

Afternoon all,

There's been a lot happening with Shepparton Show Me lately, so sending through an update to you all.

### [Shepparton Show Me AGM – New Office Bearers](#)

The AGM was held a couple of weeks ago on 25 August. In addition to the usual stuff we also had a couple of guest speakers presenting on the future of business in Greater Shepparton. The new format was well received and I think we all took something away from the presentations. Frank Whitford spoke on the 'Our Regional Identity' project currently underway, which looks at positioning regional Victoria for growth in the coming years. We also looked at some campaign ideas for bringing people to the region, but you'll hear more on that in the coming months. Stay tuned – Great things are happening!

New office bearers were appointed The Committee would like to congratulate Malcolm Blake on being appointed Chairperson, Gerard Buinier as Deputy Chair, Morry McKellar as Secretary, and Clinton Tiley as Treasurer. We're looking forward to seeing the direction these guys take the committee over the next two years.

### [CBD Workshops – Free Digital Enterprise Workshops](#)

Are you in a twit about twitter, not able to face Facebook or have no interest in Pinterest ?

Whether you love or hate social media come along and find out how you could be using it to increase your online presence.

Free sessions will help you answer the following questions?

1. What opportunities are now available for business in this online age
2. How are businesses and organisations using these technologies to get ahead
3. What's option is right for my business right now?

FACT: over 50% of all small and medium businesses in Australia are missing out on online opportunities. (ABS 2013) Are **you** missing out on business?

Free 'one on one' sessions specific to your needs are available along with group topics.

For more information contact the Greater Shepparton Business Centre on (03) 5832 1100 or log on to [www.shepdigienterprises.com](http://www.shepdigienterprises.com)

### [Winter City Market Wrap Up](#)

Shepparton Show Me was the proud sponsor of the 2014 Winter City Market. The collaborative effort from Rohan Sali, (Greater Shepparton City Council Economic Development Project Officer - Investment Attraction Department), and the Winter City Market Steering Committee ensured this year's market was a resounding success. A big thank you to traders and shoppers for their continued participation and support.

We were blessed with amazing weather across the two days and with over 50 stalls to choose from, shoppers enjoyed a variety of goods and services while being entertained with many attractions involving participants of all ages.

This year it was great to see many Shepparton Show Me levy payers who have a store outside the CBD participate in the Market by having a stall in the Mall. We encourage those outside the CBD to get involved.

Please find a link below to a short video that showcases the 2014 Winter City Market:

<https://www.youtube.com/watch?v=01asCMzPHNQ&feature=youtu.be>

We have received positive feedback from the Greater Shepparton community and to ensure the next market is bigger and better we invite more comments and suggestions.

Please contact Rohan Sali, Greater Shepparton City Council Economic Development Officer on (03) 5832 9857 or email: [Rohan.Sali@shepparton.vic.gov.au](mailto:Rohan.Sali@shepparton.vic.gov.au)

We look forward to the **2015 Summer City Market which is on the 27 – 28 February**

### **Fathers Day Campaign**

The Fathers Day campaign turned out to be a great success. The Thompson Kia Mobile Man Cave hit three destinations per day in the lead up to Fathers Day, showcasing great gift ideas (all which could be purchased locally) and loaded with giveaways, including free hair cuts for Dad. Not only was this a great opportunity to showcase what our retailers have on offer but it got people out into our retail areas whilst they were at it. Feedback was positive from all involved with the biggest problem being the line up for the hair cuts!

We're already starting to plan how we can make this promo better for 2015 but it'd be great to hear what you thought of it. Did the van visit your area? Did you notice that it brought with it any extra customers? Do you have any suggestions on things we could do better?

### **Relay For Life**

Relay For Life is happening once again on Saturday 18<sup>th</sup> October at Princes Park. This is an annual event used to raise much needed funds for the Cancer Council, and one that hits home for many that have been affected.

Take a look at the attached poster and get involved. You can participate in a team or you can donate.

### **Shepparton Show Me Ordinary Meeting**

The next Shepparton Show Me Ordinary Meeting is scheduled for this Monday 15 September at 5:30pm, being held at the Council boardrooms. Attendance is open to all members so if you want to see how things are done I encourage you to pop by.

### **Chat's with Mat**

As always, Mat's up for a chat if you ever have any ideas or suggestions on how to promote Greater Shepparton. Give him a call on 0409 871 955 or email [mat.innesirons@shepparton.vic.gov.au](mailto:mat.innesirons@shepparton.vic.gov.au)



Phone: (03) 5832 9852

Email: [sheppartonshowme@shepparton.vic.gov.au](mailto:sheppartonshowme@shepparton.vic.gov.au)

Website: [www.sheppartonshowme.com.au](http://www.sheppartonshowme.com.au)



# Shepparton Commercial Activity Centres Strategy

## Stakeholder Workshop

The City of Greater Shepparton has commissioned Essential Economics Pty Ltd in association with Spiire to undertake the ***Shepparton Commercial Activity Centres Strategy 2014***. The purpose of the Strategy is to guide Council in making planning decisions for commercial development throughout the City of Greater Shepparton, and is based on detailed economic analysis of the issues and opportunities associated with retail and other activities in the City.

The work now being undertaken will confirm the strategic vision and objectives for all activity centres; develop guiding principles for the sustainable development of the Shepparton CBD and other activity centres; and provide direction for Council when considering proposals for new retail and commercial development.

Essential Economics are conducting two 2 hour workshops with relevant business and community stakeholders. The purpose of the workshop is to:

- Gather views on how activity centres in Greater Shepparton should develop as a vibrant and successful centres
- Develop a vision and direction for the retail and commercial development in Greater Shepparton
- Identify strategies and actions to guide future development in Greater Shepparton

We invite you to attend one of the Stakeholder Workshops as follows:

**Workshop 1:** All centres in Greater Shepparton with the exception of the Shepparton CBD

To be held on Monday 8<sup>th</sup> September at 3pm at Mooroopna Hub.

**Workshop 2:** Shepparton CBD

To be held on Tuesday 9<sup>th</sup> September at 9am at the Parklake Hotel.

Tea and coffee will be provided and the format will be informal. Participants are invited to consider issues of relevance to the broader community as well as their own specific points of interest.

Please RSVP to Simon Williams on 5832 9823 or [simon.williams@shepparton.vic.gov.au](mailto:simon.williams@shepparton.vic.gov.au) by Friday 29<sup>th</sup> August.

Each workshop will last approximately 2 hours.



# Hope Lives in Relay For Life

## Shepparton Relay For Life

6pm Saturday 18<sup>th</sup> - 12pm  
Sunday 19<sup>th</sup> October 2014

Princess Park, Shepparton

I'm Danny, one of 300 Australians diagnosed with cancer every day.  
Hope lives in being here for my sons.

Join Danny and the thousands of Australians who take part in Cancer Council's Relay For Life. This fun and moving overnight experience raises vital funds for research, prevention and support services.

Register now at [relayforlife.org.au](http://relayforlife.org.au).



Register.  
Participate.  
Donate.

1300 65 65 85

 [facebook.com/RelayForLifeAustralia](https://www.facebook.com/RelayForLifeAustralia)

[relayforlife.org.au](http://relayforlife.org.au)

