

# **ATTACHMENT TO AGENDA ITEM**

**Ordinary Meeting**

**22 November 2016**

**Agenda Item 10.4      Shepparton Show Me Annual Report 2015 - 2016**

**Attachment 1          2015-2016 Shepparton Show Me Annual Report..... 308**



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# Vision, Mission & Direction

Shepparton Show Me 2015 - 2016 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 Councillors, 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 2015 - 2016 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.

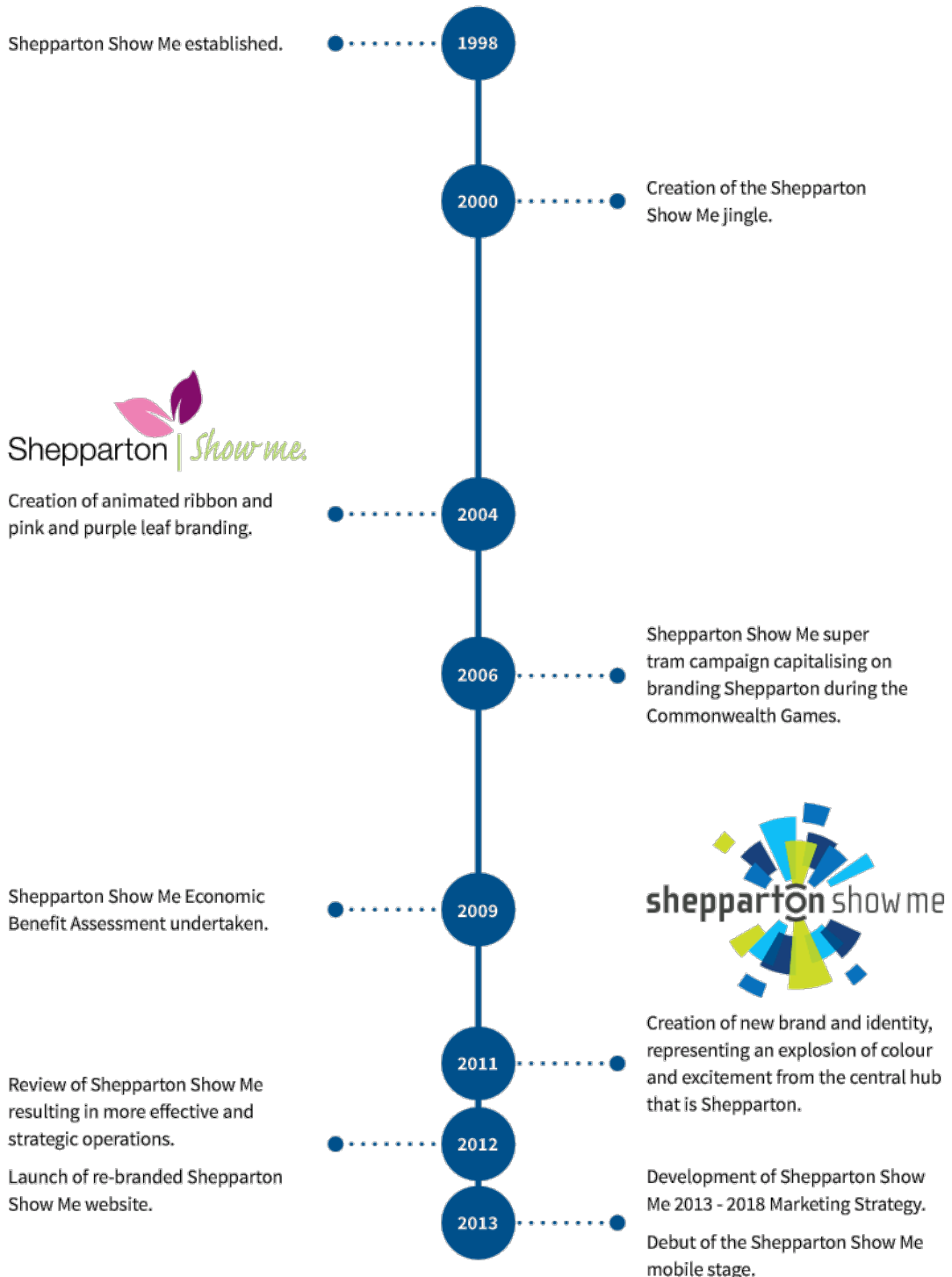
In December 2011, the current Shepparton Show Me logo was launched, representing a virtual explosion of colour and excitement from the central hub that is Shepparton - the heart of regional Victoria.

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 2015 - 2016 Annual Report



# Chairperson's Report

Shepparton Show Me 2015 - 2016 Annual Report

During the past financial year the Shepparton Show Me committee has worked hard to present many marketing campaigns to attract people to shop, stay & enjoy the many and varied facilities and opportunities that Shepparton has to offer.

The campaigns that we invested in include Winter Market in August, Father's Day in September, the Magic of Christmas where we had the Thomson Kia mobile stage to all major retail centres in Shepparton to give out presents to lucky shoppers, Christmas was followed up closely by a Boxing Day promotion. Shepparton Summer City Market was again presented in February. Mother's Day was again promoted as Give a Gift and Steal a Kiss. The end of financial year was again promoted which promoted business outside of the traditional retail area and again worked well.

Shepparton Show Me also sponsored a number of successful events including CBD Fun, KidsFest, NAB AFL Challenge and Preseason Netball, Shepparton Junior Basketball Tournament, Shepparton Festival, Victorian Open Bowls Championships, Victorian Teachers Games, Emerald Bank Heritage Rally, Shepparton Motor Museum Annual Motor Show, Shepparton Business Awards – Marketing category, Shepparton Show, St Georges Road Food Festival, Mad Cow Mud Run, Shepparton Tradies Day, Challenge Shepparton, Rotary Craft Markets and Shepparton Running Festival.

The major project for Shepparton Show Me was Great Things Happen Here campaign which is the largest project ever undertaken by Shepparton Show Me, not only in investment but in size and the ongoing benefits which will be reaped from such a widely promoted campaign through television not only locally and social media, and back up promotions to take place in the future. We must thank the Council for backing this vital project and seeing the future benefits in investing in such a dynamic project.

Communication with the public has been through a monthly column in The Adviser.

I would like to thank our committee members Peter Radevski, Simon Quattrocchi, John Montagner, Ron Popelier, Shane Salí, Sam Lagozzino, Ed Thomas, Danielle Tait, Cr Les Oroszvary, Cr Dinny Adem, and from the council staff Johann Rajaratnam, Fiona Le Gassick 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 2015 - 2016 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 2017**

Malcolm and his wife Dianne established Blake's Florist in 1984. In addition to sharing the day to day management and operations of Blake's Florist, Malcolm has held several high profile positions in the floristry industry including serving on the Board of Directors of Interflora Australian Unit Ltd for 20 years, including 4 years as Chairman. On the international level, Malcolm has served on the Interflora Incorporated Board (world board) for 3 years and served as a Director on the Asia Florist Association based in Tokyo. Malcolm was first elected to Shepparton Show Me in September 2013.



*“ We are pleased with the launch and positive comments of the Great Things Happen Here campaign and look forward to some good outcomes to ensure Shepparton as a major regional business centre. ”*



## Cr Les Droszvary - Deputy Chair

### Councillor, Greater Shepparton City Council

Les is a Police Prosecutor 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 Greater Shepparton City Council represents its community.

*“ We have as a committee continued to practice what we preach as part of our Business Strategy, our road map. We always look for opportunities to support and leverage off events for the greater good of our stakeholders.*

*We seek to educate, encourage and foster better relationships and to value add. In terms of achievements there have been many small ones but none more significant than the single most expensive funding exercise we as a committee have undertaken in the form of Great Things Happen Here. In my view, a bold move but a necessary move and a step in the right direction to further enhance Shepparton's reputation as a great place to live, work and play. In my four year term as a Councillor I have shared the journey of ups and downs of Shepparton Show Me and congratulate the past committee members, particularly Barry Smith, Gerard Brunnier and Morry McKellar who shared their views and for their long service and tireless belief in the future of our town. I would further like to acknowledge the dedication of the present committee and the fantastic work behind the scenes of the staff Fiona Le Gassick and Matt Innes Irons. I also thank Laura Church. In addition the external provider Alchemy Media via Peter Sutherland and his team whose flair have been a great asset. ”*



## Simon Quattrocchi - Treasurer

### Owner Goulburn Valley Finance Brokers

#### Term ends July 2017

Simon and his wife Fran have operated GV Finance Brokers for the past 14 years. Simon brings a wealth of knowledge of the financial sector to the committee.

*“ Running your own business provides insight into many aspects to understanding the community and local interests. ”*



## Peter Radevski - Secretary

**General Manager of Radevski Coolstores**

**Term ends July 2016**

Peter is the General Manger of his family fruit business Radevski Coolstores. Radevski Coolstores continues to promote Shepparton through its orchards, refrigeration and packing facilities.

*“ Two years have passed quickly as an SSM Committee member. The negativity surrounding our city in the last 12 months in national and state media was unjust and unfair hence I am very proud to have been part of the SSM team that worked hard to get the “Great Things Happen Here” campaign started and choose Charles Wooley as the ambassador/spokesperson. This advertising campaign will destroy the stigma attached to our beautiful city. SSM continued to work hard in the 2015/16 financial year and contributed to many promotional activities in Shepparton. We must continue to make progress and highlight Shepparton’s attributes and not be afraid to spend funds on marketing our city. We are already recognised as the events capital of regional Victoria. This does not happen without continued funding of SSM through your levies. As a final word, we must remain strong and united in our quest to promote Shepparton. Samo napred (only forward) Shepparton. ”*



## John Montagner

**Owner Solar City Office Equipment**

**Term ends July 2017**

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.

*“ This is now my 5th year on the Shepparton Show Me Committee. We have worked towards promoting our town with many successful campaigns during this period. Our Christmas promotions I feel have been extremely successful along with the summer and winter markets, the Shepparton Challenge Triathlon sponsorship just to name a few.*

*Our Great Things Happen Here Promotion is one of the largest campaigns ever undertaken by SSM. With large segments of the business community backing this promotion, and the trusted Charles Wooley featuring as our ambassador, I feel this campaign will be a great success. Its aim in attracting business to Shepparton and creating a feel good town environment has already paid dividends with a lot of interest shown in 2 weeks of its release. Along with some extremely good reports from our launch.*

*I look forward to another exciting year working with other passionate Business Community members. ”*



## Sam Lagozzino

**Owner Noble Monks**  
**Term ends July 2016**

Sam was born and raised on a farm in Greater Shepparton. At the age of 16 he moved to Melbourne after accepting a Sporting Scholarship for Australian Rules Football at the prestigious school of Caulfield Grammar. He spent 10 years in Melbourne working within the Hospitality and Sports Industries in Entrepreneurial, Management and leadership capacities. Sam returned to Shepparton in 2009 with a wealth of business and life experience and began work in the Real Estate Industry dealing predominately in Residential House Sales, Land Sales and Commercial Sales & Leasing.



In 2013 he recognised that there was room for improvement in the Hospitality Industry within Greater Shepparton. In September of that year Sam followed his passion with his fiancé Joanne and purchased Noble Monks with the goal of providing a venue with the quality of Melbourne's inner city hot spots along with the best customer service and customer experience for the region. Over the past 3 years Sam has driven the continual growth of Noble Monks which originally employed 5 staff and now employs a strong team of 25 passionate local employees. Sam has thrived in dealing with the challenges of maintaining Noble Monks high standards, attracting tourists to the area and providing a place for the people of Greater Shepparton to be proud of.

*“ I thoroughly enjoy being a member of the Shepparton Show Me Committee and look forward to working alongside other local passionate individuals with the purpose of making our great town even greater. ”*

## 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 womens 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.



*“ What a fantastic and exciting 2015/2016 year it has been for Shepparton Show Me with the release of our biggest ever marketing campaign Greater Shepparton Great Things Happen Here. This marketing campaign was launched to showcase all the great untold stories of Shepparton but to also showcase everything Shepparton has to offer to attract new business to town. Along with the above, Shepparton Show Me has also contributed to many local community events like Shepparton Mad Cow Run, Shepparton Albanian Harvest Festival and also sponsorship to sporting groups such as the Shepparton Gators Basketball team.*

*I feel with that with another proud and strong committee in place Shepparton is set benefit from the input of Shepparton Show Me. ”*

## Danielle Tait

**Marketing and Business Development Co-ordinator, Dexus Group**  
**Term ends July 2016**

Danielle has an extensive background in Marketing and Management, Business Development and Event Coordination. She has established networks with a large range of local businesses and has an understanding of local business issues.

*“ I have a vested interest in the retail sector in Greater Shepparton. Working for a national publically listed company allows me to collaborate with colleagues from other retail shopping centres throughout Australia, sharing ideas and concepts that have worked in their cities or centres. ”*



## Ron Popelier

**Owner Pop Design Studios**  
**Term ends July 2016**

Ron was born and raised here in Shepparton and has operated here for most of his working life. His business, Pop Design Studios, has been in operation for approximately 25 years. He does Commercial and Residential work in Victoria and New South Wales.

Ron has been involved in many service organisations and community groups, and was very actively involved with People Supporting People.

Shepparton Show Me are a group of passionate people who care about Shepparton and have a vision to see Shepparton grow and to again become a leader in business, shopping and events.

The Council and Shepparton Show Me have worked very hard to promote many different events including sporting events and Markets.

*“ We are a very diverse community, but we are working together to create a cohesive community. I'm excited to work with SSM to promote and create a positive attitude in Greater Shepparton. ”*



## Ed Thomas

**Owner Teller Collective**  
**Term ends July 2016**

Ed has been working in the local area for over ten years at the Department of Primary Industries and Goulburn Murray Water. Ed has been involved with several sporting clubs, been on the Taste of Tatura Committee.

More recently Ed has been involved in food and hospitality, something he is passionate about and now in partnership, owns and runs the Teller Collective restaurant and the Fryers Street Food Store.

*“ I have enjoyed my time on Shepparton Show Me over the past 12 months, I am not continuing due to other commitments. I'm proud that we have contributed to a number of local events that attract people to Shepparton to visit here and see what a great place it is. ”*



## Greater Shepparton City Council Representatives (Voting)

### 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 is on the cusp of becoming an economic powerhouse and retail leader in regional Australia, not just Victoria. With added support from Council, the “Great Things Happen Here” campaign is testament to the vision of SSM in achieving this aim. ”*

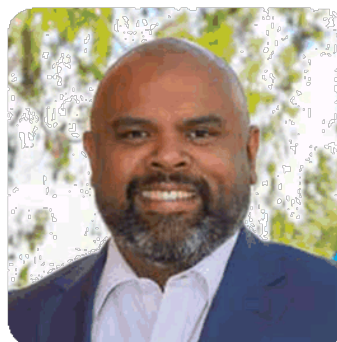


### Johann Rajaratnam

#### **Director Sustainable Development, Greater Shepparton City Council**

As part of his role Johann is responsible for the economic development, land use planning and building and environmental planning 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 is very proud of the work it has supported and initiated this year culminating in the Great Things Happen Here campaign. I look forward to another great year with Shepparton Show Me in 16/17. ”*



## 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, La Trobe Regional Advisory board member, Food Bowl Inland Rail Alliance board member and an active participant in the Hume Economic Development Network.

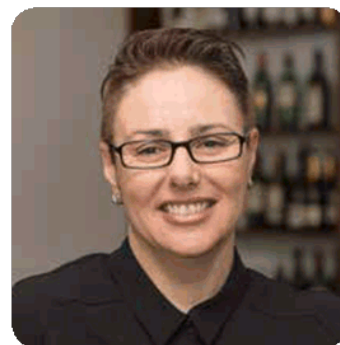


*“ Shepparton Show Me is a key stakeholder working closely with Council’s Economic Development Department to deliver economic outcomes for Shepparton - increasing visitation through collaboratively bidding for, sponsoring and hosting key events and working on important initiatives such as the Great Things Happen Here Campaign, 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.



*“ It’s been another busy year for Shepparton Show Me (SSM) which has seen five new members joining the committee and the budget being fully expended for the first time in several years in successfully implementing the annual marketing plan.*

*The major project for SSM continues to be the Greater Shepparton . . . Great things happen here campaign, with the concept being presented to SSM members at the 2015 August AGM with Charles Wooley, campaign ambassador, in attendance.*

*A significant amount of time and energy has been spent by SSM, Greater Shepparton City Council and Alchemy Media in bringing this visionary project to fruition. The last 12 months have been spent developing story boards, gaining support from our local businesses, filming and designing the likes of the brand mark and campaign website. With most of this work now completed, the campaign is poised ready for launch in the coming weeks. It’s a very exciting time for Greater Shepparton and SSM with the campaign celebrating of all the great things that happen in Greater Shepparton, showcasing the opportunities and possibilities within Greater Shepparton, as well as our successes and strengths.*

*The SSM committee is to be commended on being bold and brave in undertaking a more strategic approach to positioning Greater Shepparton as the place to do business, shop, dine, play and stay via the Greater Shepparton . . . Great things happen here campaign.*

*Other highlights this financial year have been the opportunity to sponsor several new events such as the reinvigorated Shepparton Agricultural Show, Victorian Teacher’s Games and the Tradies Day, as well as establishing the Marketing Category as part of the Shepparton Chamber of Commerce and Industry Business Awards.*

*I would like to thank the SSM committee for their continuous support, leadership, passion and energy, which has contributed to Shepparton being recognised as a formidable regional city within Victoria. ”*

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## Staff

### Mat Innes-Irons

#### **Shepparton Show Me Marketing Co-ordinator, Greater Shepparton City Council**

Mat brings a wealth of business planning, marketing, management and customer service knowledge and experience to the Marketing Co-ordinator 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.



“ Another busy year for Shepparton Show Me with a wide range of campaigns and sponsored events bringing a large amount of money to our region.

*The Shepparton Show Me Blue Santa was a huge hit again spreading his unique Christmas cheer throughout the city.*

*Both the Summer and Winter City Markets brought huge numbers to the CBD. The Shepparton Show Me sponsored basketball events booked out accommodation numerous times with the flow on boosting retail sales.*

*Challenge Shepparton was viewed all over the globe showcasing what a great area we live in.*

*The Shepparton Show Me driven Great Things Happen Here campaign to me is the best project Greater Shepparton has undertaken. There are so many great businesses in our region and now we are telling everyone about them. This is a great area to build a business and we look forward to developing Great Things Happen Here further. ”*

# Operations

Shepparton Show Me 2015 - 2016 Annual Report

Operations

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 2015

As a result of recommendations from the Shepparton Show Me review, on 21 July 2015 new committee members were appointed.

Malcolm Blake, Owner Blake's Florist, John Montagner, Director Solar City Office Supplies, Ron Popelier, Owner of Pop Design Studios and Simon Quattrocchi, Director GV Finance Brokers were welcomed onto the committee for a period of two years expiring on 21 July 2017.

Ed Thomas, Owner of Teller Collective, Sam Lagazzino, Owner of Noble Monks and Danielle Tait, Marketing and Business Development Coordinator at Shepparton Marketplace were welcomed onto the committee for a period of 12 months expiring on 21 July 2016.

## Annual General Meeting

### August 2015

The SSM Annual General Meeting served two purposes, firstly to appoint new office bearers and present the SSM 2014/2015 Annual Report, and secondly to introduce the Greater Shepparton...Great Things Happen Here campaign to SSM members and other stakeholders.

The Annual General Meeting was extremely well attended with 100+ in attendance.

The election of office bearers saw the appointment of the following positions:

- Chair - Malcolm Blake - Blake's Florist.
- Deputy Chair – Cr Les Oroszvary - Greater Shepparton City Council.
- Secretary – Peter Radevski - General Manager of Radevski Coolstores.
- Treasurer – Simon Quattrocchi – Director GV Finance Brokers.

Following the formalities, Malcolm Blake and Peter Sutherland (Alchemy Media) provided an overview of the Greater Shepparton... Great Things Happen Here campaign concept, and introduced campaign ambassador Charles Wooley who was in attendance.

Charles then discussed the reasons why he agreed to be the ambassador and what he hoped the campaign will achieve for Greater Shepparton. Following the presentations it was time for networking, with Charles making most of the opportunity to meet with and hear from local businesses.

## 2013 - 2018 Shepparton Show Me Marketing Strategy Endorsed

### October 2015

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 2015 - 2016 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

An immense amount of time this year was spent developing the components of the Greater Shepparton... Great Things Happen Here campaign.

Key milestones reached include:

- Finalisation of TV, radio and video scripts.
- Securing the participation of ambassador businesses.
- Brand mark development.
- Website design and construction.
- Filming, editing and post production work.
- 60 second hero commercial completed.
- Five business vignettes completed.

The highlight was hosting Charles Wooley, campaign ambassador in Greater Shepparton during filming. Charles fully embraced his role spending many hours engaging with our businesses and community, even calling in for a drink at the Junction Hotel in Toolamba. Charles was in such awe of the energy of our area coming together to undertake such an initiative that he stayed for a further two days.

The initiative has been guided by a working group comprised of representatives from Shepparton Show Me, Greater Shepparton City Council, Tourism Greater Shepparton, Shepparton Chamber of Commerce and Industry and Committee for Greater Shepparton, local business representatives and production company Alchemy Media. We thank the many passionate and dynamic business leaders that have assisted in this campaign coming to fruition.

With much of the collateral completed the campaign is set to be launched in August 2016.

It is with much excitement that we invite you to preview the Greater Shepparton... Great Things Happen Here campaign:

<https://www.facebook.com/GreatThingsGreaterShepparton/>

<http://www.greatthings.com.au/>

<https://twitter.com/GreatThingsHHGS>

The outstanding quality of the campaign resources is attributed to the vision, commitment and talent of Alchemy Media and we would like to formally recognise their tireless work on this project.

## Renew Shepparton

Renew Shepparton was established to provide the opportunity for new untried businesses to test out their idea at very low cost and risk on a monthly agreement. Renew have negotiated with landlords of vacant CBD shops to open their building to people wanting to trial their business. This has the advantage to the landlord of their shop being open to prospective tenants and increasing foot traffic.

Shepparton Show Me continued its support for the Renew Shepparton project throughout the last year. While two of the trial businesses decided to discontinue with Renew, two other businesses have now entered into a permanent lease with their landlords. Another three businesses have been established in the CBD, bringing new foot traffic to the area.



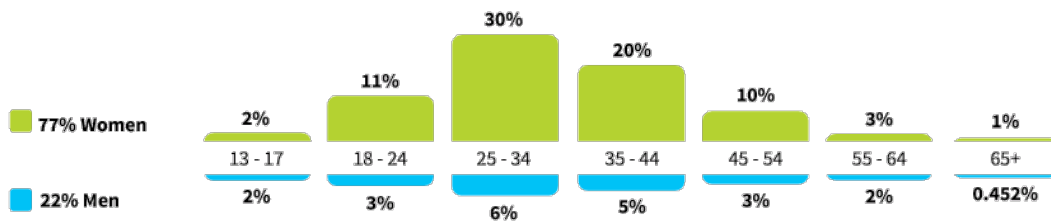
## Tactical Initiatives

### Shepparton Show Me Online

#### Facebook

##### Who likes the page (our fans)

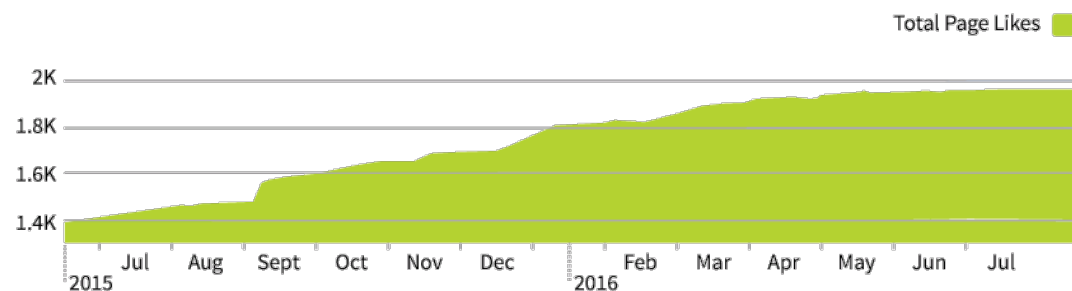
- Overwhelmingly young mums, with half indicating that they live within Greater Shepparton.
- It is encouraging that our Facebook fans are purchasers; we continue to be on target.



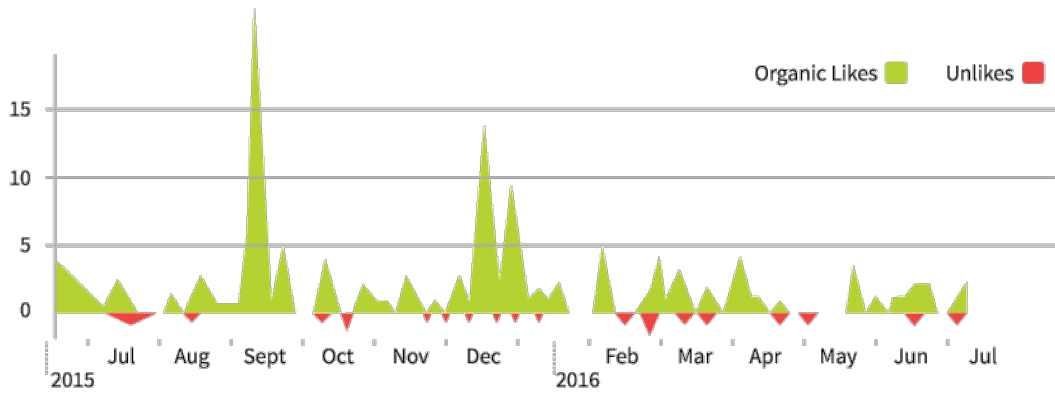
Country	Fans	City	Fans	Language	Fans
Australia	1,949	Shepparton, Victoria	764	English (US)	1,371
USA	6	Melbourne, Victoria	470	English (UK)	598
United Kingdom	6	Mooroopna, Victoria	118	French (France)	5
Canada	4	Kyabram, Victoria	44	Italian	4
Italy	3	Tatura, Victoria	43	Simplified Chinese (China)	3
Iraq	2	Kialla, Victoria	40	Traditional Chinese (Taiwan)	2
Mexico	2	Numurkah, Victoria	16	Arabic	2
Netherlands	2	Ardmona, Victoria	15	Dutch	2
China	2	Cobram, Victoria	15	Greek	1
Thailand	1	Benalla, Victoria	14	Spanish	1

#### SSM Facebook growth over 12 months = 25%

- Total likes = 1,967.
- Biggest spike in 'likes' coincided with the Winter City Market \$2,000 Shopping Spree promotion.

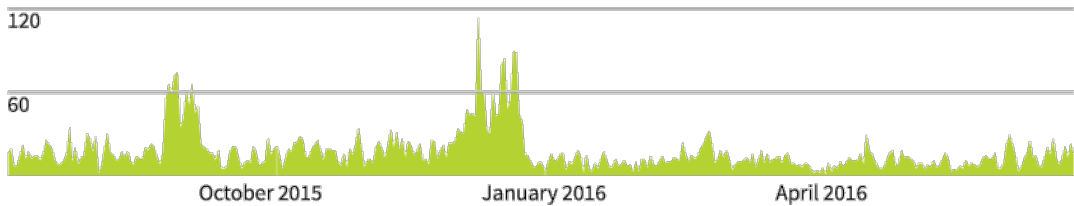


Shepparton Show Me 2015 - 2016 Annual Report  
Marketing and Communications - Tactical Initiatives



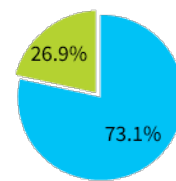
**Website:**

- Over 6,300 visits across the 12 months, over 25% returning again.
- Desktop visits 48%.
- Mobile/Tablet visits 52%.
- Over 63% on an Apple device, over 22% on a Samsung device.
- 3 most popular pages: Business, Promotions, Magic of Christmas.



Sessions: 6,309      Users: 4,748      Page Views: 15,025      Pages / Session: 2.38  
 Avg Session Duration: 00:01:34      Bounce Rate: 60.85%      % New Sessions: 73.07%

Sessions Per Day  
 New Visitor      ■  
 Returning Visitor      ■



**Highest Website traffic via Facebook posts**

December - Facebook drove 627 clicks to "The Magic of Christmas across Shepparton" webpage, which exclusively featured the location and times of SSM Blue Santa giveaways.

## Shepparton Show Me Mobile Stage



The Thompson Kia mobile stage kept popping up around the streets of Shepparton. Besides being used for SSM campaigns and sponsored events it was also used in many community events.

### Christmas Campaign

For the three weeks leading up to Christmas Day the van was decked out with Christmas trees and decorations bringing the Santa Show to various retail precincts in Shepparton.

### Mother's Day Campaign

The van turned into a mobile "pamper van" visiting retail areas delivering hand rubs, a quick hair style and neck massages to mums for over a week. Ok there was a gent who got a hand massage.

### Father's Day Campaign

An X-box was fitted to the big screen TV where competitors challenged each other racing around Mt Panorama. Again the van was taken to a variety of retail areas.

### Running Festival

The van was used as the presentation stage to hand out the awards for the Running Festival. It was also utilized throughout the day for backing music and public addresses.

### KidsFest

The Show Me van was set up at the entrance to 2015 KidsFest with background music being played throughout the course of the weekend.

### Heritage Rally

A 3 piece band played from the mobile stage at the Emerald Bank venue.

### Shepparton Agricultural Show

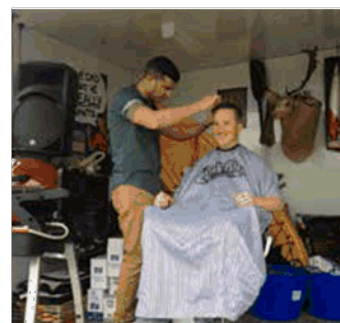
The van was set up on the arena as an announcement area as well as music being piped through.

### Tower Run

As part of Challenge Triathlon the Show Me van was set up at the base of the Shepparton Tower to send competitors on their way up the tower.

### Twilight Markets

The successful Shepparton Twilight Markets at the Victoria Park Lake used the Thompson Kia as a main stage for performers.





#### **Challenge Shepparton**

Triathletes were happy to see the van set up at the foot bridge at Aquamoves. Besides being all colourful the latest tunes helped them get closer to the line.

#### **St Georges Road**

The community group at St Georges Road also utilised the van for their Friday night event.

#### **Aquamoves**

The van was set up next to the outdoor pool as part of a social morning for members.

#### **Shepparton Motor Museum**

To celebrate the museum's birthday and motor show the Shepparton Show Me mobile stage was set up with almost continual performances on show.

#### **Leukaemia Foundation**

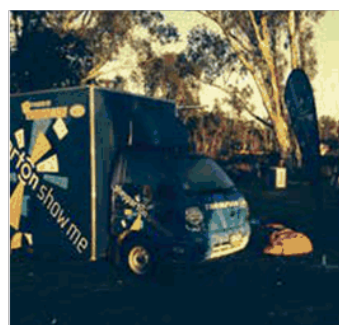
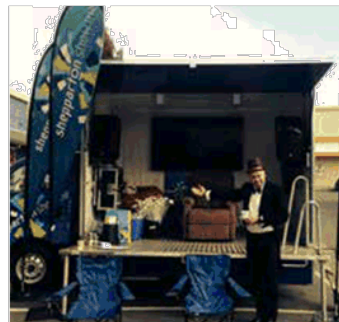
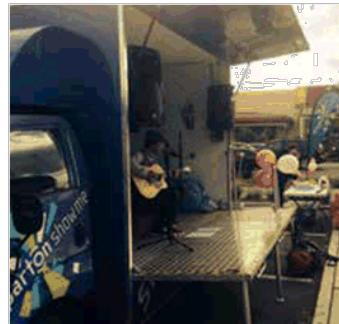
The van became a mobile hair dressing studio with shaves, colourings and waxes taking place to support Leukaemia.

#### **Mad Cow Mud Run**

An early start for the van being used as the stage for the DJ, sponsors exposure and home base for the Mad Cow Mud Run compares.

#### **Careers Day Out**

Operating from the Shepparton Showgrounds the Show Me van welcomed potential job seekers to the venue with music and public announcements.



## Annual Campaigns

### Winter City Market - August 2015

28 and 29 August 2015



**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 event 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 covered by Council.

**Target markets:**

Primary:

- Families with kinder & primary school aged children.
- Young adults (males and females).
- Adolescents.

Secondary:

- Traders.

**Tactics:**

Provision of discounted shopping and variety of retail and food stalls to create a market atmosphere.

Through 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 and enjoy the overall experience.

**Cost:**

\$40,000.

**Attendance:**

Approximately 20,000 people over the two days of the event.



**Outcomes:**

It is estimated that 20,000 people visited the Mall over the two days.

This event is significant for the region as it boosts the local economy; especially in the retail sector.

Through the sponsorship of Shepparton Show Me, Investment Attraction Department was able to deliver all outcomes and the benefits as detailed in the sponsorship application. A focus was applied to using local entertainment, having free children's rides and an increased number of stalls, especially those who have a store outside the CBD. This ensured that what was on offer appealed to families and retailers were given the opportunity to capitalise on the significant increase in consumer traffic.

This year we ran a Shepparton Show Me money giveaway promo that was conducted through Star FM open broadcast. To register for the \$2,000 shopping spree you had to be present on the Friday and provide the radio with evidence that you had shopped in Shepparton that day to win. From previous markets Friday has less attendance than the Saturday and we felt that this promo achieved its objective in bringing more people to the CBD on the Friday.

We were blessed with ideal weather across the two days, traders identified that the weather was the best had experienced since the beginning of the bush markets during winter.

The Mall was filled with a total of 53 stall holders which included:

- Shepparton traders (located outside the CBD).
- External traders.
- Essential Services.
- Community groups.

Overall reports from traders varied, with success of the markets determined by the type of stock that was cleared. A random selection of retailers were spoken to and most reported positive trade results:

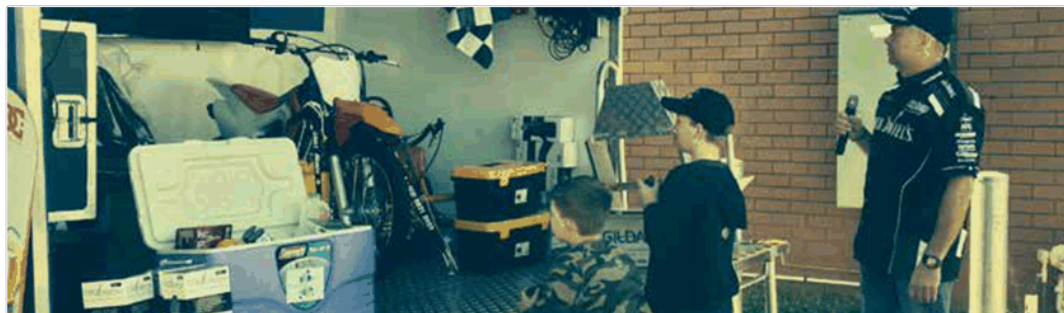
- Valley Booksellers.
- Shop 221.
- Hudson's Coffee.
- Factorie.
- Identity.
- Mensland.
- Wendy's.
- Jeff Young Shoes.
- Arcade Fashions.

Evaluation outcomes of the market indicated:

- 78% of respondents came specifically to attend the market.
- The majority of respondents were aware of the market due to TV advertising (54%) and social media (22%).
- The majority of respondents were from Shepparton (64%), Tatura (18%) and Numurkah (12%).

## Motorsports Themed Father's Day

30 August to 5 September 2015



### Objectives:

Father's Day is obviously a celebration honouring fathers and celebrating fatherhood, paternal bonds and the influence of fathers in society. Many Australians observe Father's Day on the first Sunday of September. It is a day for people to show their appreciation for fathers and father figures. Father figures may include stepfathers, fathers-in-law, guardians (e.g. foster parents), and family friends. The Father's Day campaign aimed to:

- Stimulate business for SSM stakeholders.
- Build on the previous "What Dads Want" campaign.
- Encourage increased visitation to Shepparton over the Father's Day celebration period.
- Promote Shepparton as the regional Victorian destination to do business, shop, dine, stay and play.
- Demonstrate support for SSM stakeholders.

### Target Market:

- Purchasers of Father's Day gifts and experiences – spouses, sons and daughters (children, young adults, adults).
- Consumers (as detailed above) in Greater Shepparton and regional towns within 200km radius, including Central Victoria (e.g. Bendigo, Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield), Lower Hume Growth Corridor (e.g. Seymour, Wallan) and Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley).
- Young fathers and older fathers.

### Tactics:

The 'Mobile Man Cave' concept was a winner and had the potential to be further advanced from what we learnt last year. The 'Man Cave' staging is best built with products gift ideas from stakeholders and we introduced a Motorsport theme and our market interactive engagement was by way of a V8 Supercar Xbox game on the mobile stage big screen.

The mobile stage show was conducted at:

- Riverside Plaza.
- Hunter's Home Hardware.
- Clark Rubber.
- Maude Street Mall.
- Home Central.
- Shepparton Marketplace.
- Vaughan Central.
- Supercheap Auto.

The key components to the campaign were media advertising and activation. Media placement included TV, radio, print, press and social media.

### Cost:

\$20,000.

**Outcomes:**

The Father's Day campaign was conducted from Sunday 30 August to Saturday 5 September. The mechanics was having the Thompson Kia van decked out as a mobile 'Man Cave' with a motor bike, go cart, BBQ, esky and Father's Day gift ideas.

The van was fitted with XBOX V8 Super Car Racing using the Bathurst track. From Monday 31 August to Saturday 5 September the V8 Super car show visited various retail locations throughout Shepparton. These included Shepparton Marketplace, Riverside Plaza, Hunters, Home Central, Vaughan Central and Maude Street Mall.

As in previous similar campaigns the participation and onlookers increased as the week progressed and the public became more aware of the promotion. More people were following on Facebook as to where our location would be.

In evaluating the campaign the following outcomes were achieved:

- Campaign awareness: TV - 63%, SSM Facebook - 32%, Radio - 4% and SSM Website - 1% (please note that multiple responses could be given).
- Reasons for visiting the area where the mobile stage was located – Shopping - 54%, Mobile Stage - 13%, Passing by - 9%, Father's Day Shopping - 8% and Lunch - 6%.
- The majority of visitors were from Shepparton - 58%, Yarrawonga - 4%, Albury, Mansfield and Numurkah all 3%.

## Spring into Shepparton

**September 2015****Objectives:**

- Inspire spending across a broad range of stakeholder categories.
- 'Spring' is a time when the market spend becomes active.
- There are many 'Spring marketing cues such 'Spring Clean'.
- This campaign is relatively operational 'passive'.

**Target Markets:**

- Young adults.
- Women and men aged 25 – 45.
- Empty nesters.

Consumers (as detailed above) in regional towns and villages within 200km radius, particularly those already using Shepparton services, in order to increase frequency of visit and spend.

Geographic locations include:

- Central Victoria (e.g. Echuca).
- Northern Victoria (e.g. Benalla, Wangaratta, Mansfield, Cobram, Yarrawonga).
- Lower Hume Growth Corridor (e.g. Seymour, Wallan, Euroa).
- Riverina Region of New South Wales (e.g. Deniliquin, Finley).

**Tactics:**

Develop a 'Spring' themed campaign to activate the 'spending' market across the broader range of stakeholder categories,

Create a radio, press and social media campaign that suggests and activates spending 'things to do' in Spring which align to our stakeholders offering:

- Spring clean the home and office.
- Spring clean the shed.
- Spring clean your car.
- Spring into the garden, the lawn.
- Step out in Spring fashions.
- Spring into a new car, new boat, go fishing!

Creation of a Shepparton Show Me logo device with blooming flowers.



**Budget:**

\$22,100.

**Outcomes:**

While actual sales as a result of the Spring into Shepparton campaign were not measurable many traders appreciated the diverse spring time activities that were showcased within the campaign. The campaign showcased a range of industries rather than traditional retail and this was well received by local businesses.

## The Magic of Christmas and Boxing Day Sales

### December 2015

**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.

The Australian National Retailers Association (ANRA) indicated that Victorians spend almost \$588 million annually at the Boxing Day sales.

As a 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:

- Build on the Magic of Christmas branding and awareness initiated in 2014.
- Develop a Christmas campaign with the aim of stimulating business for SSM members.
- 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.
- Demonstrate support for SSM members.

**Target markets:**

- 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 200km 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.

Another major feature of the campaign was the use again of the 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 marketing Coca Cola made him red and this image has prevailed. Again there was a high level of recognition of the blue Santa and his association with SSM.

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 Maude Street Mall, Harvey Norman Complex, Fun City, Home Central, Hunter's Hardware, Victoria Park Lake, Super Cheap area and Vaughan Central. Shepparton Marketplace and Riverside Plaza requested that Shepparton Show Me Blue Santa not visit. SSM Marketing Co-ordinator has since liaised with Riverside management and will in future conduct the SSM Santa Show outside of their Santa photo hours.

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.

Shepparton Show Me initially tried to price a mobile hut to house Santa photos, Charity gift wrapping and Community Fund Gift Giving Tree however quotes were too slow in coming in and Harris Scarfe agreed to house Santa's Workshop.

The media campaign comprised TV, YouTube and Facebook, radio, print, billboard and in-store displays. As shown in the survey of participants as the campaign progressed the number of people attending the Santa Show increased due to Facebook notifications as to what location the SSM show will be.

While the majority of attendees at the SSM Santa Show were from Shepparton and Mooroopna surrounding areas such as Nathalia, Numurkah, Kyabram and Euroa were consistent appearances. Strathbogie, Mansfield, Yarrawonga, Finley, Deniliquin areas were also present as well as Melbourne, Adelaide and Carnarvon (although they were visiting family).

All traders were aware of the SSM Christmas Campaign. Stakeholders such as Hunter's Hardware, Harvey Norman, Home Central and the Super Cheap group of shops were grateful that SSM were present.

While attendance at the Santa Shows were high at the venues it is unsure if this turned into revenue for those traders.

**Cost:**

\$50,891.

**Outcomes:**

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

- 50% of those surveyed were from the surrounding areas.
- 81% of those surveyed indicated they had seen or heard the Christmas Campaign advertising.
- 47% of those surveyed saw advertising on Facebook, 34% on television.
- The mobile stage show was the primary reason 40% of those surveyed were shopping in Shepparton.
- It was estimated 1,600 people attended the Santa Shows throughout December.

From a digital media point of view, the campaign attracted the following:

SSM Website	1,320 page visits (up 134% month on month)
636 website visits driven via SSM Facebook	37% vs 36% direct search...e.g. Google
Increase of 127 Facebook followers	Up 45% month on month

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, Kyabram, Seymour, Benalla, Numurkah, Cobram, Mansfield, Euroa, Nathalia 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 three years, prior to this there has not been a focus on this as a retail opportunity. This year only two shops in the mall were closed, and various shop owners said the event was a great success. After three 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

26 and 27 February 2016



### 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.

Local identity, Sam Ludeman, was the talent used in marketing with the orange theme following through on swing tags placed in most CBD shop windows. A YouTube clip was made with Sam and Mat Innes-Irons promoting the event which proved very popular as well as traditional radio and print media.

An invitation was sent to the Shepparton Show Me data base inviting them to participate in the CBD for Summer City Market.

**Cost:**

\$30,000.

**Outcomes:**

- Between 15,000 and 20,000 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.
- There was no headline act performing late Friday afternoon which effected crowd numbers.
- Increased children's activities are required to create two kidszone areas such as in High and Fryers Streets, Snow marquee, petting zoo, constant roving performers and live performances on the central stage.
- A total of 48 stall holders exhibited in the mall including:
  - Shepparton traders (located outside the CBD).
  - External traders.
  - Essential Services.
  - Community groups.

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

25 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:

- Mothers themselves in influencing the purchasing decisions:  
Mum categories - working, domestic, stylish/fashion focused, natural, crafty, sporty, gardening, pet-loving, adventure-seeking, new mum - of course mums 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 mothers 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.
- Advertising campaign comprising television, radio, print, outdoor advertising, web and Facebook.

### Cost:

\$19,000.

### Outcomes:

Two surveys were undertaken to determine the success of the SSM Mother's Day campaign, one for shoppers and the other for Traders.

In total there were 20 participants that completed the shopper's campaign evaluation survey.

All participants reported seeing the Mother's Day promotion, 90% via television advertising, 40% via radio and 35% via social media. 55% 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 others were on a work break or were generally shopping in the area.



Traders surveyed: Hudson's Coffee, Blossom with Love, Blizzards Fine Jewellers, The Aussie, Sussan and Purdey's Jewellers. All indicated they were aware of the advertising for the campaign.

Of the six traders surveyed, five indicated that business was up on previous years and three businesses required extra staff on the lead up to Mother's Day.

The owner of Hudson's mentioned he was disappointed there was no activation this year as the SSM Mobile stage in the Mall is good for business.

## End of Financial Year

**1 to 30 June 2015**



### Objectives:

In the development of the Marketing Strategy, the committee identified that the EOFY provides 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.

- 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).

### Tactics:

- 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:

\$20,340.

### Outcomes:

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

30

## Sponsorship and Events

### CBD Fun

July 2015 to December 2015



**Organisation:**

Greater Shepparton City Council - Investment Attraction.

**Objectives:**

- Increase Maude Street Mall visitation.
- Improve atmosphere in Mall.
- Increase visitation to the region.
- Entice shoppers to come into the Shepparton 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:**

Attendance at CBD activities was difficult to gauge as the project has been in operation for 12 months. It is evident however from the survey that was conducted on 8 of January 2016 with 57 CBD traders that there was an increase in foot traffic during the twelve month period.

The survey also indicated that some traders viewed CBD Fun as a 'Band-Aid' fix and were of the view that there are greater challenges to rectify the current state of the CBD.

In conducting a survey at one of the CBD Fun activities, 78% of respondents indicated that they came to the CBD specifically for the free fun activities and that most (53%) were planning on doing some shopping or go to the movies (22%) while they were here. The majority of the respondents found out about the CBD Fun activities via TV (54%), social media (22%) and radio (16%). The most popular activity was the jumping castle (95%) followed by live music (3%) and the tower walk (2%). The majority of respondents were from Shepparton (64%), Tatura (18%) and Numurkah (12%).

## Shepparton Running Festival

30 August 2015

### Organisation:

Shepparton Runners Club.

### Objectives:

- Encourage community participation in running for adults and children of different ages and abilities.
- Promote Shepparton Runners Club.
- Showcase Shepparton.
- Provide a regional event for elite athletes.
- Run a successful running festival comprising a marathon, half marathon, 10km, 5km and 2km run.

### Sponsorship amount:

\$2,000.

### Outcomes:

- 894 participants across the five run distances.
- Participants came from Melbourne - 21%, Greater Shepparton - 23%, Regional - 33% and NSW - 7%.
- Participants stayed at Hotel/Motel - 20%, Caravan Park - 5% and private/own home -25%, while 29% were day trippers.
- While they were in Shepparton, participants spent their money at SPC Factory Sales -15%, Shopping -19%, Aquamoves - 6% and Kidstown -4.5%.

## Shepparton Heritage Rally

6 September 2015



### Organisation:

Emerald Bank Leisure Land.

### Objectives:

The Shepparton Father's Day Heritage Weekend 2015 (September 5 and 6) includes the Shepparton Heritage Street Parade and exhibition, the annual Emerald Bank Heritage Rally, now in its 4th year, and the Antique Aircraft Fly In and Goulburn Valley Aero Club Open Day at the Shepparton Airport.

- To increase visitation to Greater Shepparton by drawing exhibitors and their families/supporters to the event.
- To offer a unique event to attract visitation from outside the Greater Shepparton area. We know people involved in and who enjoy history and heritage themed events will travel long distances to attend. Creating a two day event will also encourage overnight/two night stays in Greater Shepparton.
- 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:

\$2,500.

### Outcomes:

- Estimated 4,000 people attended the annual Heritage Rally at Emerald Bank Leisure Land on Sunday, September 6 with more than 100 exhibitors. The Shepparton Motor Museum enjoyed 600 people through its doors on the day.
- Estimated 800 people attended the 2nd annual Antique Aircraft Fly In and GV Aero Club Open Day on the Sunday, with the majority transported over on free shuttle buses from Emerald Bank to the airport.
- The event was strongly supported by exhibitors from outside the area and some of them did travel to Shepparton the night before and stayed in local accommodation. As this year's event was contained to the single day, Father's Day, it was not as likely that visitors would make an overnight stay. However, we did partner with the Shepparton Visitor Centre to promote other "heritage" activities and attractions in our region to encourage people to come for the weekend, not the day. We promoted the Steam Rail steam train coming to Shepparton on Saturday, September 5 as well as other local museums and exhibitions, the Heritage Walk Tour run by the Visitor Centre staff that weekend, and other leisure activities.
- Through a Father's Day competition run on the day we were able to ascertain:
  - 60% of visitors were from the Goulburn Valley.
  - 32% were from surrounding towns (Echuca, Seymour, Benalla, Yarrawonga, Bendigo).
  - 4% were from Melbourne.
  - 3% were from NSW.

-5% from SA.

-5% from QLD.

- The seven businesses at Emerald Bank benefited heavily by the 4,000 strong crowd, 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.

## KidsFest 2015

19 and 20 September 2015



### Organisation:

SPC KidsTown, Greater Shepparton City Council.

### Background:

KidsFest is an annual two-day festival aimed at families with children aged up to twelve years old. 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:

Over 9 years, KidsFest has evolved and grown into a premier children's event providing thousands of people with an amazing experience, and generating significant tourism to the Greater Shepparton area.

The festival comprises two stage areas which play host to entertainment acts, under cover area for craft displays and activities, an area dedicated to sports programs and sporting personalities, an outdoor beach volleyball court with a full program of activities, a sideshow alley, trade stalls, as well as continuous roving entertainment and general display areas.

The objectives of KidsFest are:

- To position KidsFest as a children's and family festival of State significance.
- To position Greater Shepparton as a family friendly destination with a variety of activities suitable for children of all ages.
- To increase attendance to the event from visitors from outside Greater Shepparton by 5% annually.
- To increase the length of stay in Greater Shepparton.
- To enhance KidsTown's reputation as regional Victoria's Best Adventure Playground.

The 2015 event saw the introduction of a pirate theme for the two day festival.

### Sponsorship amount:

\$20,000.

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**Attendance:**

15,965 people.

**Outcomes:**

The key outcomes of KidsFest 2015 were:

- An estimated attendance of 15,965 people over two days.
- Approximately 39.08% of visitors were from outside the Greater Shepparton area.
- Approximately 4.8% of visitors were interstate.
- Total attendances was approximately 1% higher than KidsFest last year.

## Victorian Teacher's Games



**20 - 23 September 2015**

**Organisation:**

Events and Tourism, Greater Shepparton City Council.

**Objectives:**

The Victorian Teacher's Games (VTG) is an annual event that has been hosted at regional centres around Victoria by the non-metropolitan regional offices of the Department of Education and Training (DET). The twentieth occurrence of the Games will be held in Shepparton from 21 September (registration day) with competition occurring from Monday 22 to Wednesday 24 September. This will be the first time Shepparton has ever hosted this event and it will be one of the biggest participation events the city has ever hosted.

The Games are open to all current and retired employees of DET, all staff from Catholic and independent schools in the State of Victoria. In 2014, when the Games were held in Bendigo, there were just on 2,100 teachers who participated in over thirty sporting competitions and recreational activities. We are aiming for around 2,500 teachers for the 2015 and 2016 events.

The event will also be the first major multi-sport event that the city has hosted as part of the current \$15million redevelopment of the Shepparton Sports Precinct, so Council will be working hard to deliver an exceptional visitor experience as this will form the basis of future event bids for similar natured events.

The event had the following broad objectives:

- To stimulate economic activity for Shepparton and the region.
- To promote Shepparton as an attractive regional major event destination.
- To showcase the broad range of activities and attractions available to visitors and encourage return visits and extended stays.
- To profile Shepparton's sporting, cultural and recreational facilities.
- To enhance the capacity of local clubs, associations and the business community to host such large scale significant events.
- To promote our country lifestyle.

**Sponsorship amount:**

\$6,250.

**Attendance:**

2,000 - 2,300.

**Outcomes:**

It is estimated that between 2,000 – 2,300 people participated in the three day event.

This event is significant for the region, injecting an estimated \$2.2million into the local economy; especially in the accommodation, entertainment and hospitality sectors.

Through the sponsorship of Shepparton Show Me, the Investment Attraction Department was able to deliver all outcomes and the benefits as detailed in the sponsorship application. A focus was applied to splitting the evening entertainment between two venues, which ensured that our two other major CBD venues were given the opportunity to capitalise on the significant increase in consumer traffic.

Accommodation reached capacity with some participants having to stay as far as Nagambie and Tongala over the four days of competition.

Forty local sporting clubs, community and business groups benefited from the Games, the largest beneficiaries are:

- Major League Sports.
- Fun City.
- Olympic Sport Arena Kialla.
- Shepparton Netball Association.
- Kialla Park Bowls Club.

Overall reports from traders and the town have been positive, with a specific example including the success of one business utilizing as many kegs of beer as they normally would over a five week period in four days (two metric ton of beer consumed at this property).

Participant survey results revealed the following data. Some broader highlights included 70% of participants spending between \$250 and \$1,000, 31% shopping and 90% been satisfied with the event, a great result.

## St Georges Road Food Festival

27 September 2015



### Organisation:

Tourism and Events, Greater Shepparton City Council.

### Objectives:

The key objective of the event was to attract as many people into the St Georges Road precinct as possible and to increase the awareness of cultural diversity as well as spend opportunity for traders. The event was also a vehicle to promote the multiculturalism and diversity in our community, by inviting businesses outside the St Georges Road precinct to participate.

Through other initiatives such as entertainment, multicultural music and performers, free children's activities, various sporting activities and a family orientated atmosphere was created encouraging visitors to stay longer.

### Sponsorship amount:

\$4,000.

### Attendance:

3,000 - 3,500 entrants.

### Outcomes:

It is estimated that between 3,000 - 3,500 people visited the St Georges Road Food Festival. The majority of the attendees came from Shepparton, Mooroopna, Kialla and Barmah.

This event is always important as it raises awareness of the different cultures within the community, allowing the opportunity to come together and celebrate our multiculturalism.

This event has a strong focus on multicultural food with an emphasis on using local entertainment, and offering free children's activities. This year there was an increase in the number of community stalls; this ensured added attractions for families to attend. Retailers in this precinct were given the opportunity to capitalise on the significant increase in consumer traffic.

The St Georges Road Food Festival was filled with a total of 16 stall holders which included food vendors representing the following cultures:

- Indigenous.
- Turkish.
- Sudanese.
- Italian.
- Asian.
- Indian.
- Indian Vegetarian.
- Multicultural Spring Rolls.
- Afghan.

Overall reports from traders were positive, with success appearing to be determined by the amount of food being sold/consumed.



## Shepparton Agricultural Show

9 and 10 October 2015

**Organisation:**

Shepparton Agricultural Society.

**Objectives:**

The Shepparton Agricultural Show has a long history, operating for 138 years. In the 1920s and 1930s it was regarded as the largest agricultural show in Victoria and has been opened by the Governor General twice.

The redevelopment of the Showgrounds has been ongoing since 2003, yet with the completion of the grassed arena this year, there is an exciting opportunity to re-launch the Agricultural Show as well as celebrating the completion of the major works of the Showgrounds.

The Agricultural Society identified an exciting opportunity to reposition the Agricultural Show given the completion of the grassed arena. With Greater Shepparton situated in the heart of Australia's foodbowl there is much to celebrate regarding our agricultural pursuits. There has been a national spotlight on our region with SPC continuing to manufacture in Shepparton, and the injection of \$100 million into this business demonstrating both government and non-government support, and potential growth in the dairy industry including the recent expansion of Pactum Dairy.

The 2015 show was an opportunity to showcase the agricultural industries of the region and the food they produce as well as educating and entertaining the community. By repositioning the Shepparton Show in this way we intend to encourage the return of families looking for both entertainment and education that a traditional agricultural show provides.

The objectives of the revamped Agricultural Show were:

- That agricultural industries and food produced in the region are successfully showcased and that visitors are reminded to support local business by buying local products and services.
- The community is educated in the agricultural pursuits of the region.
- The community is effectively entertained.
- To provide an economic stimulus for Shepparton, not only via visitation but also via the itinerant traders who utilise Shepparton businesses for repair and maintenance work and the purchase of goods and services.
- To provide an event that our community can be extremely proud of, instilling confidence in the region and celebrating all the positive attributes of our municipality.
- To reposition the show as a family friendly event drawing on new audiences and restoring the financial viability of the event into the future.

**Sponsorship amount:**

\$20,000.

**Attendance:**

10,600.

**Outcomes:**

- The total attendance at this early stage of ticket and money counting is 10,600.
- Survey results from the Guinness World Record attempt indicate 38% of those who attended the Shepparton Show came from outside of the Greater Shepparton municipality, with a majority of the demographic in attendance being families (76%).
- Visitors primarily came for a daytrip (87%) or overnight stay (13%).
- Most visitors to the Show spent 3 hours or more at the event (58%) with many indicating they spent 4-5 hours to stay and watch the fireworks (28%) and 14% of people indicating they spent less than 3 hours.
- The event was delivered with a specific focus on agriculture and bringing agriculture back to the Show. It was also delivered with the addition of a Food Pavilion, Gourmet Cooking Stage, food manufacturers section, sheep shearing, Guinness World Record attempt, focus on cropping and children's activities.
- Shepparton Show Me had a presence during the Celebrity Milk Off, the Barista Competition, the Live Cooking Stage and hosted the Tiny Tots competition on the Kia stage on the grassed arena.

## White King-Pental 95 3SR FM Business Awards - SSM Marketing Category

**23 October 2015**

**Organisation:**

Shepparton Chamber of Commerce and Industry.

**Objectives:**

The annual Business Awards showcase the quality of our region's businesses and celebrate the range of products and services on offer to residents.



The awards acknowledges and rewards those nominated in seven categories including excellence in Service, Business, Hospitality of the Year, Best New Business, Best Marketing/Advertising Campaign, Entrepreneur of the Year, Apprentice /Trainee of the Year.

**Sponsorship amount:**

\$5,000.

**Outcomes:**

A record breaking number of nominations were received for the 2015 White King – Pental 95 3SR FM Business Awards, with 109 outstanding local businesses and individuals across Greater Shepparton nominated for excellence in their fields.

Over 700 people attended the gala business awards evening. This was the inaugural year of the Best Marketing Award category sponsored by SSM with ten applications received from a broader range of businesses. A SSM Committee member participated in the assessment of applications for the Marketing Category Award.

The worthy winner was Stephen's Jewellers due to the rebranding of Showcase Jewellers to Stephen's Jewellers is underpinned by a very clear strategy with the aim of better positioning the business in the diamond jewellery market and being able to offer more diverse products and experiences to customers. It was identified that "Stephen" as the proprietor of Showcase had a high profile that was leveraged to create the new brand. In doing so, this assisted in retaining loyal customers, while creating the opportunity to attract new ones. The execution of the rebranding has been undertaken at the highest level and has been fully integrated across the business. Within a short period of time the brand has achieved a high level of awareness and has resulted in a growth in the customer base. The branding design clearly conveys a sense of quality and personalisation, and that purchasing a piece of jewellery, particularly diamonds, is actually an investment and very personal decision.

## Victorian Open Bowls Championships

7 - 13 November 2015



**Organisation:**

Shepparton Park Bowls Club.

**Objectives:**

The Victorian Open Bowls Championships includes competitions to determine the Men's and Women's Singles, Pairs, as well as Mixed Pairs and Fours.

The aim for this event is to remain successful, by providing a world class hosting level on what is probably the best bowling venue in Victoria, and aims to attract approximately 1,500 visiting bowlers, their families, friends and other spectators visit not only SPBC, but also the various other bowling clubs in the district. Clubs hosting games during the week were; Shepparton Park, Dookie, East Shepparton, Euroa, Hill Top, Katandra West, Kyabram, Merrigum, Mooroopna, Mooroopna Golf, Numurkah, Numurkah Golf, Shepparton Golf, Shepparton RSL, Tallygaroopna, Tatura and Wunghnu. Not all clubs hosted games on every day of the event. All finals matches were played at Shepparton Park.

The primary target market of the event is 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.

**Sponsorship amount:**

\$3,500.

**Attendance:**

2,196 players in addition to family, friends and spectators.

**Outcomes:**

1,248 entries to the competition were received, resulting in 2,196 individual players accompanied by a number of families, friends and other spectators.

The event grew by 33% on last year's event with the 1,248 event entries, increases in overnight stays from two to eight nights in the area. With players and their supports dining and shopping while in the area; it is estimated that the economic benefit to Greater Shepparton is approximately \$2million.

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

## Challenge Shepparton

**15 and 16 November 2015**

**Organisation:**

McPherson Media Group.

**Objectives:**

The long course triathlon ran by Shepparton Triathlon Club (STC) was the largest event on the Shepparton calendar, contributing between \$3.5million - \$4million to the regional economy. With STC deciding not to renew its Ironman licence this created an opportunity for a new or refreshed event to be ran. A new partnership was formed between McPherson Media Group, Challenge Family and SuperSprint. The Challenge Family is the fastest growing global long distance triathlon series with 27 triathlon events in 15 countries and has now added Shepparton to the list.

Challenge Shepparton will be an annual triathlon on the Shepparton events calendar and will continue to grow and evolve into more than just a one/two day sporting event. The goal is for Challenge Shepparton to become a full, multi-sport 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:**

\$20,000.

**Outcomes:**

- Competitors – 2,000 – majority were from Melbourne – 59%.
- Entourage – 2,000.
- Spectators – 2,500.

The event delivered the standard of competitor and spectator experience we intended. The feedback on the new course and the new series title was overwhelmingly positive.

A key outcome of re-establishing a Shepparton long-course triathlon on the national calendar was achieved.

Success indicators included over 1,400 entries to Challenge Shepparton, over 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).

Over \$46,000 was distributed via volunteer engagement and sports clubs event management/assistance.

As part of the sponsorship arrangement Shepparton Show Me was also given naming rights to the newly introduced Telstra Tower Run as part of the multisport festival weekend. This took place on Friday November 13, and involved a race up the Telstra tower located in the CBD.



## Greater Shepparton Junior Basketball Tournament

**4 - 6 December 2015**

**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 \$4million 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:**

\$15,000.

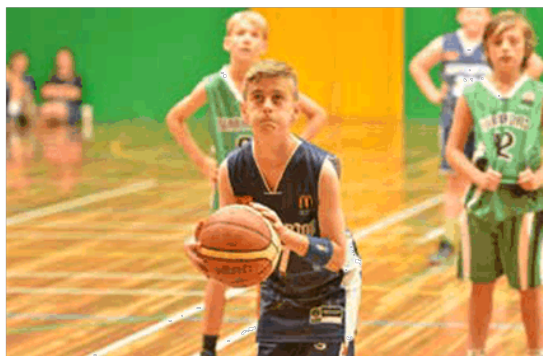
**Outcomes:**

168 teams entered the competition with 1,460 competitors and by allowing two parents for each competitor it is estimated that 4,383 people were in Shepparton as a result of the tournament. This figure does not include siblings and grandparents who may have been in attendance.

Thirty two clubs participated coming from Port Fairy, Warrnambool, Traralgon, Mildura, Bendigo, Bellarine, Warragul, Melbourne, Wodonga, Mansfield, Seymour and other areas.

Accommodation across Greater Shepparton was fully booked out including some staying as far away as Euroa.

Feedback from several traders in the CBD have indicated that the junior basketball tournament is responsible for their highest amount of trade on a weekend during the year.



## Rotary Craft & Produce Market

14 November & 5 December 2015



### Organisation:

Shepparton South Rotary Club.

### Objective:

The key objective of the events is to attract many people into the Shepparton CBD and to increase the retail spend opportunity for traders. It was anticipated that the Rotary Craft and Produce Market can achieve a similar result as the Winter and Summer City Markets.

### Tactics:

Through other initiatives such as roving entertainment, local music, free jumping castle, and a petting zoo, a family orientated atmosphere is to be created, encouraging shoppers to stay longer and enjoy the overall experience.

In running the market at key times such as Easter, Challenge Shepparton and Christmas, this would attract shoppers into the CBD during these periods.

### Sponsorship amount:

\$7,000 for two remaining markets.

### Attendance:

5,000 - 7,000 over three markets.

### Outcomes:

It is estimated that between 5,000 to 7,000 people visited the Mall on each of the three days.

Through the sponsorship of Shepparton Show Me, the Shepparton South Rotary Club was able to deliver all outcomes and the benefits as planned. The live music from a local jazz band, local choir and local primary school, the animal nursery, face painting and jumping castle and market stalls ensured that what was on offer appealed to families and retailers were given the opportunity to capitalise on the significant increase in consumer traffic.

The Mall had 24 market stalls for Easter Saturday, 36 stalls for the November Challenge Shepparton market and 28 stalls for the December market. These included:

- Shepparton traders.
- External traders.
- Essential Services.
- Community groups.

Interviews of 38 Maude Street Mall traders and other CBD traders were carried out after the pre-Christmas market. The Mall traders agreed that the three markets increased the number of shoppers in the Mall (84%); most agreed that foot traffic in their stores increased (54%) and most agreed that sales increased (54%).

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## Shepparton Tradies Day

18 February 2016

**Organisation:**

Shepparton United Football Netball Club.

**Sponsorship amount:**

\$10,000.

**Attendance:**

Approximately 1,000 throughout the day.

**Objectives:**

Networking for trades. An event that brings a variety of skills and education of this area of business, an outlet for them to come together, learn, negotiate and enjoy their areas of employment and business amongst likeminded people. Giving the opportunity to showcase and promote what is on offer in this important area of business. Connecting local business and trades.

**Outcomes:**

All Site Holders reported a very successful event. Attendees were introduced to numerous Trades.



## Shepparton Motor Museum – Annual Motor Show 2016

21 February 2016

**Organisation:**

Shepparton Motor Museum.

**Attendance:**

The Annual Motor Show was attended by approximately 1,550 people, which is a 50% increase on the previous year.

**Objectives:**

The key objectives were to increase visitors to the Shepparton Motor Museum as well as to the region and provide great exposure for the Museum which in turn would bring visitors to the region.

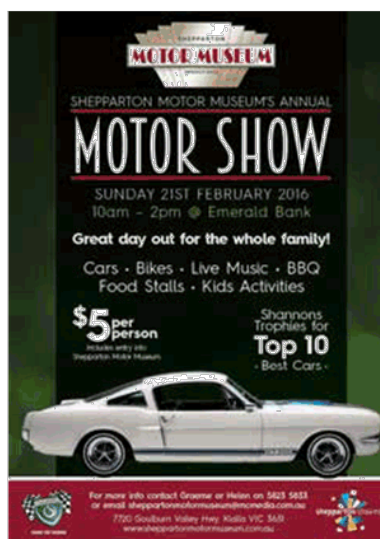
**Sponsorship amount:**

\$5,000.

**Outcomes:**

The statistics obtained from the visitor survey (conducted during the event) showed 37% of visitors lived locally, 63% were from outside of the Goulburn Valley, 9% stayed one or more nights in Shepparton.

Also discovered from undertaking the surveys were some extra activities the attendees did whilst in the local region. Visiting the Chocolate shop at Emerald Bank, Victoria Park Lake, Mitchelton Winery, Mooroopna Farmers Market, Car yards, Toolamba Pub, the art gallery, visiting family and friends and shopping.



## AFL NAB Challenge Game/ANZ Pre-season Challenge

**5 and 6 March 2016**

**Organisation:**

Greater Shepparton City Council, AFL, Shepparton Netball Association.

**Attendance:**

AFL: Pre-sale of tickets was 7,000. Actual attendance was 5,488. The 38 degree heat affected the crowd on the day.  
Netball: The 2,000 tickets sold in seven days (Saturday match) and 14 days (Sunday match).

**Sponsorship amount:**

\$18,000.

**Objectives:**

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

**Outcomes:**

The objectives were met as around half of the attendees for the netball double header were from outside Greater Shepparton with visitors including regional Victoria (526), Melbourne (143), NSW (83) as well as WA, SA and international tickets purchased.

AFL attracted around 40 per cent of attendees from outside of Greater Shepparton.

The AFL ran and controlled the NAB challenge pre-season country game, with a level of support from the Council Events Department, Recreation and Parks and Marketing and Communications team members along with AFL Goulburn Murray.

The netball was controlled by Council's Events Department, with a high level of support coming from Netball Victoria and Shepparton Netball Association. The game had a national live TV audience on Foxtel of around 400,000 people. The AFL game had a national live TV audience on Foxtel of around 400,000 people. The netball received local media coverage across TV (WIN News) and print.

Visitors stayed between one and three nights/days and estimated economic impact of around 1.5million based on accommodation bookings, attendance and event costs.





## Mad Cow Mud Run

12 and 13 March 2016

**Organisation:**

Mad Cow Mud Run.

**Objectives:**

The key objectives of this event were threefold and were achieved. Firstly to offer an event that encouraged fun physical activity in a supported and encouraging environment. 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 70% of the 321 entrants who responded to the survey were very satisfied with the event and a further 28% were satisfied, an amazing result! The remaining 1% of participants were neutral and one participant was dissatisfied or very dissatisfied. Again over 62% of participants were female which is a very encouraging statistic.

Secondly to support a number of local charities and community groups. Participants are encouraged to raise funds to donate to the Give Me Five For Kids Campaign that provides funds to the GV Health Children's Wards and other service clubs and organizations can benefit through the provision of labour and services. \$25,000 was generated for the GV Health Children's Ward and further funds were generated for other organizations and groups including Kiwanis, Football, Netball and Junior Football Clubs, CFA and others.

Thirdly this was a major opportunity to promote the economic well-being of the Greater Shepparton Region. With the increase in participants and related spectators the event provided a tremendous injection of funds from not only enticing many participants from outside our region to stay and spend in our region but also encouraging locals to stay in Shepparton and partake in the activities and events on offer during the March long weekend. The results of the event were evidenced in the survey data with only 50% of participants residing in the Greater Shepparton area.

**Sponsorship amount:**

\$2,500.

**Attendance:**

2,029 adults and children.

**Outcomes:**

Funds from Shepparton Show Me were applied to marketing the event including expenditure on Newspaper advertisements and the production and distribution of flyers. In addition to these marketing activities further advertising was undertaken by Southern Cross Austereo on Radio 3SR and the Southern Cross television network.

The Shepparton Show Me van was utilised on both days and sponsors logos displayed on the big screen TV with the sound system also being utilised. A Shepparton Show Me Marquee was utilised on the day and Mat Innes-Irons provided his services as MC which was greatly appreciated.

Additionally Shepparton Show Me stakeholders were given the opportunity to provide marketing material for all participants in an effort to entice them to increase their spending whilst in the Shepparton region. Participants were presented with this information in a show bag at the completion of the event together with donated items from local businesses which were extremely well received.

Analysis of the survey data for the 2016 event indicated the following:

<b>Place of residence</b>	<b>%</b>
Melbourne	10.54%
Vic Regional	17.66%
Within 1 hour of Greater Shepparton	18.52%
Greater Shepparton	49.86%
NSW	3.42%
<b>Length of Stay</b>	<b>%</b>
Arrived on the day	71.07%
One night	8.99%
Two nights	6.18%
More than two nights	13.76%
<b>Visits to other places in Shepparton</b>	<b>%</b>
SPC Ardmona Kidstown	8.53%
Victoria Park Lake	7.35%
Shopping	11.76%
SPC Ardmona Factory Sales	7.94%
Aquamoves	4.41%
Mooving Art Cows	3.24%
None, only came for event	73.82%

Analysis of the above data indicates an opportunity for improvement to our event by growing the number of participants that come from outside the region and stay and spend whilst they are here.

## Albanian Harvest Festival

20 March 2016

**Organisation:**

Albanian Moslem Society Shepparton Inc.

**Objectives:**

- To position the Shepparton Albanian Harvest Festival as an iconic Albanian event of national significance.
- To encourage members of the Shepparton Albanian community to showcase our heritage and develop stronger connections with the broader Victorian community.
- To increase attendance to the Festival from visitors outside of Greater Shepparton by 20% annually.

**Sponsorship amount:**

\$10,000.

**Attendance:**

It was estimated 3,000 people attended the 2016 Harvest Festival, a significant increase to last year's estimated attendance of 1,000 people.

**Outcomes:**

Albanian Moslem Society Shepparton Inc. was successful in their application to include the Albanian Harvest Festival as an 'umbrella' event as part of the annual Shepparton Festival, which, along with the sponsorship funds from Shepparton Show Me, allowed us to reach a larger target market.

The Harvest Festival aimed to position Shepparton as a culturally diverse food destination, encouraging residents and visitors to support local businesses. Supplies for our food and beverage areas were sourced from local suppliers, which equates to direct expenditure to Shepparton Show Me businesses.

The event also resulted in increased visitation directly into Shepparton's CBD. It promoted harmony between groups of people from different cultural backgrounds, which further enhances Shepparton's reputation as a premier location to "play and stay", as well as diversifying the range of events that feature on the Greater Shepparton events calendar.

Market research undertaken at the event revealed that people travelled as far as Adelaide, South Australia specifically to attend this event. Surveys revealed that patrons also resided in Western Australia and Queensland. This indicates that the profile for the event is growing, and people are prepared to travel to experience it.



## Shepparton Festival

**4 - 20 March 2016**

**Organisation:**

Shepparton Arts Festival Inc.

**Sponsorship Amount:**

\$10,000.

**Attendance:**

The Festival attracted 28,000 attendees across all its events.

**Objectives:**

The Shepparton Festival aims to provide economic impact for businesses, services and individuals involved and further has the potential to provide a multiplier effect beyond the club and the festival duration. Economic multipliers across accommodation, retail, dining, and return visitation contribute to destination Shepparton.

The Festival aims to give arts and cultural groups an inclusive platform for involvement, with a focus on grass roots engagement; to build the profile of Shepparton, demonstrate the diversity, liveability, improve social cohesion; celebrate what is special about Greater Shepparton.

Festivals play a role in developing the cultural identity of a particular community due to the specific nature of the theme and its relation to that community. Festivals can provide a sense of collective identity forged through participation. The festival is proud to claim a part in the achievement of a vibrant inclusive cultural life for communities within regional Victoria.

The 2016 program will be directed with an overarching theme 'Be Consumed' experience shepfest differently:

- Be consumed by the arts, by music, theatre, film, visual arts.
- Be consumed by the sights, sounds, flavours.
- Be consumed by your art practice.
- Be consumed by imagery and expression.
- Be consumed by community celebration.
- Be consumed with friends and family.
- Be consumed in unique and unusual places.
- Be consumed by Shepparton and the region.
- Be consumed by arts, culture, food, and community.
- Be consumed for 17 days.
- Be consumed @ ShepFest 2016.

**Outcomes:**

The Festival presented 49 events across a large geographic area from Dookie to Murchison over 17 days.

All 2016 Festival events experienced large attendance with ticketed events sold out.

The Festival stimulated dialogue and challenged audiences in accessible public environments. The Festival celebrated the city, the towns and the rural region by providing connections to the geographical environment and landscape. It engages the industries, services and agricultural pursuits of the area. It unites the people and communities that live, work and play in the region. It "gives voice to the community".

By facilitating program partnerships with arts and cultural funding bodies, local businesses, educational institutions, local government, industry and community organisations the Festival supports arts development throughout the region and generates community engagement. The Festival builds capacity through strengthening communities, encouraging participation, building relationships and connecting the corporate, private and public sectors.



## 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 the 2015/2016 financial year the following initiatives from the Communications Plan were undertaken:

#### **“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 2015/2016 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:

- Peter Alexander.
- Anh Do.

#### **“Show Me Update” Adviser Column**

A monthly column in local newspaper the Shepparton Adviser provided a regular method for communicating with members. In 2015/2016 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.

# Financial Report

Shepparton Show Me 2015 - 2016 Annual Report  
Marketing and Communications - Financial Report

## Unaudited Budget vs Actual to 30 June 2016

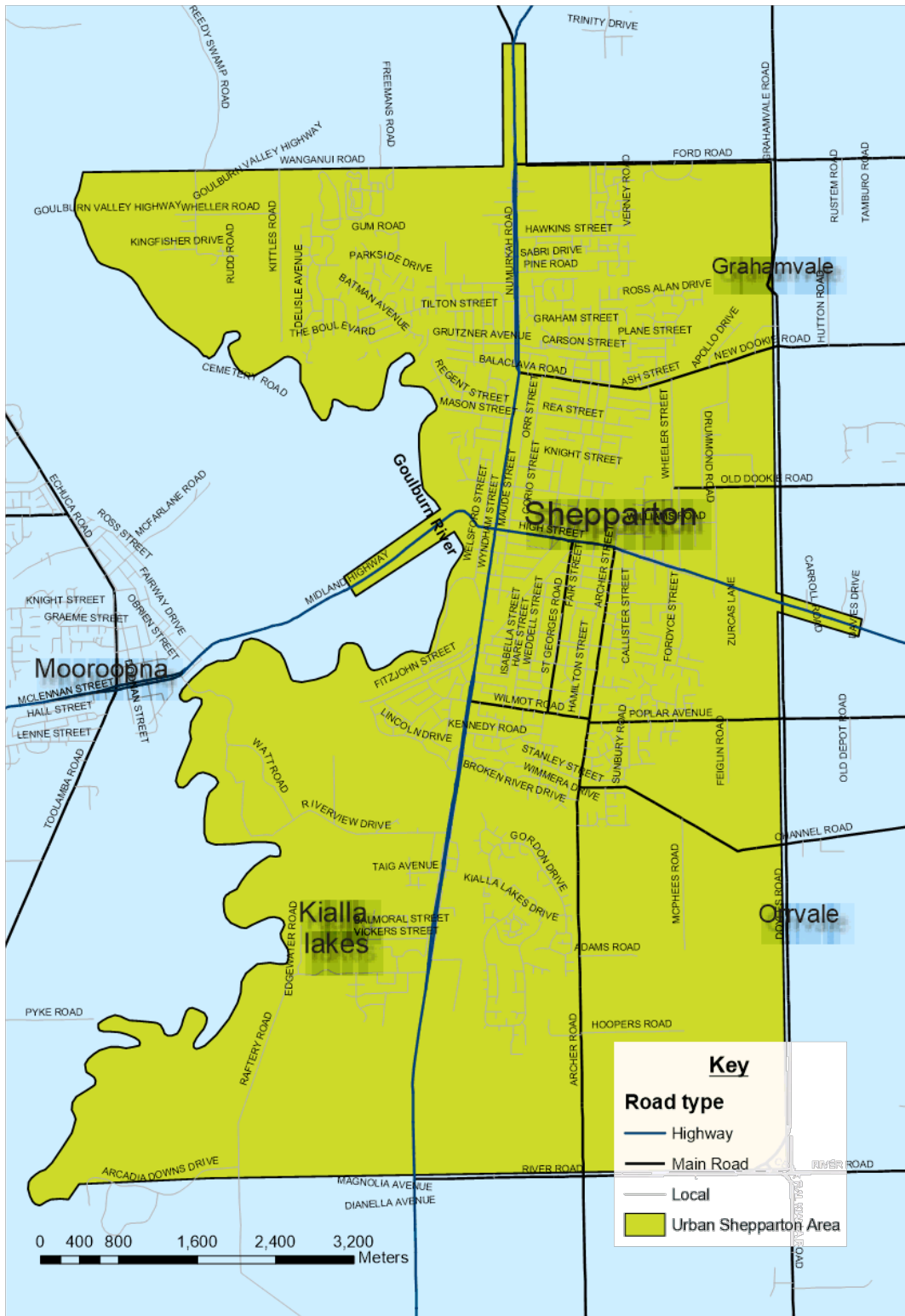
<b>Table 1: Income</b>	
July 2014 - June 2015 SSM levy carry over	\$324,877.60
July 2015 - June 2016 SSM levy	\$644,810.00
<b>Total income:</b>	<b>\$969,687.60</b>

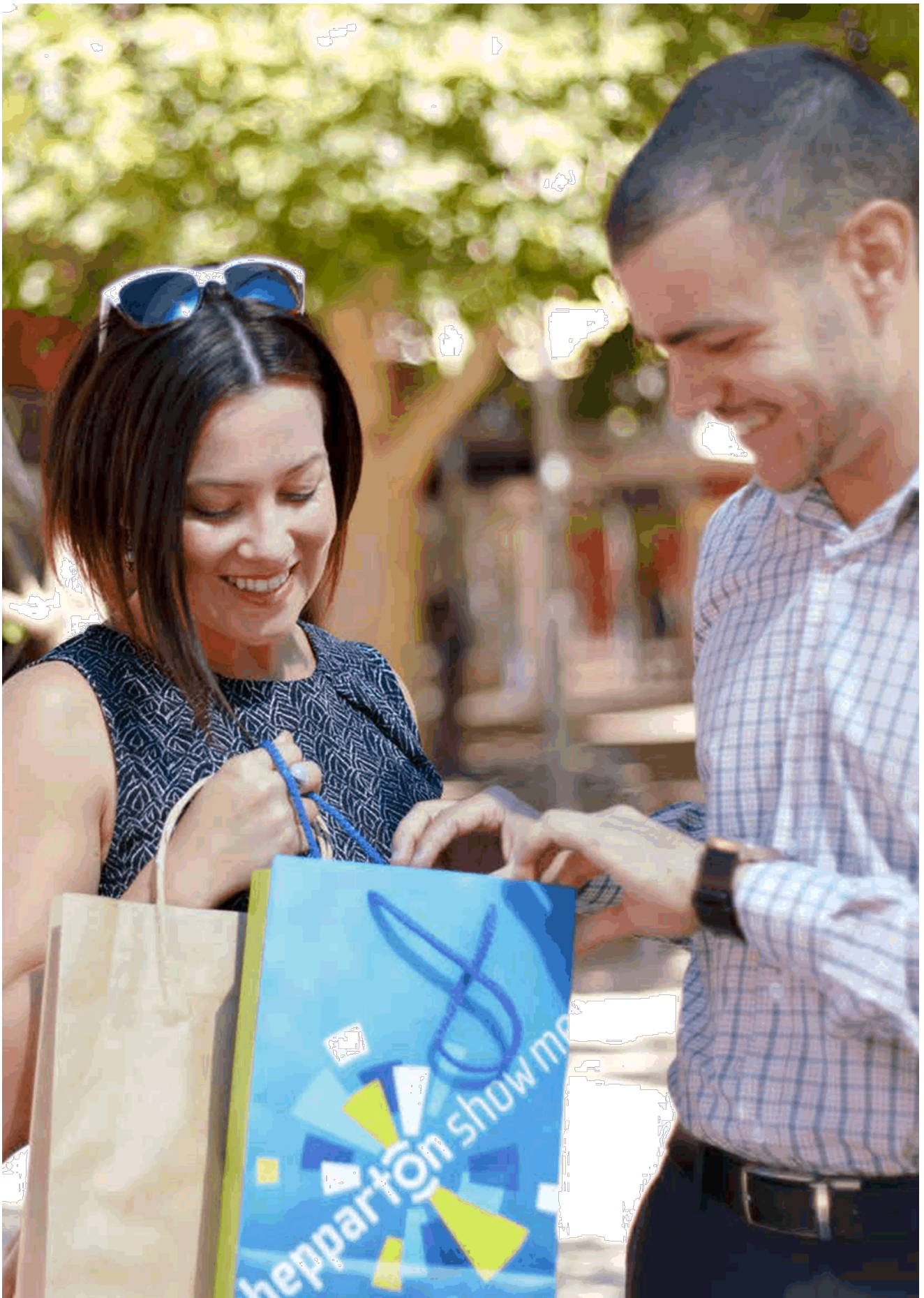
  

<b>Table 2: Expenditure</b>	
Marketing & Promotions	\$663,142.26
Sponsorships	\$151,062.13
SSM member communication activities	\$12,700.90
Salaries & oncosts	\$99,216.75
Utilities	\$2,720.08
Materials & services	\$13,265.24
Repairs & maintenance	\$850.00
Total:	\$942,957.36
<b>Balance/unspent funds:</b>	<b>\$26,730.24</b>

# Contribution Area Map

Shepparton Show Me 2015 - 2016 Annual Report  
Marketing and Communications - Contribution Area Map









**Web:** [www.sheppartonshowme.com.au](http://www.sheppartonshowme.com.au)  
**Email:** [sheppartonshowme@shepparton.vic.gov.au](mailto:sheppartonshowme@shepparton.vic.gov.au)  
**Phone:** 03 5832 9852  
**Fax:** 03 5831 1987

# **ATTACHMENT TO AGENDA ITEM**

**Ordinary Meeting**

**22 November 2016**

**Agenda Item 11.2      Community Sustainability Grants 2016**

**Attachment 1            Community Sustainability Grant Guidelines 2016/2017... 365**

G R E A T E R   S H E P P A R T O N  
G R E A T E R   F U T U R E



## Community Sustainability Grants Funding Guidelines

### Funding up to \$1000

Greater Shepparton City Council is pleased to offer funding for projects and events which will assist in promoting sustainability within the community.

The Sustainability Grants will support the development and implementation of sustainable projects and events, which will go to achieving sustainability related actions within the Environmental Sustainability Strategy.

The intention of the funding is to facilitate projects which achieve some or all of the following objectives:

- Encourage and support businesses, industry and the general community to reduce energy costs and greenhouse gas emissions to mitigate the impacts of climate change.
- Increase the energy efficiency of existing and new residential and commercial buildings across the municipality
- Raise community awareness of the relevance of climate change, the impacts it will have on our environment and way of life, and the opportunities it will present.
- Encourage participation in sustainability activities and events.
- Enable community members to acquire or develop new skills in relation to Sustainability.

Funded projects must be able to demonstrate that they are inclusive, have wide community support, and, where appropriate, are sustainable past Council's funding.

Funding will be available for a range of projects including:

- Developing education programs and material including brochures, booklets and resources
- Field days, workshops and volunteer training
- Provision of essential equipment
- Sustainable gardening/community garden projects
- Energy Efficiency programs and alternative energy
- Water efficiency programs
- Sustainable Building Design.

Grants are available up to \$1000 per project.

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See Greater Shepparton City Council website  
[www.greatershepparton.com.au](http://www.greatershepparton.com.au)  
for information on how to apply.

For more information on any aspect of this project grant, or if you encounter any problems with your application please contact Council's Sustainability & Environment Officer on 5832 9862

Grant Information sessions are conducted throughout the year.

Open: 4 July 2016  
Close: 12 August 2016

**Please read the Guidelines carefully to ensure you are eligible to apply and to assist you to complete all sections of the application process.**

#### Eligibility

- Applications can be made by not-for-profit community, arts, cultural or sporting groups which already exist and whose principal activities are conducted within the Greater Shepparton area.
- Applications can be made by Community Planning Groups.
- Applications can be made by a residents' group which specifically forms to carry out the project. Where an application is made by a group that is not an Incorporated Association; the applicants will need to nominate another incorporated not-for-profit Community Group, Organisation or Club which is willing to manage the grant funds ("auspice the grant") on their behalf. A letter will be required from your auspice organisation confirming their willingness to accept the auspice role.

#### What will NOT be funded

- Applications received after the closing date.
- Applicants who have previously been funded by Council and have failed to comply with the financial, project monitoring and/or reporting requirements.
- Applications will not be accepted from or on behalf of individuals.
- Groups/organisations that operate for profit.
- Projects that are clearly a duplication of an existing service.
- Groups/organisations are only eligible for one Community Sustainability Grant in any given financial year.
- Fundraising activities.
- Funding is NOT available for ongoing expenses or for projects which have already commenced or have been completed.
- Groups which are not incorporated.
- Groups who are in debt to council.
- Prize money and awards.
- Groups that receive direct income from electronic gaming machines.

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**Budget**

The budget should include details on all income (all sources of funding which will be used to deliver the project) and expenditure (all costs involved in the project). **Income and expenditure must be equal.** Please provide a copy of quotes with your application where applicable.

It is also necessary to detail the in-kind contributions, if any, that will be made to the project in the in-kind section in the application.

**Sample Budget**

**Budget**

It is important to demonstrate that your application is financially viable and can be delivered within the budget specified here.

Income	\$	Expenditure	\$1000
Matching Grant	2100	Hire of hall 3 days	1200
Funds from the applicant	1500	Band for opening night	1000
		Food for opening night	600
		Hire of display equipment for art	800
<b>Total*</b>	<b>3600</b>	<b>Total*</b>	<b>3600</b>
	Must be a whole dollar amount		Must be a whole dollar amount

Add Row

**Sample Indication of In-Kind Contribution from Applicant**

**In-Kind**

Please include details of any contributions to the project that you would normally pay for, but are being received at no cost to the project.

If you have volunteers working on the project, include their contribution valued at:

- \$25 per hour for unskilled labour;
- \$40 per hour qualified trades person;
- \$65 per hour machinery hire including driver

Person or organisation*	Task	Hours/Rate*	Amount In-Kind*
Committee	Labour set up and remove display	10 hrs/\$25	\$250
Recreation Reserve	Loan of tables and chairs		\$100
Joe Blough	Sound equipment and tech support	4 hrs/\$40	\$160
Mary's Newsagents	Photo copy flyers		\$100
			<b>Total* \$610</b>

Add Row

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## GST

If your organisation is registered for GST – or required to be – and receives grant funding from Council it does not have to pay GST on the funding payment unless it makes a 'supply' in return for the payment. Please refer to the [www.ato.gov.au](http://www.ato.gov.au) website for further details.

**PLEASE NOTE: All funding amounts are GST Inclusive**

## Assessment

Your application will be assessed by a panel of Council staff, with broad representation from across Council departments. In assessing the applications, the panel will take the following factors into consideration.

- Applicants must meet some or all of the objectives of the Scheme.
- The intended project meets an objective within the Environmental Sustainability Strategy. A copy of the Strategy can be accessed at [www.greatershepparton.com.au](http://www.greatershepparton.com.au)
- Community benefit
- Project feasibility
- Evidence of community support

The Assessment Panel's recommendations will be:

- Presented to Council within a Council Report to be prepared by Council Officers.
- Council will consider the recommended funding allocations at a formal Ordinary Council Meeting
- All applicants will be notified in writing as to the outcome of their application

Please refer to the timetable on the website to confirm the date we aim to notify you of the outcome of your application.

In some cases, the assessment panel may consider your application as more suited to one of Council's other grant programs. If your application is considered by another funding program, Council will contact you to let you know, and may ask for additional information.

## Approvals

In some cases, approvals/permits maybe required to carry out the proposed project. Applicants should discuss their project with the responsible body eg Council or a Victorian Government Department, prior to submitting their application. Your offer of funding will be made conditional to you obtaining regulatory approvals. The approval/permit must be obtained within 6 weeks of your offer of funding or an extension negotiated and approved. Council officers can assist applicants with the process of gaining approvals.

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### Access and Inclusion

Council are committed to providing dignified equitable access for all. It is important that applicants are inclusive of people living with a disability and their carers. This may include considerations to the following:

- Accessible parking at the venue
- Provision of accessible facilities such as toilets, ramp access and accessible seating
- Consideration for assistance animals
- Acceptance of Carer Cards and/or Companion Cards for carers
- Information available in accessible format, such as large print and signage
- If required, use of interpreters, such as Auslan for people who are Deaf.

For further information, please contact Council's Access and Inclusion Officer on 5832 9592.

### Acquittal

You will be required to report back to Council when your project is completed. The Acquittal process is important because it enables Council to continuously evaluate the success of the Community Sustainability Grants. Your acquittal should include:

- A summary of the project including your feedback on the things that went well and also things that you have learnt from the project.
- A Financial Statement must be completed together with receipts attached.
- Copies of promotional materials, photographs or video for the purpose of promoting the Community Sustainability Grants Program through Council publications and website.

All projects should be completed and acquitted within twelve months of receiving funds.

A group which fails to submit their acquittal documents is ineligible to apply for funding under any future rounds of the Sustainability Grant until their acquittal is completed and reviewed by Council.

**We welcome your application to the next round of the Community Sustainability Grants**

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