonie Doon, Kyabram, Dookie, Rochester, Seymour, Benalla, Wangaratta and Finley.

The Christmas campaign also featured a heavy promotion of the availability of Boxing Day shopping in Shepparton. It is suggested that the campaign contributed to the increase in Boxing Day sales.

SSM has been responsible for promoting Boxing Day over the past two years, prior to this there has not been a focus on this as a retail opportunity. After two years of promotion, customers are now aware of the value of shopping locally on Boxing Day and are making the most of this opportunity.

Summer City Market

27 and 28 February 2015



Objectives:

The key objective of the Summer City Market was to attract as many people into the Shepparton CBD and to increase the retail spend opportunity for traders. The event was also a vehicle to promote the diversity of our retail sector, by inviting businesses outside the immediate CBD to participate free of charge.

Through the sponsorship of Shepparton Show Me, we were able to provide all Shepparton Show Me stakeholders the opportunity to participate by taking up stalls in the CBD, with all site and insurance costs being met.

Through other initiatives such as roving entertainment, a multicultural food tent, local music, free children's rides, and a petting zoo, a family orientated atmosphere was created encouraging shoppers to stay longer.

Greater Shepparton City Council's Investment Attraction Department co-ordinate the Summer City Market.

Target markets:

In the past the Summer City Market has attracted shoppers from regional Victoria and southern New South Wales, bringing 'new money' to Shepparton benefiting accommodation, restaurants and tourist attractions.

Shoppers attend the Summer Market as family groups, individual shoppers, children with parents and older children after school - all being a target market for the retail sector.

The target audiences will be reached through a strategic marketing plan, building upon the successful Summer City Market branding campaign which was managed by Alchemy Media (Australia) Pty Ltd.

Tactics:

While the offer of retail items is a key component of the market, there is also a focus on using local entertainment and free children's rides to drive shoppers into the CBD. This ensured families were attracted to the CBD and created the opportunity for retailers to capitalise on the significant increase in consumer traffic.

This year we sourced Voice Stars Lakyn Heperi and Sam Ludeman who performed on the Friday at 6pm. The both brought a larger than usual crowds into the Mall, many of whom had travelled from outside of Shepparton to see the performers. It ensured there was increased foot traffic from the finishing of school at 3:30pm until 8pm, as this time slot was recognised as an area that needed to be improved.

We were blessed with ideal weather across the two days but traders believe that Saturday has now become the bigger of the two days.

Cost:

\$38,907

30

Outcomes:

- Approximately 15,000 visitors to the CBD across the two days of the market.
- In addition to the traditional advertising a concerted social media campaign was launched three weeks prior to market.
- Headline acts for the Friday night was extremely successful in attracting numbers and will be again used as a strategy for the up and coming Winter City Market.
- Increased children's activities are required to create two kidszone areas such as in High and Fryers Streets.
- A total of 52 stall holders exhibited in the mall including:
 - Shepparton traders (located outside the CBD).
 - External traders.
 - Essential Services.
 - Community groups.
- Overall reports from traders were varied, with success appearing to be determined by the type of stock being cleared. A random selection of retailers were spoken to and most reported positive trade results:
 - Valley Booksellers.
 - Jeans West.
 - Mensland.
 - Hudsons Coffee.
 - Factorie.
 - Dash Clothing.
 - Jeff Young Shoes.
 - Traffik Boutique.

Mother's Day - Give a gift and steal a kiss and pamper van

27 April to 8 May

**Objectives:**

The celebration of Mother's Day is a major feature on the Australian retail calendar providing Shepparton Show Me with an opportunity to stimulate the economy during this gift giving and celebration time. Mother's Day is the second-biggest consumer-spending holiday, behind Christmas.

Key objectives of the campaign are:

- To develop a campaign based on Mother's Day with the aim of stimulating business for Shepparton Show Me members.
- Encourage increased visitation to Shepparton in the lead up to and over the Mother's Day celebration period.
- To promote Shepparton as the regional Victorian destination to do business, shop, dine and play.

Target markets:

- Mother's themselves in influencing the purchasing decisions:
Mum categories - working, domestic, stylish/fashion focussed, natural, crafty, sporty, gardening, pet-loving, adventure-seeking, new mum - of course mum's can be a combination.
- Purchasers of Mother's Day gifts and experiences - spouses (husbands, partners), sons and daughters (children, young adults, adults), women buying for their own mother's and/or mother-in-laws.
- Consumers (as detailed above) in Greater Shepparton and regional towns within 200km radius, including Central Victoria (e.g. Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield), and Lower Hume Growth Corridor (e.g. Seymour, Wallan) and Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley).

Tactics:

- Messaging - "Give a gift and steal a kiss".
- Continued application of the Shepparton Show Me Mother's Day branding.
- Continued application of the Mother's Day window decal.
- Pamper van experience - The mobile stage was set up as a mobile day spa offering neck and shoulder massages and manicures.
- Participants had a cup of fresh herbal tea.
- A table was set up for kids to draw a Mother's Day card.
- \$100 worth of fresh individual flowers randomly given every day from various florists.
- Hand creams, Emu oil, scented soaps etc. given to participants.
- Give away pancake mix to kids to make Mum breakfast in bed.
- Advertising campaign comprising television, radio, print, outdoor advertising, web and Facebook.

Cost:

\$27,656.

Outcomes:

In total there were 32 participants that completed the campaign evaluation survey.

The majority of the participants became aware of the Pamper Van and Mother's Day promotion via radio (31%) and the Shepparton Show Me Facebook page (25%). Fifteen per cent of those surveyed had come directly to shop for Mother's Day following the Shepparton Show Me Mother's Day promotion, while the majority were on a work break or were just generally shopping in the area.

From a trader's perspective, those consulted indicated that business was up on previous years. Feedback included:

- Envy - "Great lead up to Mother's Day".
- Blossom with Love - "Blown away".
- Blizzards Jewellers - "Really good".
- Renato's Florist - "One of the best in 35 years".
- Florist on Fryers - "Great".

Sponsorship and Events

CBD Fun

April 2014 to August 2014 (ongoing)



Organisation:

Greater Shepparton City Council - Investment Attraction

Objectives:

The objectives of CBD Fun were to:

- Increase Mall visitation.
- Improve atmosphere in Mall.
- Increase visitation to the region.
- Entice shoppers to come into the CBD and spend money.

Sponsorship amount:

\$25,000

Target markets:

Families and children from the Shepparton and surrounding catchment to shop in Shepparton during the school holidays.

Tactics:

- Predominately focused on school holiday activities.
- Press advertising in the Shepparton News and 'The Adviser' for maximum exposure.
- Utilised the Shepparton Show Me Facebook page.
- Provided traders with posters to display in their shop fronts.
- Hosted activities targeted to children which promotes family orientated activities and visits to the mall.
- Regular consultation with CBD traders for their valued input.

Outcomes:

It is evident from the surveys we conducted on 29 August 2014 that CBD traders felt there was increase in foot traffic during the six-month period of the CBD Fun campaign activity in the Maude Street Mall.

A survey was conducted on 29 August 2014. Fourteen traders in the Maude Street Mall participated. The general view was that CBD Fun had increased Mall Visitations and improved the atmosphere within the Maude Street Mall by enticing families to take advantage of the activities.

Victorian Travel Challenger Ten Pin Bowling Tournament

13 and 14 September



Organisation:

Shepparton Wanderers Ten Pin Bowling Club

Objectives:

The Travel Challenge is a tournament that targets teams from other tenpin bowling centres to decide who wins the Travel Challenge Cup for 2014.

The target markets are tenpin bowlers from outside Greater Shepparton and their families. As visitors they spend money while in Greater Shepparton on accommodation, meals, fuel, entertainment and shopping.

The event is rotated across the state, and in providing the participants with excellent hospitality will ensure that Shepparton will be considered to host the event again in the future.

Sponsorship amount:

\$1,000

Outcomes:

- 12 teams with a minimum of 8 people per team attended, plus their partners.
- Approximately 150 - 160 people attended the event in total.
- Competitors from across Victoria participated, with visitors having a minimum of one night's stay.
- Function at the Sherburne didn't go ahead due to a staff member falling ill, however participants still dined out locally, e.g. RSL.
- A stipulation was that the SSM logo was to be included on the tournament t-shirts however the Wanderers failed to adhere to this.
- SSM resources such as the Mooving Art cow and banners were used for the event.
- While the event was a success for the Wanderers, the sponsorship investment for SSM had a minimal return.

Great Escape Car Rally

8 and 9 September 2014



Organisation:

Cystic Fibrosis Australia

Objectives:

To create awareness and raise funds for Cystic Fibrosis Australia research and to introduce visitors to Shepparton. Participants to be recruited from across Victoria to come to Shepparton to participate in the Great Escape Car Rally and other supporting activities.

A minimum of 200 people to come to Shepparton to stay for a minimum of two nights and spend money locally on fuel, dining, entertainment, banking and retail including automotive.

The rally starts in Shepparton and finishes in Hobart, with the rally taking place over 10 days as the car travel across Victoria and Tasmania.

Sponsorship amount:

\$10,000

Outcomes:

- 200 entrants/ 48 vehicles from Victoria, New South Wales, Queensland and Tasmania.
- 3,500 kilometres across Victoria and Tasmania showcasing SSM.
- Event raised \$380,000.
- SSM Cow which was sold for \$5,500.
- SSM bar runners distributed throughout Victoria and Tasmania.
- Extensive local and state-wide exposure all feature SSM logo.
- All vehicles featured SSM logo.
- A major launch was part of the program at Victoria Park Lake and street parade from the Shepparton Motor Museum to the Mall.
- Garden Party at Cruden Farm, the home of the late Dame Elisabeth Murdoch.
- From a branding point of view this was a worthwhile investment. The SSM logo was heavily featured on a range of marketing products and at all events. It further enabled SSM to showcase what's on offer in Shepparton to new audiences.

Shepparton Father's Day Heritage Rally Weekend

6 and 7 September 2014

**Organisation:**

Emerald Bank

Objectives:

- To increase visitation to Greater Shepparton by drawing exhibitors and their families/supporters to the event.
- To increase purchase/consumption of local goods and services as the event is aimed at people from outside the area.
- To build the event to become a sustainable annual showcase of Greater Shepparton. This event has the potential to be a three day event involving multiple locations/ attractions throughout Greater Shepparton and become an annual drawcard to our region.

Sponsorship amount:

\$5,500

Outcomes:

- Heritage Street Parade - 50 vehicles participated in Saturday's (Sept 6) parade (exceeding expectations). Difficult to estimate crowds in streets to watch (not huge) but approximately 400 people attended at Victoria Park Lake where vehicles parked for two hours after parade.
- Estimated 5,000 people attended the annual Heritage Rally at Emerald Bank Leisure Land on Sunday, September 7 with more than 100 exhibitors. The Shepparton Motor Museum enjoyed 600 people through its doors on the day.
- Estimated 1,000 people attended the inaugural Antique Aircraft Fly In and GV Aero Club Open Day on the Sunday, including the Victorian Minister for Aviation, Hon Gordon Rich-Phillips, who reportedly was very impressed with the idea of the fly-in and the heritage rally working together to entertain visitors.
- By developing a two day event we were able to attract many exhibitors and their families and supporters to Greater Shepparton for at least an overnight stay, some stayed two nights. Organisers estimate at least 100 people (involved in exhibiting) stayed in Shepparton at least overnight. Accommodation included camping, holiday parks and motels.
- Overnight stays by the public is more difficult to track, however, anecdotally and in the surveys provided, numerous people were in Shepparton for the whole weekend.
- The seven businesses at Emerald Bank benefited heavily by the 5,000 strong crowd on the Sunday, with food outlets reporting \$2000 up on last year's takings and making it one of the biggest trade days of the year for them. The retail stores, bar one, reported increased sales on the day, and all claim good follow up business from return customers in the weeks after.
- Clubs involved and a small number of stall traders also reported very good sales and exposure for their products and services.

- All visitors spent money despite it being a free entry event, and many we spoke to had stayed overnight and visited other attractions, eateries and entertainment the day and night previous. (More assistance with data collection will be necessary next year).
- The \$5,500 (GST incl) provided to the event by SSM was spent solely on advertising of the weekend into markets external to Shepparton. The bulk of the money was spent with Prime TV in the Albury/Wodonga and Bendigo windows. A small amount was spent on flyers and posters sent to interested clubs, Visitor Centres and businesses both outside and in Greater Shepparton.
- SSM support included the SSM truck and Mat Innes-Irons at the Mall on Saturday morning for the parade. Mat was announcer of information on vehicles in the parade as it passed but was also able to incorporate the SSM Father's Day promotion into the event, which continued at Victoria Park Lake afterwards. The SSM truck was also utilised at Emerald Bank on Sunday as a stage for live music and banners displayed at the venue, including at the Shepparton Motor Museum.

KidsFest 2014

September 2014



Organisation:

KidsTown

Background:

KidsFest is an annual two-day festival aimed at families with children aged up to twelve years. The festival has been running since 2006 and is held at SPC Ardmona KidsTown, a purpose built children's adventure playground located between Shepparton and Mooroopna.

KidsFest is managed by SPC Ardmona KidsTown employees and offers an extensive entertainment and education program.

Objectives:

KidsFest's objectives are to:

- Position KidsFest as a children's festival of state significance.
- Position Greater Shepparton as a family friendly destination with a variety of activities suitable for children of all ages.
- Increase visitor's length of stay in Greater Shepparton and enhance KidsTown's reputation as regional Victoria's best adventure park.

Sponsorship amount:

\$20,182.00

Attendance:

Estimated at 16,984 people over the two days of the event.

Outcomes:

KidsFest proved a huge success with attendance at the 2013 event up 8.6 per cent, or 1,344 visitors, on 2012 attendance. Approximately 45 per cent of visitors came from outside Greater Shepparton, including 5.8 per cent from interstate.

This year KidsFest established a cross promotional marketing campaign in partnership with Shepparton Show Me, Greater Shepparton City Council, Prime 7, LA Vision and the Southern Cross Ten media group.

KidsFest gained significant regional and state exposure through an extensive television, radio and print advertising campaign in the lead up to the event and news stories throughout the duration and post event.

A number of local businesses and program and service providers ran activities as KidsFest umbrella events and promoted their activities as part of the KidsFest marketing campaign.

This year's KidsFest umbrella events saw over 20 children's programs and entertainment activities run over the two weeks of the September school holidays across Greater Shepparton, double the number provided in 2012. The KidsFest umbrella event partnerships have proved to be successful and will be built on again in 2014.

Challenge Shepparton Triathlon

15 and 16 November 2015

Organisation:

McPherson Media Group

Objectives:

When the Shepparton Triathlon Club decided to discontinue with the IRONMAN 70.3 contract, McPherson Media responded immediately to pursue an option to preserve a long-course triathlon event for Shepparton in 2014 and beyond. The tradition of a Shepparton based long-course triathlon contributes approximately \$3 million per year to the Greater Shepparton economy.

Challenge Shepparton is to be an annual triathlon on the Shepparton events calendar and will continue to grow and evolve into more than just a two day sporting event. The goal is for Challenge Shepparton to become a full multisport festival that generates a three-night stay in Shepparton with supporting activity around the Shepparton CBD to create an experience for visitors and competitors.

Sponsorship amount:

\$25,000

Attendance:

6,960 including 2,500 spectators



Outcomes:

Key outcomes of Challenge Shepparton included:

- Re-establishing a Shepparton long-course triathlon on the national calendar.
- Over 1,400 entries to Challenge Shepparton, 550+ entries to Saturday events, delivering visitor numbers comparable to the best attended Shepparton triathlon events of recent years.
- Local contractors and suppliers were selected at every opportunity, totalling almost \$250,000, (includes estimate of GSCC expenditure).
- In excess of \$46,000 was distributed via volunteer engagement and sports clubs event management/assistance.

Participants and visitors came from:

- Melbourne - 59%.
- Greater Shepparton - 5%.
- Outer metro - 4%.
- Bendigo - 3%.
- North East - 3%.
- Echuca Moama - 2%.

Spring Car Nationals (SpringNats) - Including Shepparton Show Me Motor City Alley

21 to 23 November 2014

**Organisation:**

Autofest

Objectives:

The Shepparton SpringNats has grown to become Victoria's largest performance car festival and the second largest event of its type in the Southern Hemisphere.

Following its move from the Driver Education Centre of Australia (DECA) to the centrally located Shepparton Showgrounds in 2010, attendance at Shepparton SpringNats has significantly increased.

Shepparton SpringNats aims to provide:

- A safe and controlled environment for entrants to participate and enjoy themselves.
- A safe friendly environment for entrants and spectators alike to enjoy the event.
- Opportunities for local businesses to showcase their wares to the increased number of visitors to Shepparton over the weekend of the event.

Shepparton SpringNats is an alcohol free event and promotes a true family atmosphere, where spectators are able to enjoy the enthusiasm and excitement of a motor vehicle event in a friendly environment.

Sponsorship amount:

\$3,000 plus free sites for Shepparton Show Me Members in the Motor City Alley

Attendance:

29,000 spectators, 2,000 entrants

Outcomes:

According to the organisers 29,000 spectators, 2,000 entrants and partners were in attendance.

The 2014 Shepparton SpringNats saw an increase in both entrant and spectator numbers with the highest attendance in the six year history of the event. Both Saturday and Sunday gate takings were well up on previous years.

The Saturday night street cruise through the Shepparton CBD was well patronized, with the CBD looking very full. Accommodation over the weekend was full.

Almost half (42%) of the attendees surveyed originate from within Greater Shepparton. Other attendees surveyed were from North East Victoria (12%), another 16% from Metro Melbourne, 15% Central Victoria, 7% from NSW and 6% from South Australia. A small number of attendees (2%) were from Western Australia, Queensland, ACT, Tasmania and the Northern Territory.

SSM members under the Motor City branding were offered a free site with eight traders taking up the opportunity. Feedback provided by some of the SSM participants included:

- King Auto Upholstery - Great weekend. We picked up \$15,000 from the event and still getting business from it.
- Caville Performance - Fairly quiet.
- McKellar's Picture and Framing - Not a big weekend financially but good to be part of the event.
- Shepparton BMW and Renault - No direct sales but happy to have the extra exposure.

A short lead in time meant there were not as many sites in Motor City as SSM would have liked but on the positive side it re-engaged SSM with the automotive industry.

2014 Victorian Open Bowls Championships

23 and 24 November 2014

**Organisation:**

Shepparton Park Bowls Club

Objectives:

The Victorian Open Bowls Championships aimed to provide a world class event on the best bowling venue in Victoria.

Shepparton Park Bowls Club aimed to host approximately 1,500 visiting bowlers, their families, friends and other spectators nationally as well as 100+ officials.

The primary target for the event was bowlers from around Victoria, as well as New South Wales, Queensland and Tasmania. Bowlers from anywhere around the world are eligible to enter. There is no age limit to entrants, and events are open to both men and women bowlers.

The target audience was reached through Bowls Victoria publications (magazines and bulletins) as well as their website.

Shepparton was to be promoted to the target markets as a shopping and holiday venue. With this many visitors, the benefits and opportunities for local accommodation, dining and shopping venues is considerable.

Sponsorship amount:

\$5,000

Attendance:

1,500 participants plus their families

Outcomes:

Shepparton Park Bowls Club used the majority of the Shepparton Show Me support to advertise and promote the event in the area. The funding was also put towards organisational and logistical support for the event. This included the advertising, promotion and increased workload for the presentation of the greens and associated facilities of the clubhouse.

The event drew the largest number of entries on record, and together with visitors and spectators staying from two to eight nights in the area, as well as dining and shopping in the area; it is estimated that the economic benefit to the Greater Shepparton area would be well in excess of \$1 million. Over 1,600 entries were received.

The event was also successful in showing the premium bowling facilities on offer, and it has been acknowledged that the undercover green is of world standard.

Shepparton Basketball Association Junior Tournament and other events

5 to 7 December 2014



Organisation:

Greater Shepparton Basketball Association

Objectives:

The sponsorship application comprised an array of events.

The Annual Junior Tournament is a three-day event with the aim of securing a minimum of 70 teams to participate, while contributing an estimated \$4 million into the economy over the next two years.

The objectives of the events are to run fun healthy activities for better living and lifestyles for the community through major sporting events.

Running these events increase the potential for income to businesses of the community by attracting multiple participants from outside the Greater Shepparton City area.

Through sports tourism we have enhanced income to the businesses of Shepparton and enhanced our own programs.

The events are located on a tender basis, however our ability to provide quality management over the past few years by enhancing our own resources has positioned us as an organisation that is trusted and experienced in presenting events of this nature and along with Council, has placed us in a position to maximise our potential to be successful in these applications.

The Greater Shepparton Basketball Tournament is ongoing; however, it is reliant on the support and assistance of the community.

The Basketball Victoria Future Stars events are tendered and again without support of the community cannot be secured or run without that support.

The Bill Muir Basketball Tournament is a new event, which is also dependant on local support to reduce the running costs of the event and make it available to the Indigenous community across Victoria and southern New South Wales.

Sponsorship amount:

\$20,000 in the first year, \$15,000 in the second year, and \$10,000 in the third year.

Attendance:

4,383

Outcomes:

The 39th annual Shepparton Junior Basketball Tournament will go down as one of the most successful.

Basketball courts across Shepparton and the Goulburn Valley were full from Friday to Sunday as 173 teams from across Victoria converged on the region. Some 16 courts were utilised at eight venues.

Retail shops and restaurants were given a massive boost, with most visitors shopping or dining when not taking part in games.

The tournament brought in approximately \$1.5 million to the region.

173 teams entered the competition with 1,461 competitors and allowing for two parents for each competitor it is estimated that 4,383 people were in Shepparton over the weekend.

Several comments from business owners indicated they were extremely busy during the weekend. Owner of Wendy's in the Target arcade stated they had the biggest weekend since they have owned their store.

Sportsman's Warehouse and Rebel Sports have also commented they had extended trading during the period.

Participants came from Port Fairy, Warrnambool, Traralgon, Mildura, Bendigo, Geelong and the Bellarine, Warragul, Melbourne, Wodonga, Mansfield and Seymour, with a total of 29 clubs participating.

The remaining two events are yet to take place, and will be reported on at a later date.

AFL NAB Challenge Game

8 March 2015



Organisation:

Greater Shepparton City Council

Background:

After successfully hosting the 2013 AFL Youth Girls National Championship (the first ever national carnival to go regional) Greater Shepparton City Council has established a strong link with the AFL as a location for holding major sporting events and promoting Deakin Reserve as a premier regional football facility.

The last AFL preseason match to be held in Shepparton was 2009 and after the recent success these matches have had in Wangaratta for the business community, was heavily pursued by Greater Shepparton City Council.

Objectives:

The objectives of hosting the match were to:

- Stimulate economic activity for Shepparton and the region.
- Promote Shepparton as an attractive regional event destination.
- Showcase the broad range of activities and attractions available to visitors and encourage return visits and extended stays.
- Profile Shepparton's sporting, cultural and recreational facilities.
- Enhance the capacity of local clubs, associations and the business community to host such a large scale significant events.
- Promote our country lifestyle.

Sponsorship amount:

\$10,000

Outcomes:

- Hawthorn vs. North Melbourne AFL game held at Deakin Reserve.
- Live television coverage.
- Attendance - 9,400 people.
- Economic benefit - \$500,000 to \$1 million.
- Shepparton Show Me members directly benefited from this event via:
 - Accommodation bookings
 - Retail shopping
 - Visiting tourism attractions
 - Entertainment
 - Hospitality
 - Using various event infrastructure service providers including: hire companies, security, audio equipment, temporary toilets, waste management, bus companies and catering etc.

Mad Cow Mud Run

18 May 2015

**Organisation:**

Mad Cow Mud Run

Attendance:

The official number of entrants in the 2015 Mad Cow Mud Run Adults event was 1281 and 800 for the Kid's event.

Objective:

The key objectives of this event were:

- To offer an event that encouraged fun physical activity in a supported and encouraging environment.
- To support a number of local charities and community groups.
- To promote the economic well-being of the Greater Shepparton Region.

Sponsorship amount:

\$5,000

Attendance:

4,383

Outcome:

All participants enjoyed a fantastic event as was evidenced by the positive comments and ratings in the survey initiated by Greater Shepparton Council staff. Many positive indicators were given but in summary;

- Over 67% of the 462 entrants who responded to the survey were very satisfied with the event and;
- A further 32% were satisfied.
- 53% of those surveyed came from outside the Greater Shepparton area.

Our objective to support local charities was successful with \$32,500 generated for the GV Health Children's Ward and further funds generated for other organizations and groups including Primary Schools, Football, Netball and Junior Football Clubs, CFA and others.

Motor Museum Dream Machines

14 March 2015



Organisation:

Shepparton Motor Museum

Objectives:

The objectives of the Motor Museum Dream Machine Street Party were:

- To collaborate between Shepparton Art Museum (SAM) and Shepparton Show Me (SSM) to cross-promote the Dream Machine and Street Party.
- To assist the Shepparton Motor Museum to increase its customer base by attracting locals, interstate and intrastate customers to the Motor Museum.

Attendance:

1,000

Sponsorship amount:

\$12,000

Outcomes:

- 58% of visitors were from the Greater Shepparton catchment.
- 35% were intrastate visitors.
- 2% interstate.
- 2% international.
- 15% of those surveyed stayed in the local area for one night.
- 4% stayed more than two nights.

SheppARTon Festival- Grown, Picked, Packed

6 to 22 March 2015

**Organisation:**

SheppARTon Festival Committee

Objective:

The Shepparton Festival is a not for profit, nineteen-year-old regional arts festival that encourages artistic expression in the community and works with local groups and organisations, using the festival as a platform for social inclusion, creativity and access to the arts.

The volunteer board members have links with performing arts groups, educational institutions, the business community as well as local and regional tourism associations.

As outlined in the 2013 - 2016 Shepparton Festival Statement of Purpose, the festival aims to:

- Build the profile of Shepparton as a destination to live and visit; demonstrate the diversity, liveability, improve social cohesion; celebrate what is special about Greater Shepparton (multicultural, refugees, indigenous) and encourage tourism, visitation and increased length of stay to the region supporting economic growth; and
- Give arts and cultural groups an inclusive platform for involvement, with a focus on grass roots engagement - to let people know that art is for everyone.

The objective of the Festival 'Pop Up' Club in the Hospice Opp Shop car park in Fryers Street, was to celebrate all that Shepparton represents. Through profiling local musicians, local produce, local places, local artists and local venues the objective was to showcase all that we have to a local and visitor audience.

Sponsorship amount:

\$20,000

Attendance:

25,000 during festival with 1,076 attending the Pop-Up Club

Outcomes:

The Festival Pop-up Club project was a way for the festival to map and market the region while building local pride and awareness of what Shepparton has to offer.

Based on of coverage during the Shepparton Festival, our total 'impression based views' or media reach touched 1,525,000 people.

The Shepparton Festival's Pop-up Club had a total attendance of 1,076 over three nights.

GV Four Wheel Drive Swap Meet

28 and 29 March



Organisation:

Goulburn Valley Four Wheel Drive Club Inc.

Background:

Hosted by the Goulburn Valley Four Wheel Drive Club, the Swap Meet aimed to provide a safe and controlled environment for selling excess and unwanted four wheel drive parts and campaign gear, as well as, promoting the Club to people outside of the local community.

Four wheel drive owners were asking why they could get new or used parts for their vehicles. Based on this demand, the swap meet was developed.

The aim of the meet was to offer the wider Shepparton community an opportunity to sell or trade their goods and surplus stock and attract shoppers and visitors to the Shepparton area.

This was the second year that the Swap Meet was held.

Sponsorship amount:

\$3,000

Outcomes:

- 797 paying customers in attendance.
- Shepparton Show Me funding was used to produce flyers, banners and print advertising.
- 400 Shepparton Show Me bags were distributed to attendees filled with local products and the Official Visitors Guide.

2015 Junior Davis and Federation Cup Asia Qualifying

8 to 13 April



Organisation:

Greater Shepparton City Council

Background:

Greater Shepparton had the opportunity to host the Junior Davis and Federation Cup Asia Oceania final qualifying tie from Tuesday April 7 to Monday April 13, taking place at the Shepparton Lawn Tennis Club and Tatura Lawn Tennis Club. The event will aimed to attract visitors from 32 countries with 16 male teams and 16 female teams and an estimated 3,000 spectators across the week long competition. Winning teams will go on to compete at the World finals in Mexico later on in 2015.

Greater Shepparton has a long history of hosting major tennis events with recent significant highlights including the 2014 Victorian Country Week tennis event which was one of the largest tennis events of its type in the southern hemisphere bringing over 1200 players to Greater Shepparton for a weeklong event. .

In order to continue Greater Shepparton's strong reputation and positioning in this event market, the 2015 Junior Davis Cup and Federation Cup and 2016 Australian Teams Carnival and Australian Individual Championships have been actively pursued and pitched for by Greater Shepparton City Council. This will mean there continues to be one significant tennis event each year in the region providing significant economic benefit, with lobbying also currently occurring for the return of Victorian Country Week tennis in 2017.

A key objective was to stimulate visitor activity in April school holidays.

Sponsorship amount:

\$12,000

Outcomes:

- 32 visiting countries 16 male 16 female teams.
- 8 to 13 night accommodation bookings.
- National / International media converge (over 100 stories).
- Economic benefit from visitors and exposure estimated at \$1 million.
- Club capacity and legacy.
- Shepparton Show Me members directly benefited from this event via:
 - Accommodation bookings
 - Retail shopping
 - Visiting tourism attractions
 - Entertainment
 - Hospitality
 - Using various event infrastructure service providers including: hire companies, security, audio equipment, temporary toilets, waste management, bus companies and catering etc.

Shepparton South Rotary Craft and Produce Markets

4 April, 3 May, 17 November and 6 December



Organisation:

Rotary Club of Shepparton South

Background:

It has been identified that markets provide economic benefits to the retail sector. Attendance at the Queens Garden Market has dwindled over time; however Rotary identified the potential to run markets in the CBD at key times such as Easter and in the lead up to Christmas.

The Rotary Markets have a point of difference in offering the sale of “crafts and produce”. Stalls coupled the likes of jumping castles and the animal nurseries aim to attract people to shopping in the CBD. Rotary believe if they continue to grow the Craft and Produce market that they can achieve a similar result as the Winter and Summer City markets.

Sponsorship amount:

\$14,000

Outcomes:

Evaluation has not been undertaken as yet as there are still markets to be held.

Youth Saver Card

Valid to 30 April 2015



Organisation:

Greater Shepparton City Council - Children and Youth Services

Objectives:

The Youth Saver Card is a handy, wallet size card offering young people aged 12 to 25 years discounts at participating Shepparton retail outlets.

The objectives of the Youth Saver Card are to:

- Assist young people to save money.
- Encourage and entice young people to shop locally as opposed to online.
- Encourage young people to engage with local businesses.
- Create opportunities for young people within the community.
- Entice young shoppers to the Shepparton CBD and to shop at Shepparton Show Me businesses.

The Youth Saver Card is coordinated by Greater Shepparton City Council's Children and Youth Services Department.

Sponsorship amount:

\$2,065

Outcomes:

Thirty-four Shepparton retailers have taken up the offer to be part of the Youth Saver Card program by providing discounts to young people aged 12 to 25 years.

To date 3,710 Youth Saver Cards have been distributed. Whilst the largest uptake has been by youths living in Greater Shepparton, there are plans to promote the card in municipalities outside Greater Shepparton.

The card began with great interest and young people were using it, however as the availability of the card and its benefits are not being consistently promoted, the up-take has stalled. Retailers have seen a decrease use of the card when young people are making purchases.

Shepparton Bridal Expo - May

31 May 2015



Organisation:

Pelles Events

Objectives:

To bring together the very best bridal and wedding suppliers from across the Goulburn Valley to inspire, inform and excite potential brides in planning their special wedding day.

To provide the opportunity for Shepparton and surrounding quality wedding industry businesses and services to exhibit their wares and services at one event promoted to brides and grooms to be to attend to:

- Get ideas on what they can do at their wedding and anticipated costs.
- Commence planning their wedding and/or;
- Finalise their wedding plans in one day with all the leading services on hand.

Additional objectives included:

- Generate business for Shepparton wedding industry business and services.
- Showcase these services to neighbouring regions.
- Promote rural wedding settings and opportunities for brides and grooms seeking an affordable alternative to city wedding settings and costs.
- Networking and celebration of the wedding industry businesses and services.

Sponsorship amount:

\$5,000

Target market:

- Brides and grooms to be, their family and friends and members of the bridal party who are currently or soon to be involved in the planning of a wedding.

Outcomes:

Outcomes failed to be provided to Shepparton Show Me as per the acquittal process.

Communications

Shepparton Show Me Member Communications Plan

A Shepparton Show Me member Communication Plan was developed and formed part of the 2013 - 2017 Marketing Strategy.

The aim of the Communication Plan is to assist Shepparton Show Me to achieve its strategic direction in the areas of providing leadership, collaboration and Informing. The focus of the plan is increased engagement, support and communication with Shepparton Show Me members, as marketing initiatives will only be successful if the members actively participate in and support the activities.

In 2014/2015 financial year the following initiatives from the Communications Plan were introduced:

“Chats with Mat”

Shepparton Show Me members could request or be invited to informal roundtable discussions with Mat, the Shepparton Show Me Marketing Co-ordinator and committee members. The sessions focussed on gathering business insights and new marketing ideas for Shepparton Show Me to explore.

Hosting Shepparton Show Me members at GV BRaIN events

The committee hosted Shepparton Show Me members at several GV BRaIN events during the 2014/2015 financial year. This provided another forum in which to meet with members, gather information and ensure that Shepparton Show Me is engaging with the broad range of industries it represents.

Events Shepparton Show Me hosted members at in 2014/2015 included:

- Lindsay Fox
- Mark Scott
- Carolyn Creswell
- Gerry Ryan
- Gillon McLachlan

“Show Me Update” Adviser Column

A monthly column in local newspaper the Shepparton Adviser provided a regular method for communicating with members. In 2014/2015 the column featured:

- Up and coming events
- Outcomes and achievements
- Business tips and opportunities

Monthly E-news

Shepparton Show Me delivered a monthly E-newsletter to members following each ordinary meeting to advise what decisions the committee made that would impact the business community.

The E-newsletters encouraged members to attend networking opportunities and maximise or leverage up and coming events in Shepparton.

Update of Shepparton Show Me Database

Within excess of 2,000 Shepparton Show Me members the committee began the process of updating the members email communication database to ensure that all contact details were correct.

A team lead by committee member Morry McKellar embarked on this mammoth task.

Shepparton Show Me Ambassadors visited every business in the Shepparton Show Me contribution area and updated their contact details and sought feedback on the Shepparton Show Me initiative.

Financial Report

Shepparton Show Me 2014 - 2015 Annual Report

Unaudited Budget vs Actual to 30 June 2015

Table 1: Income - July 2014

July 2013 - June 2014 SSM levy carry over	\$320,533.96
July 2014 - June 2015 SSM levy	\$646,083.00
Total income:	\$966,616.96

Table 2: Expenditure - June 2015

Marketing & Promotions	\$277,810.34
Sponsorship & Events	\$214,828.06
Operational	\$137,930.85
SSM member communication	\$5,947.10
Mobile stage	\$5,223.01
Total spend:	\$641,739.36

Table 3: Total Fund Available - June 2015

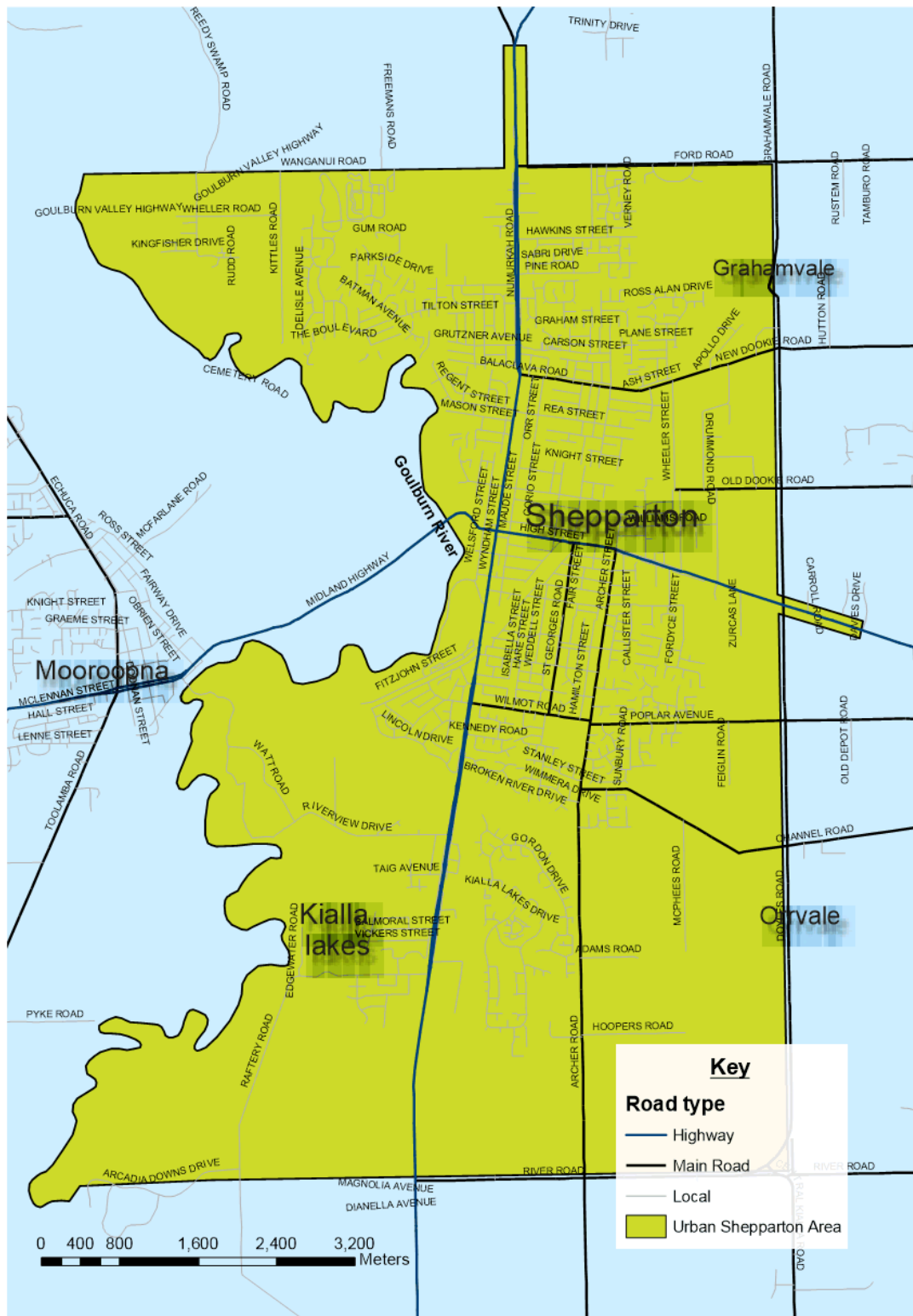
Income	\$966,616.96
Expenditure	\$641,739.36
Surplus/unspent funds	\$14,829.42
Balance:	\$324,877.60

SSM Expenditure July 2014 - June 2015

Description	Budgeted	Actual	Surplus & unspent funds
Marketing & Promotions			
2014 Winter City Market	\$40,000.00	\$40,000.00	
2014 Father's Day	\$20,000.00	\$19,840.00	\$160.00
Renew Shepparton MOU	\$5,000.00	\$5,000.00	
SSM Show Bags	\$3,550.00	\$3,550.00	
SSM Stickers	\$857.09	\$857.09	
Christmas Campaign and Boxing Day Sales campaign	\$60,000.00	\$62,690.68	-\$2,690.68
Service Bags - Dainton & Sons	\$4,000.00	\$4,000.00	
Twilight Fishing	\$27,000.00	\$26,331.74	\$668.26
Summer City Market	\$40,000.00	\$37,388.64	\$2,611.36
Official Visitors Guide Advertising	\$1,631.82	\$1,631.82	
SSM logo design for SheppARTon Festival	\$240.00	\$240.00	
Renew Shepparton Marketing	\$1,136.36	\$1,136.36	
2015 Mother's Day	\$30,000.00	\$27,656.46	\$2,343.54
The Adviser Show Me Where to Park	\$1,363.00	\$1,363.00	
Banners	\$5,060.00	\$5,060.00	
EOFY campaign	\$41,064.55	\$41,064.55	
Total:	\$280,902.82	\$277,810.34	\$3,092.48
Sponsorships & Events			
2014 KidsFest	\$20,000.00	\$20,182.00	-\$182.00
Great Escape Car rally	\$10,000.00	\$10,000.00	
Goulburn Valley Wood Turners Expo	\$4,500.00	\$4,500.00	
Victorian Open Bowls Championships	\$5,000.00	\$5,000.00	
Shepparton Wanders	\$1,000.00	\$909.09	\$90.91
Shepparton Basketball Association	\$20,000.00	\$20,000.00	
CBD Fun	\$25,000.00	\$15,441.89	\$9,558.11
Challenge Shepparton Sponsorship	\$25,000.00	\$22,727.28	\$2,272.72
AutoFest Spring Car Nats	\$3,000.00	\$3,000.00	
Mad Cow Mud Run	\$5,000.00	\$5,000.00	
Youth Saver Card	\$2,065.00	\$2,065.00	
Four Wheel Drive Swap Meet	\$3,000.00	\$3,000.00	
SheppARTon Festival	\$20,000.00	\$20,000.00	
Shepparton Motor Museum Dream Machine Exhibition	\$12,000.00	\$12,000.00	
Heritage Festival	\$5,000.00	\$5,000.00	
Shepparton South Rotary Club Craft Market (part payment)	\$7,000.00	\$7,000.00	
GV RV Rally	\$20,000.00	\$20,000.00	
Junior Davis Cup	\$12,000.00	\$12,000.00	
Australian Teams Cup Asia Oceania Championships	\$10,000.00	\$10,000.00	
AFL NAB Shepparton Game	\$12,000.00	\$12,000.00	
Bridal Expo	\$5,000.00	\$5,002.80	-\$2.80
Total:	\$226,565.00	\$214,828.06	\$11,736.94
Operational			
Salaries and administration	\$131,072.14		
Meeting costs	\$6,722.11		
TGS annual membership	\$136.60		
Total:	\$137,930.85	\$137,930.85	\$ -
SSM member communication			
GV BRaIN events	\$877.10		
SSM Column - The Adviser	\$5,070.00		
Total:	\$5,947.10	\$5,947.10	\$ -
Mobile Stage & Resources			
Stage battery	\$471.65		
TV for mobile stage	\$3,861.82		
Equipment repairs	\$889.54		
Total:	\$5,223.01	\$5,223.01	\$ -
Total:	Budgeted \$515,545.45	Actual \$641,739.36	Surplus & unspent funds \$14,829.42

Contribution Area Map

Shepparton Show Me 2014 - 2015 Annual Report





Web: www.sheppartonshowme.com.au
Email: sheppartonshowme@shepparton.vic.gov.au
Phone: 03 5832 9852
Fax: 03 5831 1987