



Stakeholder News Feed

Tuesday 9 April 2013

Calling all hospitality and retail businesses!

Shepparton Show Me is providing an opportunity for you to take advantage of the economic stimulation that Mother's Day can bring. We know that a wide range of sectors are experiencing financial difficulty at the moment, including retail, hospitality and entertainment, and we hope you will take advantage of this opportunity and get involved.

About the SSM Mother's Day marketing campaign

The Mother's Day Campaign includes two aspects focusing on the retail and hospitality industries:

1. "Mother's Day Menu" promotional campaign

Key to this concept is showcasing the breadth and diversity of the local hospitality industry as well as the availability of a range of dining experiences, from fine dining to family dining.

The "Mother's Day Menu" will tell a story about how you can spend a full day dining in Shepparton starting at breakfast right through to dinner or even supper. The campaign will feature local restaurants, cafes etc. and local food identities.

2. Cooking Competition event

In alignment with the dining theme, inspired by the popular television series *MasterChef*, SSM will host Shepparton's own professional chef cooking competition judged by a panel of mums on Saturday 4 May 2013 (weekend before Mother's Day).

The panel of judges will be selected as part of a competition. Fathers, sons and daughters will be asked to nominate Mum, explaining why she would be a great Cooking Competition judge.

Opportunities to promote your business!

We are seeking Chefs to participate in the Cooking Competition from local restaurants and cafes. In return for the Chef's involvement your restaurant/cafe will be promoted as part of the advertising campaign.

We will be widely promoting Shepparton retail, commercial and industrial sectors of business throughout this campaign.

If you are interested in getting your business involved please contact Tara James tara.james@shepparton.vic.gov.au or 58329 852.

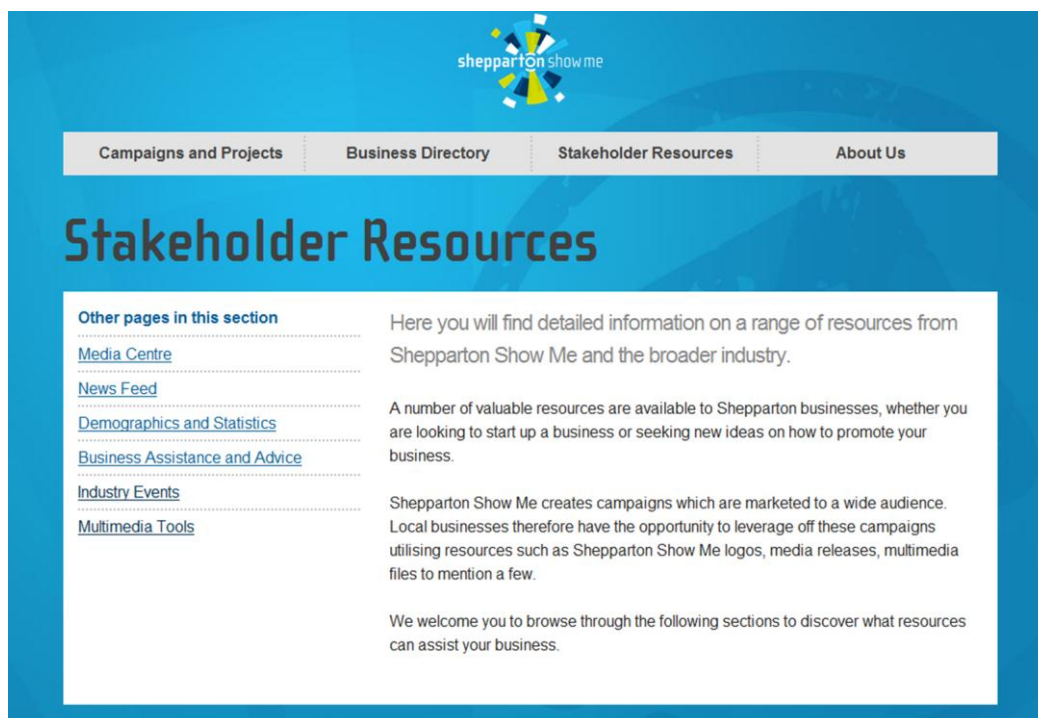
New resources available through our website

SSM's website has recently been update to include a new *Stakeholder Resources* page.

You now have access to:

- SSM marketing and multimedia tools that can be utilised for your own marketing purposes e.g. links from your website or Facebook page
- Relevant business and local statistics
- Invitations to industry and training events

The [Stakeholder Resource page](#) is continually updated so keep an eye out for the latest information and tools!



Next Shepparton Show Me meeting

A reminder to all that Shepparton Show Me Committee Meetings are open to the public and business representatives are encouraged to attend.

Our next meeting:

Date: Wednesday 17 April
Time: 8am – 10pm
Location: Council Boardroom
90 Welsford Street Shepparton

To find a list of all Committee meeting dates please visit:

<http://sheppartonshowme.com.au/about/upcoming-meetings>