

# Show Me Update...

Shepparton Show Me is involved in a variety of activities and campaigns for our members

## Great Things Happen Here campaign launch

It is with much pride the Great Things Happen Here campaign was launched on July 26.

Over 130 business people were on hand for the unveiling of the 60 second hero commercial and vignettes featuring Tallis Wine, Furphys, Tatura Milk Industries, Pactum Dairy Group and SPC.

Unfortunately the anchor of the campaign, Charles Wooley, was called away on a 60 Minutes assignment in Scotland but sent best wishes for the launch and its ongoing success.

Currently the television commercial is on air locally and has generated interest from a number of businesses wanting information on setting up a business in our region and being a part of the campaign.

A digital prospectus is being developed highlighting all the great things we have right here.

A series of 30 second commercials is also in production showcasing our professional services, agriculture and horticulture, small business and lifestyle.

If you haven't seen the Great Things Happen Here ad on TV go to [www.greatthings.com.au](http://www.greatthings.com.au) and be inspired.

Thanks to the Noble Monks' team for showing great hospitality also happens here.



## Winter City Market

This August 26 & 27, Shepparton Show Me are proudly sponsoring the Winter City Market and encourage our members to secure a site to bring your business to the heart of the CBD - the Maude Street Mall.

The 2015 Winter City Market proved to be one of the most successful yet with an estimated 20,000 visitors over the 2 days.

For more information on the upcoming Winter City Market please contact Tim Russell on (03) 5832 9700 or [tim.russell@shepparton.vic.gov.au](mailto:tim.russell@shepparton.vic.gov.au)



## 2016 Shepparton Business Awards

Shepparton Show Me is pleased to announce we are sponsoring the Best Marketing/Advertising campaign award for the second year running.

The Shepparton Chamber of Commerce & Industry will be hosting the 2016 White King-Pental 95 3SR FM Business Awards.

These awards are intended to showcase and celebrate the amazing diversity of business within the Greater Shepparton Business Community. The awards are an opportunity to recognise and honour outstanding contributions and to encourage future business success.

The Best Marketing/Advertising Award is a category to encourage creative and demonstrably effective marketing. This award recognises business achievements in reaching rural and regional consumers with modern and traditional marketing techniques.

The winner will receive a \$2,500 cash prize courtesy of Shepparton Show Me and a personalised plaque.

If you know of a business or if your business has had a successful marketing campaign, visit the Shepparton Chamber of Commerce website to download a nomination form.



*Pictured; Best Marketing/Advertising Campaign Finalist - From left Eric Smart White-King Pental, Noreen Sali Traffik Boutique, Mat Innes-Irons Shepparton Show Me*

## Mat Innes-Irons

Marketing Coordinator, Shepparton Show Me

You can reach Mat on **5832 9852**

or email [mat.innes-irons@shepparton.vic.gov.au](mailto:mat.innes-irons@shepparton.vic.gov.au)



Check out our Facebook page

shepparton show me

