

Stakeholder News Feed

sheppartonshowme.com.au

Wednesday 25th February 2013

Summer City Market success

Shepparton Show Me was the proud sponsor of this year's Summer City Market. The collaborative effort from Rohan Sali (Greater Shepparton City Council Investment & Attractions Department) and the Summer City Market Committee ensured this year's market a success. A big thank you goes to traders and shoppers for their continued participation and support.



With the sun shining and over 50 stalls to choose from this year (compared with 36 in 2012), shoppers had a smorgasbord of goods and services to buy whilst enjoying new attractions such as Steve Bowen's Live Entertainment on Friday night involving participants of all ages.

Also new this year, Shepparton Show Me in cooperation with the 2013 Formula 1 Rolex Australian Grand Prix and Greater Shepparton City Council, coordinated a 'Shop and Win' competition for shoppers. Anyone who spent \$20 or more at the market had the opportunity to go into the draw to win a ride in the Grand Prix race car, coming to Shepparton on Saturday 9th March. The lucky winner was drawn Saturday afternoon. The winner entered the competition hoping to win the prize for her husband after shopping at McArthur Shoes in Wyndham Street.

We are keen to receive your feedback and any suggestions that you may have for next year's market. To make contact please email or phone council@shepparton.vic.gov.au or 5832 9700. Thank you!



Shop and Win competition entrants



Rohan Sali & the 'Blooming Lovely Duo'

Strategies and resources available to market your business on the cheap

Tourism Greater Shepparton would like to invite you to the following event:

Marketing with no money

...how to get your business the attention it deserves

Find out how to make it happen!

Friday March 22, 2013

Breakfast from 7 am at Emerald Bank Woolshed, 7725 GV Highway, Shepparton.
Workshop 9.30 am – 12.30 pm at Shepparton Motor Museum, 7725 GV Highway, Shepparton.



Leah Squire

Proudly brought to you by
Tourism Greater Shepparton

TOURISM



Greater Shepparton

In the Green Heart of Victoria



TGS Members:

Breakfast - \$25

Workshop - \$75

Both - \$90

Non Members:

Breakfast - \$35

Workshop - \$125

Both - \$140

Ticket sales at

<http://tiny.cc/tgsmarch22>

or at the

Shepparton Visitor Information Centre.

All tickets pre sold by March 20, 2013.

For more details: info@emeraldbank.com.au

Leah Squire is founder and owner of the multi-million dollar internet based travel company BYOkids and author of "Marketing with No Money...how to get your business the attention it deserves". Leah has more than 20 years of experience in the Australian tourism industry and started BYOkids 5 years ago with a marketing budget of zero. BYOkids was awarded best new business in Australia in 2007 and best micro business in 2008. Leah is a sought after speaker on business, marketing and tourism and will be in Shepparton to share the strategies and resources she uses to market her business on the cheap.

www.marketingwithnomoney.com

www.byokids.com

"I was truly amazed at the breadth of material that Leah openly shares.

The ideas and examples that Leah shared were relevant to a cross section of business industries and I believe that any small business owner could benefit from attending one of Leah's workshops."

Sonya Boaden

- General Manager Quest Shepparton

Shepparton Motor City campaign launched

On Tuesday 19th February, the Shepparton Show Me Committee excitedly announced the launch of its latest campaign, Shepparton Motor City!

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.

Television and radio advertising has commenced. Keep your eye on the Shepparton Show Me website for links to the television commercials on YouTube. We encourage you to add these links to your website and Facebook page for cross promotion.

For more information please visit www.sheppartonshowme.com.au



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: This Wednesday (27th February)
Time: 8am – 10pm
Location: Boardroom at Doyles Road Complex
315 Doyles Road Orrvale

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

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