

# SHEPPARTON SHOW ME 2012 — 2013 ANNUAL REPORT

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## Vision

To support the continued development of Shepparton's retail and commercial precinct by creating a character and identity exclusive to Shepparton.

## Mission

To facilitate a connection between the Shepparton Show Me branding and the stakeholders through the support and/or leveraging of events, festivals and other promotional activities directed towards attracting consumers of retail and business services to Shepparton and driving economic activity.

## Objectives

The key objectives of Shepparton Show Me are to:

- support and grow initiatives that will bring an economic benefit to Shepparton Show Me stakeholders
- help strengthen and support these initiatives to a point that they are able to be independently successful
- stimulate the economy specific to Shepparton Show Me stakeholders and provide them with a positive return on investment
- provide an informative communication format for its stakeholders
- gain measurable results from all marketing campaigns, promotions and events
- represent stakeholders in an ethical, fair, open and transparent manner in all decision making
- appoint a committee that will have the expertise and commitment to represent its stakeholders
- consider the Shepparton Show Me brand and build on its strength in all decision making
- adhere to the policies and procedures set by the Shepparton Show Me Instrument of Delegation and Guidelines.

Launched in 1998, Shepparton Show Me was the brainchild of a dedicated group of business owners from Shepparton's CBD. Sharing a vision of Shepparton becoming the retail, commercial, entertainment and cultural heart of provincial Victoria, the group sought about achieving their vision by creating a character and identity exclusive to Shepparton.

The group, known as Super Shepparton, presented a detailed submission to Greater Shepparton City Council outlining a proposed marketing strategy. The strategy included applying a portion of a differential rate on properties within the CBD to fund promotion of Shepparton's retail and commercial business sector. Development of the strategy included consultation with Shepparton Chamber of Commerce and Industry, and key Shepparton business operators.

Using the Super Shepparton submission and other proposals as their basis, Council's Economic Development Branch proceeded to develop Shepparton Show Me. Under Section 86 of the Local Government Act 1989, a Shepparton Show Me Committee was established. The Committee's Instrument of Delegation and Guidelines detailed its specific functions and provided the guidelines for exercise of its delegated power.

Shepparton Show Me has become easily identifiable with a strong association between the brand and the message — to shop in Shepparton. An economic benefit study conducted in May 2009 by Essential Economics found that Shepparton Show Me had 73 per cent brand recognition in its catchment area.



## Shepparton Show Me Milestones

Shepparton Show Me established.



Creation of a unique identity for Shepparton. The animated ribbon branding with its purple and pink leaves soon became synonymous with Shepparton Show Me.

1998

2000

Creation of the Shepparton Show Me jingle to represent the brand and support generic television, radio and cinema advertising.

2004



Shepparton Show Me rebranded with a new logo and identity. The new logo represents an explosion of colour and excitement from the central hub that is Shepparton.

2011

2012

Review of Shepparton Show Me resulting in more effective and strategic operations.  
Launch of the rebranded Shepparton Show Me website.

2013

Development of the Shepparton Show Me five year marketing strategy.  
Debut of the Shepparton Show Me mobile stage.

On behalf of the Shepparton Show Me Committee I am proud to present the Shepparton Show Me 2012–2013 Annual Report.

The past year has been a challenging time for the Shepparton region with the downturn in manufacturing, the uncertainty surrounding the local fruit industry and the continued growth of online shopping. These conditions only serve to highlight the importance of Shepparton Show Me and effective marketing strategies that drive local economic activity.

The 2012–2013 financial year began on the end of the Step Up campaign. Largely implemented during the previous financial year, Step Up encouraged Shepparton businesses to improve their customer service standards and business practices. The campaign aimed to position Shepparton as a leader in customer service and provide a point of difference from other regional centres.

The succession of robust marketing campaigns implemented throughout the year align with Shepparton Show Me's objective to support and grow initiatives that bring an economic benefit to stakeholders. Campaigns such as Father's Day, Christmas, Shepparton Motor City and Celebrate Mums all served to stimulate business activity in Shepparton. The highlights of this year's campaigns included engaging former footballer and media personality, Dermott Brereton, to be the face of the Shepparton Motor City campaign and three, local chefs competing in a Masterchef style cook off in the centre of Fryers Street as part of the Celebrate Mums Mother's Day campaign.

Complementing the marketing campaigns was Shepparton Show Me's extensive sponsorship program. Sponsoring events such as the Shepparton Garden and Leisure Expo, the Victorian Open Bowls Championships, Greater Shepparton Basketball Association's Junior Tournament, Kidsfest, and the Summer and Winter City Markets enables event organisers to attract thousands of visitors to Shepparton and provides opportunities for stakeholders to capitalise on the subsequent boost to the local economy.

The review of Shepparton Show Me conducted in the latter part of 2012 brought a number of changes to the Committee's operations. Thank you to the members of the Shepparton Show Me Reference Group for sharing their business knowledge and expertise throughout the review period. The review provided the Committee with valuable feedback resulting in more effective and strategic operations.

The Committee welcomed two new member positions this year with Council's Manager Arts, Tourism and Events, Carrie Donaldson, and Manager Marketing and Communications, Fiona Le Gassick, appointed to the Committee as non-voting members. The addition of these positions to the Committee will enable Shepparton Show Me to develop stronger relationships with Shepparton's arts, tourism and events sector and provide a more strategic approach to marketing activities.

Shepparton Show Me is entering an exciting period with the Committee's decision to redevelop the Marketing Co-ordinator role. This role will now have an increased focus on stakeholder relationships and engagement, and a greater strategic approach to the marketing of Shepparton.

After many months of planning, the Committee were thrilled to see the launch of the Shepparton Show Me mobile stage at the Mums Knows Best Chef's Challenge back in May. The mobile stage will be a valuable asset for promoting Shepparton across the region. Thank you to the Thompson Motor Group for generously providing a Kia truck to transport the mobile stage.

Finally, I would like to acknowledge the outstanding contribution made by the Shepparton Show Me Committee members over the past twelve months. Thank you to all Committee members, current and past, for their ongoing support, commitment, enthusiasm and insight throughout the year.

Thank you also to the Shepparton Show Me stakeholders for their continued support and input. The Committee appreciates the feedback it receives from stakeholders and this feedback plays an integral role in evaluating current and planning future marketing campaigns.

Shepparton Show Me enters the new financial year in a strong financial position and will continue to be an innovative leader in marketing Shepparton as the premier regional city to shop, dine, stay and do business.



**Michael Polan**  
Chairperson, Shepparton Show Me

The Shepparton Show Me Committee comprises of 14 members: eight members representing Shepparton's business community, two councillors from Greater Shepparton City Council, a representative from Council's Executive Leadership Team and three non-voting Council representatives. The non-voting members are Council's Manager Arts, Tourism and Events, Manager Investment Attraction and Manager Marketing and Communications.

Committee members from the business community serve a two year period with half changing over every twelve months.

The Committee meets for two hours once a month to discuss planned promotional activities, sponsorship applications and general issues concerning the Shepparton business community.

## Business Community Representatives



**Bill Dowling (Secretary)**

Director, Complete Display Equipment

Term ends July 2013

Bill has been involved in the baking industry for almost 20 years. In 2008 he established Complete Display Equipment, a Rowville based company that designs and manufactures fresh food display cabinets for bakeries and cafes across Australia. For the eight years prior to 2011, Bill was the owner of Shepparton's Freeman's Bakery Cafes, managing the operations of four bakery cafes and the bakehouse. Bill began his baking career back in 1995, establishing Billy's Bakehouse and Tearooms in Mooroopna. He has also worked in financial planning and media advertising. Bill has served on the Shepparton Show Me Committee since 2007.

*'I've enjoyed my six years as a member of the Shepparton Show Me Committee. It has been a privilege to work with progressive, like minded business proprietors and senior Greater Shepparton City Council staff to promote Shepparton as the leading vibrant retail and business hub of the North East.'*



**Tristen Murray (Treasurer)**

Business Analyst, Tatura Milk

Term ends July 2014

Tristen is a certified practising accountant, joining Tatura Milk in September 2012. Prior to his current role, Tristen spent ten years at Stubbs Wallace Accountants in Shepparton, beginning as a trainee accountant before moving into senior roles including Senior Accountant, Manager and Senior Manager. Tristen has served on the Shepparton Show Me Committee since 2010.

*'Shepparton is a great place to live, work and do business. I want to be able to give back to the community and help guide the business sector into the future.'*



**Gerard Bruinier**

Owner Manager, Autobarn

Term ends July 2013

Gerard has spent the past 34 years as the owner and manager of Shepparton's Autobarn store. During that time he has spent five years on the Autobarn Advisory Board and two years as Autobarn's Country Victoria and South Australia Dealer Advisor. Gerard is also a member of Shepparton Chamber of Commerce and Industry and is on the board of Shepparton Motor Museum. He has served on the Shepparton Show Me Committee since 2011.

*'Shepparton has the potential to be one of regional Victoria's premier destinations and Shepparton Show Me can help make that happen. Through promotions that drive local consumers to Shepparton businesses and sponsorship of events that attract visitors to the region, Shepparton Show Me makes a positive contribution that stimulates the local economy. I look forward to working with the Committee and its renewed focus to reinvigorate Shepparton.'*



**Gerard Michel**

General Manager, Graham Thomson Motors

Term ends July 2013

Gerard has been with Graham Thomson Motors, one of Australia's leading truck dealers, for more than 20 years. As General Manager, a role he has held for almost ten years, Gerard is responsible for business planning, team building, policy and procedure development and customer service. A certified practising accountant, Gerard has also served as Graham Thomson Motors' Financial Controller and Company Accountant during his career. Gerard has been a member of the Shepparton Show Me Committee since 2011.

*'It has been a pleasure to be involved for the past two years in the vehicle that is Shepparton Show Me. This unique initiative provides stimulus to the Greater Shepparton economy by way of promotion of everything that our region has to offer from all economic areas including the retail, commercial and industrial sectors.'*



**John Montagner**

Managing Director, Solar City Office Equipment

Term ends July 2013

John is the owner of Solar City Office Equipment, a business he co-founded 23 years ago. John manages a team of 15 staff and has grown the business to become one of the largest office equipment suppliers in rural Victoria. He has also served on the Kialla West Primary School Council, during which time the school became one of the fastest growing rural schools in the area. John has been a member of the Shepparton Show Me Committee since 2011.

*'I see Shepparton Show Me as a great vehicle to promote Shepparton as the premier place to do business, shop, dine, play and stay. As a committee member I'd like to see value in promotions for our stakeholders, which will achieve our vision and objectives and see our community prosper.'*



**Barry Smith**

Managing Director, Mailworks

Term ends July 2014

Barry has owned several Shepparton businesses over the past 25 years. Mailworks, which Barry established in 1995, is a mailing service assisting businesses to send mail efficiently, cost effectively and professionally. Mailworks has branches in Shepparton, Bendigo and Ballarat. Barry also serves on the board of Goulburn Valley Health and Shepparton Aero Club. He has been a member of the Shepparton Show Me Committee since 2010.

*'As a representative of the Shepparton Chamber of Commerce and Industry, I was a member of the committee that initiated Shepparton Show Me and consequently have taken a keen interest in its achievements. Recently I've enjoyed working with the seven other volunteer members who are passionate about making Shepparton the premier precinct in North East Victoria to shop, rest, play and do business. I look forward to working with the Committee to make Shepparton the envy of our neighbouring regional centres.'*



**Jamie Cox**

Director, Choice Group Accounting Finance Wealth

Resigned March 2013

Jamie entered the financial services industry in 2008 after a successful career in information technology and distribution. Starting out offering accounting and finance services, Jamie and his business partner have grown the Choice Group to now include wealth and property management services. He has a Diploma in Financial Services (Mortgage Brokering) and a Diploma in Financial Services (Financial Planning). Jamie is the current chairperson of Shepparton Chamber of Commerce and Industry.



**Shelley Sutton**

Owner Manager, SAS & Bob

Resigned May 2013

Shelley is the owner and manager of SAS & Bob, a Shepparton retail store offering the latest styles in boutique women's apparel. Prior to establishing SAS & Bob in 2013, Shelley owned and managed Studio Laine, a ladies fashion boutique also located in Shepparton. Earlier in her career Shelley worked at Greater Shepparton City Council where, in one of her roles, she provided executive assistance to the Shepparton Show Me Committee. Shelley's ultimate role at Council was that of Acting Business Manager in the Economic Development Department.

## Greater Shepparton City Council Representatives



**Michael Polan** (Chairperson)

Councillor, Greater Shepparton City Council

Michael has lived in the Shepparton area for more than 25 years. For the past 15 years he has owned Shepparton based wool buying and exporting business, AAA Woolbuyers. In April 2012 he and his family established Not Just Cupcakes, a café specialising in cupcakes located in the Shepparton CBD. Michael has been a Councillor since 2008, serving as Mayor in 2012 and Chairperson of the Shepparton Show Me Committee since November 2012.

*'I want to put back into this community and restore pride in our region. I want people to be proud to say that they come from Shepparton.'*



**Les Oroszvary**

Councillor, Greater Shepparton City Council

Les is a serving police officer with over 32 years experience. He is currently the Sergeant in Charge of the Prosecutions Office attached to the Shepparton police station. Les is a team player with a can-do attitude and brings leadership and integrity to his role as a Councillor. Les was elected to Council in October 2012.

*'I believe Greater Shepparton can regain its reputation as a premier city, a place where people are proud to live and work and a model to other regions and municipalities.'*





**Johann Rajaratnam**

Director Sustainable Development, Greater Shepparton City Council

As part of his role Johann is responsible for the business investment, land use planning, environmental planning and building portfolios at Greater Shepparton City Council. Prior to coming to Greater Shepparton in March 2013, he worked at the City of Boroondara in Melbourne. Johann's background includes strategic planning, staff management, government liaison and corporate planning experience. His work history is primarily in local government with experience working at small coastal councils with seasonal population expansion, growth area councils and inner city councils.

*'Shepparton is uniquely placed in northern Victoria because of the range of services it provides, its proximity to Melbourne and its high contribution to the Australian economy. I'm looking forward to working with the business community to further enhance this position within the region.'*

## Non-voting Greater Shepparton City Council Representatives



**Geraldine Christou**

Manager Investment Attraction, Greater Shepparton City Council

Geraldine is responsible for management of a number of portfolios. Those specifically relating to Shepparton Show Me objectives include business and industry development, investment attraction, implementation of the CBD strategy, Greater Shepparton Business Centre, festive decorations, co-ordination of the Summer and Winter City Markets and grant facilitation. Geraldine is a Shepparton Chamber of Commerce and Industry Board member and an active participant in the Hume Economic Development Network.

*'I've been involved with Shepparton Show Me for the past three years and recognise the significant role it plays in both instigating and supporting initiatives that drive economic development in collaboration with other Council departments and external bodies. I consider myself fortunate to be involved with this innovative program that is the envy of many other regional cities.'*



**Fiona Le Gassick**

Manager Marketing and Communications, Greater Shepparton City Council

As part of her role Fiona is responsible for overseeing and supporting Shepparton Show Me, including management of the Shepparton Show Me Marketing Co-ordinator position. Prior to coming to Greater Shepparton City Council in October 2012, she was the Business Development Manager at GOTAFE in Shepparton. Fiona's background includes marketing and brand management, business development, customer service and staff management. She has been the director of two home based small businesses including Le Gassick Consulting, delivering strategic and business planning, marketing strategy development and tender and submission writing services.

*'I've been a long term admirer of Shepparton Show Me so I am very excited to be directly involved in the initiative. I'm privileged to be able to work with a passionate group of business people who are committed to looking at innovative and strategic ways to market Shepparton as the place to do business, shop, rest and play.'*



**Carrie Donaldson**

Manager Arts, Tourism and Events, Greater Shepparton City Council

Carrie oversees management of a number of Council's diverse attractions, visitor services and events. These include the Shepparton Art Museum, Riverlinks Performing Arts and Convention Venues, Visitor Information Centre, Shepparton Showgrounds and a range of events showcasing the Shepparton community. The strategic objectives of Council's Arts, Events and Tourism Department align well with those of Shepparton Show Me, particularly raising the profile of the region, stimulating visitation and generating economic benefit. Carrie's background includes national and international event management, destination management and tourism development. She holds a Master of Business (Tourism) and is active on a number of boards including Goulburn River Valley Tourism, Cultural Tourism Victoria and the Victorian Tourism Industry Council's Destination Policy Committee.

*'Shepparton has established an enviable reputation as a leading regional events destination with particular focus on sporting, cultural and business markets. Through working with Shepparton Show Me, we are able to provide leverage opportunities to enhance the experience for visitors to our region and provide direct benefits to the business community.'*

Shepparton Show Me underwent an extensive review during the latter half of 2012. The review followed a motion put forward and carried at Greater Shepparton City Council's meeting on 17 April 2012. The motion included a direction to Council officers to review and report, following consultation with representatives of Shepparton's commercial and industrial sector, on the most appropriate arrangements for attracting retail and business consumers to Shepparton.

The group formed to perform the review, known as the Shepparton Show Me Reference Group, consisted of:

- two councillors from Greater Shepparton City Council (with one councillor appointed to the position of chairperson)
- one representative from Shepparton Chamber of Commerce and Industry
- two former chairpersons of the Shepparton Show Me Committee
- one representative from the legal profession
- one representative from Tourism Greater Shepparton
- two representatives from Shepparton's commercial business community
- two representatives from Shepparton's industrial business community

The objectives of the Shepparton Show Me Reference Group were to act as an advisory group for review of the existing Shepparton Show Me promotional scheme, and in particular to:

- review the effectiveness of the current Shepparton Show Me promotions
- make recommendations to Council on the most effective model to promote Shepparton's commercial and industrial businesses
- identify and recommend to Council the principles that Council should consider when allocating the contribution to Shepparton Show Me
- review and recommend to Council changes, if any, to the objectives of Shepparton Show Me and advise as to why, if any, objectives are not being met
- review and recommend to Council changes, if any, to the structure of, or the governance model applicable to, Shepparton Show Me
- review and recommend the amount of total rates revenue and the weighted distribution of those rates collected from properties for the Shepparton Show Me promotional scheme.

The review concluded in early 2013 with the Reference Group's recommendations presented for consideration at Council's meeting on 19 February 2013. A number of recommendations were adopted and incorporated that will serve to reinvigorate Shepparton Show Me into the future.

## Step Up



### Date:

Sunday 1 July to Friday 30 November 2012

### Objective/s:

- To encourage Shepparton Show Me stakeholders to improve their customer service standards and business practices.
- To attract shoppers to Shepparton to experience the improved customer service being offered by retailers.

### Target Market:

*Primary:* Shepparton Show Me stakeholders.

*Secondary:* Shoppers from Shepparton and regional areas within a 200 kilometre radius of Shepparton.

### Tactics:

- Shine A Light (award style program recognising businesses for delivering excellent customer service)
- Television, radio and print advertising
- Media releases
- Customer service workshops

The majority of Step Up campaign tactics were actioned in the 2011–2012 financial year with only the final tactics falling into the 2012–2013 financial year.

### Cost:

\$108,750.00

### Outcomes:

A customer service workshop for Shepparton Show Me stakeholders held at GOTAFE's Shepparton Campus on Monday 12 November 2012 attracted 30 participants. Of the stakeholders participating in the workshop 96 per cent reported the workshop being of benefit to them.

The Shine A Light program recognised 24 Shepparton businesses as providing outstanding customer service between July and November 2012. These businesses subsequently featured in Shine A Light television commercials.

## Shepparton Father's Day Open



### Date:

Sunday 26 August to Saturday 1 September 2012

### Objective/s:

- To promote Shepparton as the regional Victorian destination to shop and dine for Father's Day.
- To stimulate business for Shepparton Show Me stakeholders.
- To encourage increased visitation to Shepparton over the Father's Day celebration period.

### Target Market:

*Primary:* Purchasers of Father's Day gifts and experiences (e.g. spouses, and sons and daughters from young children through to teenage and adult children) from Shepparton and regional areas within a 200 kilometre radius of Shepparton.  
*Secondary:* Fathers both young and old.

### Tactics:

- Television, radio and print advertising
- Media releases
- Shepparton Father's Day Open prize giveaway events

### Cost:

\$18,850.00

### Outcomes:

The Shepparton Father's Day Open saw approximately 100 prizes given away to shoppers in the week prior to Father's Day 2012.

Shoppers were encouraged to participate in golf putting and handball competitions with prizes awarded to shoppers based on their performance in the competitions. The Father's Day Open travelled to various shopping locations across Shepparton including the Maude Street Mall, SPC Ardmona Factory Sales, Riverside Plaza, Shepparton Marketplace and Bunnings Warehouse.

The winner of the major prize, a pack including tickets to the AFL Grand Final Footy Show, featured in a Shepparton News article on the Friday following Father's Day.

## Christmas



**Date:**

Monday 3 December to Monday 24 December 2012

**Objective/s:**

To attract shoppers to Shepparton as the destination of choice by providing an engaging promotional activity in the lead up to Christmas.

**Target Market:**

Christmas shoppers, particularly families, from Shepparton and regional areas within a 200 kilometre radius of Shepparton.

**Tactics:**

- Television, radio and print advertising (including Shepparton News front page wrap)
- Show Ho Ho Me Quizza prize giveaway events
- Charity gift wrapping
- Christmas activities in the Maude Street Mall including stage coach rides, balloon art, face painting and an animal nursery

**Cost:**

\$42,695.95

**Outcomes:**

The Show Ho Ho Me Quizza gave away approximately 150 prizes over the three weeks prior to Christmas. A total of 380 people entered the prize draws as the Quizza travelled to various shopping locations including the Shepparton CBD, Shepparton Marketplace, Riverside Plaza, Safeway Shopping Plaza, Fairley's Supa IGA Supermarket, and the Dunkirk, Branditt and Poplar Avenue shopping centres.

In the lead up to Christmas Shepparton Show Me leased the store previously occupied by Williams Shoes in the Maude Street Mall. Managed by various organisations, the store provided shoppers with a gift wrapping service in exchange for a donation. With all resources supplied by Shepparton Show Me, the organisations to benefit from managing the gift wrapping service were Shepparton High School \$650.00, Shepparton Theatre Arts Group \$531.00, Solar

City Calisthenics Club \$230.00 (during the first week of the store opening) and Uniting Care Cutting Edge \$615.95. Several shoppers utilising the gift wrapping service commented they would like the service to return for Christmas 2013.

A survey of shoppers undertaken at the charity gift wrapping store received 50 responses. The survey revealed that whilst most shoppers were from the Shepparton and Mooroopna area, shoppers also came from Cobram, Rushworth, Nagambie, Murchison, Katunga, Benalla and Deniliquin. Almost 50 per cent of respondents were aged between 31 and 50 years.

Of the respondents 74 per cent advised they were not aware of the Christmas activities in the Maude Street Mall prior to coming to Shepparton, although 56 per cent reported seeing the Shepparton Show Me Christmas feature in the Shepparton News. When asked about the Show Ho Ho Me Quizza, 36 per cent said they found out about the Show Ho Ho Me Quizza prize giveaway either on television or radio, whilst 58 per cent advised the Show Ho Ho Me Quizza did not influence their decision to shop in Shepparton.



## Shepparton Motor City



*Pictured from left: Gerard Michel, John McCarroll, Cr Les Oroszvary, Barry Smith, Jason Sherlock, Wayne Bradshaw, Maddy Ruedin, Cr Michael Polan, Martin Riseley, John Mathieson, Ben Morgan and Ken Muston. Image courtesy of the Shepparton Adviser.*

**Date:**

Thursday 21 February to Saturday 8 June 2013

**Objective/s:**

To position Shepparton as regional Victoria's preferred city for purchasing all things automotive including new and used cars, trucks, motorcycles, and automotive services and accessories.

**Target Market:**

Men and women aged 20 to 65 years from outside Greater Shepparton who earn above average income, are not driven by discount purchases, value good customer service and prefer a face to face style shopping experience as opposed to online shopping.

**Tactics:**

- Television, radio and print advertising featuring Dermott Brereton
- Media releases
- Support for the Formula 1® Comes To Shepparton event hosted by the Australian Grand Prix Corporation and Greater Shepparton City Council on Saturday 9 March 2013.

**Cost:**

\$60,800.00

**Outcomes:**

Initial feedback regarding the Shepparton Motor City campaign has been positive. The Shepparton Motor Traders Group, made up of owners of Shepparton's new and used car dealerships, are extremely pleased with the new and used car advertisements. Members of the Group reported instant results from the television advertising and people travelling from as far as Albury and Bendigo to purchase cars from Shepparton dealers. The Group is keen to see the Shepparton Motor City campaign continue in 2013-2014.

The Shepparton Motor City campaign is currently undergoing further evaluation.



## Celebrate Mums

**Date:**

Monday 22 April to Saturday 11 May  
2013

**Objective/s:**

- To promote Shepparton as the regional Victorian destination for shopping and dining, and therefore driving customer spend.
- To encourage increased visitation to Shepparton over the Mother's Day period and as a result increase Shepparton Show Me stakeholder revenue.
- To develop cooperative stakeholder relationships.

**Target Market:**

*Primary:* Fathers, sons and daughters from Shepparton and regional areas within a 200 kilometre radius of Shepparton who are responsible for purchasing a Mother's Day gift or organising a Mother's Day celebration.

Shepparton Show Me stakeholders, specifically management and staff from hospitality and retail businesses.

*Secondary:* People who enjoy social dining, shopping and entertainment experiences from Shepparton and regional areas within a 200 kilometre radius of Shepparton.

**Tactics:**

- Television, radio and print advertising
- Newspaper insert
- Media releases
- Mum Knows Best Chef's Challenge event



*Pictured from left: Russell Hall from The Teller Collective, Lebe Luzuriaga from Lemon Tree Cafe and Dave Torrens from Friars Cafe.*

**Cost:** \$20,000

**Outcomes:**

All marketing collateral for the Celebrate Mums campaign and the Mum Knows Best Chef's Challenge event directed enquiries to the Shepparton Show Me website. This resulted in a 149 per cent increase in visits to the Shepparton Show Me website, a 184 per cent increase in the number of pages viewed on the website and an 80 per cent increase in the website's average visit time during the campaign period.

The Mum Knows Best Chef's Challenge saw three local chefs go head to head in a Masterchef style cook off in Fryers Street on Saturday 4 May 2013. Four mothers, chosen via a competition where members of the public nominated their mother to be a judge, acted as the Challenge's judges. The event also featured live music, demonstrations by Barbeques Galore and Phillips Cellars and Regional Wine Centre

and cupcake decorating by Not Just Cupcakes. More than 100 people attended the Mum Knows Best Chef's Challenge with 112 individual entries received in the prize giveaway competition.

A survey of 12 visitors to the Mum Knows Best Chef's Challenge revealed that all respondents found out about the event through the television, radio or print advertising and 83 per cent reported that the event acted as an incentive for them to come to Shepparton that day.

The Mum Knows Best Chef's Challenge received excellent print media exposure, with the Shepparton News profiling the competing chefs over three days in the week prior to the Challenge. The Shepparton Adviser also ran a front page article about the Mum Knows Best Chef's Challenge two weeks before the event.

## Shepparton Show Me Mobile Stage

Mounted on the rear of a Kia K2900 truck, the mobile stage has been custom built for Shepparton Show Me and fitted with a high tech audio system incorporating microphones and speakers. Shepparton's Thompson Motor Group have provided Shepparton Show Me with complimentary use of the Kia truck for twelve months expiring 1 November 2013 with the option of two further twelve month agreements.

The mobile stage will play an integral role in Shepparton Show Me events, as well as being a key marketing tool for use at other events that provide the opportunity to promote Shepparton Show Me. With Shepparton Show Me livery fixed to the truck's cabin and mobile stage, and the ability to change the decals on the rear of the stage, the mobile stage also acts as a mobile billboard, creating awareness of the Shepparton Show Me brand, campaigns and events.

The Shepparton Show Me mobile stage debuted at the Mum Knows Best Chef's Challenge on Saturday 4 May 2013.

Cost: \$39,170.68



## Shepparton Show Me Truck Curtains

Shepparton Show Me commissioned production of three truck curtains during the latter part of 2012. The truck curtains, featuring the Shepparton Show Me logo and Shepparton specific images, aim to create awareness about shopping, dining, staying and relaxing in Shepparton.

Frank Gattuso Transport has two trucks fitted with Shepparton Show Me curtains. One truck travels predominately around the Shepparton area with occasional trips to Melbourne. The other travels to the Bendigo, Albury, Benalla and Kyabram regions. Both trucks are on the road at least 4 to 5 days each week.

S.Sali and Sons have one truck fitted with a Shepparton Me curtain. The truck travels from Melbourne to Sydney and return five times each fortnight.

Cost: \$8,027.00



## Shepparton Show Me Website Rebrand

Shepparton Show Me launched its rebranded website in November 2012. Targeted at consumers, both locals and tourists to the Shepparton area, the rebranded website aims to promote Shepparton Show Me events and member businesses. The website features information about Shepparton Show Me, the Shepparton Show Me Committee and current campaigns and projects, as well as providing stakeholder resources and a business directory.

The rebranded Shepparton Show Me website currently averages 230 visits per month with visitors spending an average of almost three minutes on the site and visiting three pages per visit. New visitors account for 69 per cent of visitors to the Shepparton Show Me website.

Further development of the Shepparton Show Me website, in particular the business directory, is ongoing.

Cost: \$15,000.00



## 2012 - 2013 Sponsorship Summary

Applications received: 12

Applications funded: 7

Funds allocated: \$152,633.50



## Winter City Market

### Background:

The Winter City Market is a long standing Shepparton event. Rebranded in February 2012, after more than 30 years as the Shepparton Bush Market, the Winter City Market aims to attract retail spending to Shepparton and promote the city's retail diversity. Shepparton's CBD retailers are encouraged to create a market atmosphere during the event by selling stock from the footpath in front of their stores. The Greater Shepparton City Council's Investment Attraction Department manage the Winter City Market.

### Date:

Friday 24 and Saturday 25 August 2012

### Sponsorship Amount:

\$40,000.00

### Attendance:

Between 4,000 and 5,000 over the two days of the event.

### Outcomes:

The Winter City Market provided Shepparton CBD retailers a welcome economic and social boost.

The event's renewed focus on free entertainment and children's activities attracted families and provided retailers the opportunity to capitalise on increased traffic. Shoppers were encouraged to stay in the Shepparton CBD longer by creating a fun, family orientated atmosphere.

Poor weather early on the Friday morning resulted in a slow start to the Winter City Market. By 10 am crowd numbers had started to grow and remained constant through to 5.30 pm. The Saturday also attracted good numbers with some retailers indicating further solid sales.

In addition to the CBD businesses, 31 stall holders filled the Maude Street Mall. The stallholders included Shepparton based traders from outside the CBD, external traders, essential services and community groups. The Winter City Market provided a vehicle to promote the diversity of Shepparton's retail sector with businesses outside the immediate CBD invited to participate free of charge.

Traders reported mixed results with success largely determined by the stock offered. Most retailers, based on a random selection of retailers, reported positive results.

Staging the Winter City Market was a collaborative effort by Greater Shepparton City Council, Shepparton Chamber of Commerce and Industry, Shepparton Show Me, Alchemy Media, Victoria Police, the Country Fire Authority and other emergency services.



## Kidsfest



Image courtesy of KidsTown

### Background:

First held in September 2006, Kidsfest is an annual two day festival targeted at families with children aged up to 12 years. Held at KidsTown, a purpose built children's adventure playground located between Shepparton and Mooroopna, the event is managed by KidsTown employees. Kidsfest offers an extensive entertainment and education program including arts and crafts activities, sports clinics and live shows, as well as a sideshow alley, trade stalls and roving entertainment.

Kidsfest's objectives are to:

- position Kidsfest as a children's festival of state significance.
- position Greater Shepparton as a family friendly destination with a variety of activities suitable for children of all ages.
- increase visitor's length of stay in Greater Shepparton.

- enhance KidsTown's reputation as regional Victoria's best adventure park.

### Date:

Saturday 22 and Sunday 23 September 2012

### Sponsorship Amount:

\$20,000.00

### Attendance:

15,640 (8,548 on 22 September and 7,092 on 23 September).

### Outcomes:

Attendance at Kidsfest was up three per cent on 2011 attendance, with 45 per cent of visitors coming from outside Greater Shepparton, including almost three per cent from interstate. Kidsfest's estimated economic benefit to the Shepparton and Mooroopna region was \$736,549.00.

Kidsfest's marketing campaign included extensive media advertising throughout Victoria, with television advertising across the Albury, Bendigo and Shepparton regions and print advertising in the local, regional and major metropolitan newspapers.

In 2012 Kidsfest expanded its activities to incorporate a series of umbrella events extending across the two weeks of the September school holidays and across various venues in and around Shepparton. Kidsfest's umbrella events included family orientated shows at the Eastbank Centre, a chocolate making workshop at Emerald Bank Leisure Land, a school holiday sports program at the Shepparton Sports Stadium and a children's disco at the Goulburn Valley Hotel.

## Shepparton Garden and Leisure Expo



*Image courtesy of  
Shepparton Garden and Leisure Expo*

### Background:

Following the success of the inaugural Shepparton Garden and Leisure Expo at Emerald Bank Leisure Land in 2011, the 2012 Expo relocated to the Shepparton Showgrounds and expanded its focus from just gardening and landscaping to include boating, camping, fishing and caravanning.

The Shepparton Garden and Leisure Expo aims to:

- showcase Shepparton
- showcase local and regional businesses
- provide a major event in Shepparton with wide appeal to draw visitors from within and beyond the region
- raise funds for local charities.

Management of the Shepparton Garden and Leisure Expo is a collaborative effort between the Rotary Club of Shepparton Central and The Community Fund.

### Date:

Saturday 20 and Sunday 21 October 2012

### Sponsorship Amount:

\$40,000.00

### Attendance:

3,255 adults over the two days of the event. Total estimated attendance 4,000.

### Outcomes:

Visitors to the Shepparton Garden and Leisure Expo came from as far as Alexandra, Yea, Seymour and Mansfield in the south through to Deniliquin, Finley, and Tocumwal in the north.

The event attracted 49 home, hardware, garden and/or landscape sites, nine Show Us Your Boat sites, five children's sites, seven food court sites and featured five speakers on the Hunter Home Timber and Hardware Stage.

Highlights of the Shepparton Garden and Leisure Expo included a showcase in the Maude Street Mall in the lead up to the Expo, speakers presenting on a range of topics including landscaping, herbs, poultry and bees, a BMW luxury vehicle display, fruit bin gardens prepared by local students and the Show Us Your Boat display.

With all profits going to charity, the Shepparton Garden and Leisure Expo resulted in \$32,000.00 donated to local charities.

Other sponsors of the Shepparton Garden and Leisure Expo included Hunters Home Timber and Hardware, Halsall Honda, GOTAFE, Billabong Nursery, Shepparton News, Greater Shepparton City Council and Game Traffic and Contracting.

## Victorian Open Bowls Championships



### Background:

Following their successful hosting of the 2009 and 2010 Australian Open Bowls Championships, the Shepparton Park Bowls Club won the right to host the 2011, 2012 and 2013 Victorian Open Bowls Championships. Hosted in conjunction with Bowls Victoria, the 2012 Victorian Open Bowls Championships targeted local, intra and interstate bowlers. Various bowling clubs across Greater Shepparton and surrounds hosted competitions with the finals played at Shepparton Park Bowls Club.

### Date:

Sunday 11 to Friday 16 October 2012

### Sponsorship Amount:

\$5,000.00

### Attendance:

1,500 bowlers plus coaches, support staff and partners / spectators.

### Outcomes:

The estimated benefit to the Shepparton economy provided by the Victorian Open Bowls Championships is in excess of \$1 million.

A survey of 157 participants in the Victorian Open Bowls Championships revealed that 42 per cent came from Melbourne, 27 per cent from regional Victoria (more than one hour from Greater Shepparton), 15 per cent from within one hour of Greater Shepparton and 8 per cent from interstate. The remainder came from Greater Shepparton.

Most respondents stayed in some form of paid accommodation with 54 per cent staying in either hotels / motels, guest houses / bed and breakfasts, caravan parks or serviced apartments in or around the Shepparton region. The survey found that 65 per cent

of respondents ate out in Greater Shepparton during their stay with 69 per cent eating out between one and six times during their stay.

Of the survey's 157 respondents, 11 per cent shopped at a factory sales outlet such as the SPC Ardmona Factory Outlet or the Campell's Factory Shop during their stay and 16 per cent undertook dedicated shopping in Shepparton during their stay.

Most respondents were likely to return or recommend Shepparton with 77 per cent likely or very likely to return to Shepparton in the future and 75 per cent likely or very likely to recommend Shepparton as an events destination.

Staging the Victorian Open Bowls Championships was the collaborative effort of Bowls Victoria, the Shepparton Park Bowls Club, various local bowls clubs and Greater Shepparton City Council.



## Greater Shepparton Basketball Association Junior Tournament

*Image courtesy of  
Greater Shepparton Basketball Association*



### **Background:**

Greater Shepparton Basketball Association has a membership base in excess of 2,000 members. The Association stages both winter and summer season competitions with approximately 60 senior teams and 70 junior teams competing throughout the year.

The Association's signature event is its Junior Tournament, held annually on the first weekend in December at the Shepparton Sports Stadium. Now in its 37th year, the Junior Tournament is one of Victoria's largest junior tournaments.

### **Date:**

Friday 30 November, Saturday 1 and Sunday 2 December 2012

### **Sponsorship Amount:**

\$6,000.00

### **Attendance:**

1,500 basketball players plus parents / guardians, coaches and team managers.

### **Outcomes:**

The Greater Shepparton Basketball Association Junior Tournament attracted 166 teams. This is consistent with 2011 entries and the maximum number of teams that can be accommodated on the available court space.

Teams came from across Victoria including Altona, Bellarine, Benalla, Bendigo, Broadmeadows, Castlemaine, Deniliquin, Echuca, Kerang, Korumburra, Maffra, Mansfield, Melbourne, Mildura, Mulwala, Myrtleford, Port Fairy, Seymour, Swan Hill, Tatura, Traralgon, Wangaratta, Warrnambool, Wodonga and Yarrawonga.

The Junior Tournament's estimated economic benefit to the Shepparton region was \$1,342,320.00.

Shepparton Show Me received a high level of exposure during the Junior Tournament with large branded signs placed throughout the Shepparton Sports Stadium and the logo applied to volunteer shirts and tournament trophies.

A survey of 132 Shepparton Show Me stakeholders conducted after the Junior Tournament elicited 35 responses. Of the 35 stakeholders who responded to the survey, 49 per cent believed the presence of basketball players and their families in Shepparton to attend the Junior Tournament transpired into additional sales for the stakeholder's business. At the same time 57 per cent of respondents didn't think Shepparton Show Me sponsoring the Junior Tournament provided value to them.

## Summer City Market



### Background:

Like the Winter City Market, the Summer City Market's primary objective is to attract retail spending to Shepparton and promote the city's retail diversity. Shepparton's CBD retailers are encouraged to create a market atmosphere during the event by selling stock from the footpath in front of their stores. Greater Shepparton City Council's Investment Attraction Department also manage the Summer City Market.

### Date:

Friday 22 and Saturday 23 February 2013

### Sponsorship Amount:

\$40,000.00

### Attendance:

Between 5,000 and 6,000 over the two days of the event.

### Outcomes:

The Summer City Market enjoyed ideal weather conditions over both days of the event. The favourable weather contributed to solid attendance on both Friday and Saturday, with Saturday being the bigger of the two days.

In light of the retail downturn experienced nationally, traders reported mixed results as shoppers were seemingly more prudent with their spending. The number of shoppers and their associated spending was significantly higher than similar days in the months prior to the Summer City Market. Some retailers said the Summer City Market was arguably their best trading days for some time.

Correspondence from Shepparton Chamber of Commerce and Industry congratulating Greater Shepparton City Council's Investment Attraction

Department on their management of the Summer City Market stated that 'feedback from traders has been extremely positive ... along with strong evidence of good sales figures'.

Whilst the Summer City Market came in under budget, Council's Investment Attraction Department believe there is potential to further reduce the event's expenditure with more thorough planning, a longer lead time and more community involvement.

Staging the Summer City Market was a collaborative effort by Greater Shepparton City Council, Shepparton Chamber of Commerce and Industry, Shepparton Show Me, Alchemy Media, Victoria Police, the Country Fire Authority and other emergency services.

## Shepparton On Sale



### Background:

In June 2013 the Shepparton Adviser presented Shepparton Show Me with the opportunity to sponsor production and distribution of a car parking map. The map, part of the Shepparton Adviser's Shepparton On Sale booklet, would feature the parking zones and applicable parking times within Shepparton's CBD.

### Date:

Wednesday 26 June 2013

### Sponsorship Amount:

\$1,633.50

### Circulation:

34,511

### Outcomes:

The Show Me Where To Park In Shepparton map received extensive exposure, appearing on the back page of the Shepparton On Sale booklet. Distributed as an insert in the Shepparton Adviser, release of the Shepparton On Sale booklet coincided with the beginning of the Victorian and New South Wales school holidays the following week.

The Show Me Where To Park In Shepparton map also features on the Shepparton Show Me website as an information tool for residents and visitors to Shepparton.

In November 2012 the Shepparton Show Me Committee sought to engage a consultant to develop a five year marketing strategy for Shepparton Show Me.

The purpose of developing the marketing strategy was to articulate how Shepparton Show Me could achieve its strategic objectives through specific marketing initiatives and tactics targeting clearly defined market segments. Requirements of the strategy included identifying key marketing campaigns, sponsorship opportunities and support for and leveraging from events and festivals. Of specific need was articulating the need to implement assessment criteria in evaluating and communicating the outcomes of promotions and activities. A communication plan was also required to ensure engagement and communication with key stakeholders.

Following advertising of an invitation to quote, Shepparton Show Me selected a joint proposal by Brentron and Partners and Mediawise Pty Ltd to undertake development of the marketing strategy. Development of the strategy consisted of two stages, workshops with key stakeholders followed by preparation of the marketing strategy document. Brentron and Partners facilitated two workshops during February 2013. The key stakeholders in attendance at the workshops included representatives from the:

- Shepparton Show Me Committee
- Shepparton Chamber of Commerce and Industry
- Tourism Greater Shepparton
- Goulburn River Valley Tourism
- Shepparton Show Me's marketing services contractor
- Local media representatives
- Local business owners and operators

as well as Council's:

- Manager Investment Attraction
- Manager Marketing and Communications
- Manager Arts, Tourism and Events
- Acting Team Leader Marketing and Promotions
- Marketing and Promotions Officer.

Based on the information provided in the workshops, Brentron and Partners and Mediawise Pty Ltd developed a draft marketing strategy. Following receipt of the draft strategy in March 2013, the Shepparton Show Me Committee proceeded to work through the document to confirm it supports Shepparton Show Me's objectives. The Committee has scheduled to undertake further work on developing the marketing strategy in September 2013.

Following finalisation of the strategy, Shepparton Show Me will develop a twelve to 18 month marketing plan that details the actual marketing activities required to position Shepparton as the place to shop, dine, stay and do business. Stakeholder engagement will be a critical element in developing the marketing plan to ensure the plan and its activities meet the needs of stakeholders and are consistent with stakeholder's objectives. Development of a communication plan to ensure consistent and effective communication with all stakeholders will support the implementation of the marketing plan.

## Unaudited Budget vs Actual to 30 June 2013

	Budget	YTD Actual	Variance
<b>INCOME</b>			
Carry forward as at 30 June 2012	\$253,224.52	\$253,224.52	
Stakeholder Levy Funds	\$645,469.00	\$645,469.00	
Step Up advertising onsell of ad spaces December 2012	\$3,090.00	\$3,090.00	
<b>TOTAL INCOME</b>	<b>\$901,783.52</b>	<b>\$901,783.52</b>	<b>\$0.00</b>
<b>EXPENDITURE</b>			
<b>OPERATIONAL</b>			
Depot staff, Ambassadors, Salaries, Plant	\$90,320.00	\$80,384.15	
<b>TOTAL OPERATIONAL COSTS</b>	<b>\$90,320.00</b>	<b>\$80,384.15</b>	<b>-\$9,935.85</b>
<b>ADMINISTRATION</b>			
Marketing Services - Alchemy	\$5,430.00	\$5,430.00	
Marketing Strategy Development	\$25,000.00	\$22,100.00	
<b>TOTAL ADMINISTRATION COSTS</b>	<b>\$30,430.00</b>	<b>\$27,530.00</b>	<b>-\$2,900.00</b>
<b>MARKETING</b>			
<b>Promotions</b>			
Step Up	\$175,010.00	\$78,950.00	
Shine A Light	\$57,110.00	\$29,800.00	
Fathers Day	\$18,850.00	\$18,850.00	
Shepparton Motor City	\$63,700.00	\$60,800.00	
Christmas	\$45,440.00	\$42,695.95	
Celebrate Mums (Mothers Day)	\$20,000.00	\$20,000.00	
2012-2013 campaign costs paid in 2011-2012 financial year*	-\$21,470.00	-\$21,070.00	
<b>Sponsorships</b>			
Winter City Market	\$40,000.00	\$38,864.70	
Kidfest	\$20,000.00	\$17,980.38	
Victorian Open Bowls Championships	\$5,000.00	\$5,000.00	
Shepparton Garden and Leisure Expo	\$40,000.00	\$40,360.00	
Shepparton Basketball Junior Tournament	\$6,000.00	\$6,000.00	
Summer City Market	\$40,000.00	\$39,121.96	
Shepparton On Sale	\$1,633.50	\$1,633.50	
<b>Marketing and Collaborative Projects</b>			
Outdoor Advertising	\$8,090.00	\$8,027.00	
Mobile Stage and Truck	\$45,954.00	\$39,170.68	
Website	\$15,000.00	\$15,000.00	
Independent Branding	\$3,465.30	\$1,871.82	
<b>TOTAL MARKETING COSTS</b>	<b>\$583,782.80</b>	<b>\$443,055.99</b>	<b>-\$140,726.81</b>
<b>TOTAL EXPENDITURE</b>	<b>\$704,532.80</b>	<b>\$550,970.14</b>	<b>-\$153,562.66</b>
<b>TOTAL</b>			
<b>SURPLUS</b>	<b>\$197,250.72</b>	<b>\$350,813.38</b>	<b>\$153,562.66</b>

\*2012-2013 campaigns with funds budgeted and paid in 2011-2012 have had those funds added in the 2012-2013 totals for a more accurate reflection of the campaign/project's total cost. To ensure accurate year to date totals for 2012-2013, the amounts paid in 2011-2012 are removed as a lump sum.



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