



Stakeholder News Feed

14th February 2013

New campaign set to launch

Shepparton Show Me is gearing up to launch its newest marketing campaign *Shepparton Motor City* next week.



The campaign will position Shepparton as the preferred regional Victorian city for customers to purchase all things automotive. The campaign will focus on all automotive categories including new cars, used cars, trucks, motorbikes and automotive services and accessories.

The campaign will target men and women aged 20 – 65 years. They will typically be travelling to Shepparton from outside of the Greater Shepparton region, within a 200km radius. These people are average income earners whose purchases are not driven by discounts but rather the experience of off-line shopping and good customer service. The 6-month campaign will include advertising on television, radio and through press, reaching people within the target market. This advertising will commence next week.

Motor City will be fronted by the popular AFL legend and television personality Dermott Brereton. Dermott said, "Shepparton really does have all the top automotive brands people know and love. This city loves cars, trucks and motorcycles which is evident by the volume and quality of automotive services"

Although this campaign's focus will be on the automotive categories, the Shepparton Show Me Committee strongly believes that the campaign will stimulate economic activity, benefiting an even wider range of Shepparton Show Me stakeholders.

Show Me Dollars reimbursement closing date

Prior to Christmas you may have received Shepparton Show Me dollar vouchers as payment for goods or services. The closing date for reimbursement is approaching, **30th March 2013**, therefore if you have any that you wish to claim please post these to:

Greater Shepparton City Council
Shepparton Show Me
Locked Bag 1000, Shepparton 3632



Your business may be eligible for a \$20,000 to a \$2 Million Government Grant

10X Goulburn Valley in conjunction with Business Strategies International (BSI) presents:
Everything You Need To Know About Getting the Government to Fund Your Business

Every year hundreds of eligible businesses miss the opportunity to claim entitlements from Federal and Victorian Government programs.

You are invited to attend an event by 10X Goulburn Valley & Metzke + Allen for key insights, essential knowledge and strategic advice on:

- How to access grants;
- Your eligibility criteria;
- Explore different options of maximising your return.

There are only 75 seats available for this one-off presentation so book early.

Where: Parklake, Shepparton
When: Wednesday 20th February 2013
Time: 5.30pm registration - 5.45pm start - 7.30pm finish
Cost: \$49 per person (no charge for Chamber members)

All tickets include comprehensive handouts and refreshments.

If you would like to attend this event please contact Helen Moutafis on 03 5821 3338 or email helen.moutafis@10x.com.au to receive a registration form.

Summer City Market

This year's Summer City Market (formerly named the Bush Market) is just around the corner! Shepparton Show Me is proud to be sponsoring this year's event. CBD traders have been offered the opportunity to obtain a market stall free of charge and will undoubtedly provide a vibrant shopping atmosphere.

When: Friday 22 - Saturday 23 February
Where: Shepparton CBD
Admission: FREE

In addition to food stalls, rides for the kids and live entertainment, this year we are coordinating a 'Shop and Win' competition where one lucky shopper will win a ride in a F1 race car!

All shoppers who spend \$20 or more can go in the draw to win this prize.

For more information visit:

<http://sheppartonshowme.com.au/promotions/summer-city-market>

