



# Annual Report 2017 - 2018





# Contents

|   |           |
|---|-----------|
| <b>Vision, Mission and Direction</b>            | <b>1</b>  |
| <b>History</b>                                  | <b>2</b>  |
| <b>Milestones</b>                               | <b>3</b>  |
| <b>Chairperson's Report</b>                     | <b>4</b>  |
| <b>Committee</b>                                | <b>5</b>  |
| <b>Operations</b>                               | <b>14</b> |
| <b>Marketing and Communications</b>             | <b>14</b> |
| Strategic Initiatives                           | 16        |
| Tactical Initiatives                            | 22        |
| Annual Campaigns                                | 26        |
| Sponsorship and Events                          | 37        |
| Communications                                  | 52        |
| <b>Financial Report</b>                         | <b>54</b> |
| <b>Shepparton Show Me Contribution Area Map</b> | <b>55</b> |

---



## About Shepparton Show Me

Shepparton Show Me is a collaborative marketing program that strategically promotes Shepparton as the preferred destination to do business, shop, stay and play.

The Shepparton Show Me committee, made up of representatives from the local business community and Greater Shepparton City Council staff and Councillors, develop targeted marketing campaigns, deliver strategic and tactical initiatives and sponsor key events to promote Shepparton.

These marketing activities are underpinned by the desire to entice people to visit Shepparton, do business, use the local services, attend a festival or event, eat out, shop at local businesses and stay overnight.

Shepparton Show Me is the overarching brand vehicle for promoting and marketing the business community in Shepparton. Its intention is to showcase the commercial, industrial and entertainment offerings in attracting business for the key stakeholders in which it serves.

Shepparton Show Me is a Section 86 Committee of Greater Shepparton City Council and operates under a delegation of authority. Shepparton Show Me funds are derived from a differential rate in the dollar applied to all commercial and industrial premises within a designated area in the Shepparton business district.

A map of the Shepparton Show Me contribution area is available on the inside back cover of this Annual Report.

## Vision

To position Shepparton as the premier place in Northern Victoria to do business, shop, dine, play and stay.

## Mission

To advance the growth and promotion of business and services in Shepparton.

## Strategic Direction

**Reach** - Play a pivotal role in developing targeted campaigns, promotions and leveraging off events to increase visitation to Shepparton in order to generate increased consumer spend and investor return on investment (ROI).

**Leadership** - Encourage and create opportunities for the business community to work together in positioning Shepparton as the regional hub for services and business in the region.

**Collaboration** - Work in partnership with key stakeholders to influence positive action in driving the prosperity of Shepparton.

**Inform** - Communicate regularly with SSM members regarding SSM activities and engage them in opportunities to maximising their involvement.

**Accountability** - Measure and evaluate all programs against intended outcomes and communicate results to key stakeholders.

Launched in 1998, Shepparton Show Me is the brainchild of a dedicated group of business owners from Shepparton's central business district (CBD). Sharing the vision that Shepparton could become the retail, commercial, entertainment and cultural heart of provincial Victoria, the group sought to create a character and identity exclusive to Shepparton.

Business leaders presented the 'Super Shepparton' concept to Greater Shepparton City Council in 1997, outlining a proposed Marketing Strategy to achieve their vision. 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 sectors. Development of the 'Super Shepparton' concept included extensive 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 Department proceeded to develop Shepparton Show Me. Under Section 86 of the Local Government Act 1989, a Shepparton Show Me committee was established with the committee's Instrument of Delegation and Guidelines outlining its specific functions and providing the guidelines for exercise of its delegated power.

In 2004, the Shepparton Show Me committee embarked on creating a unique identity for Shepparton. The animated ribbon branding with its purple and pink leaves was created and soon became synonymous with Shepparton Show Me.

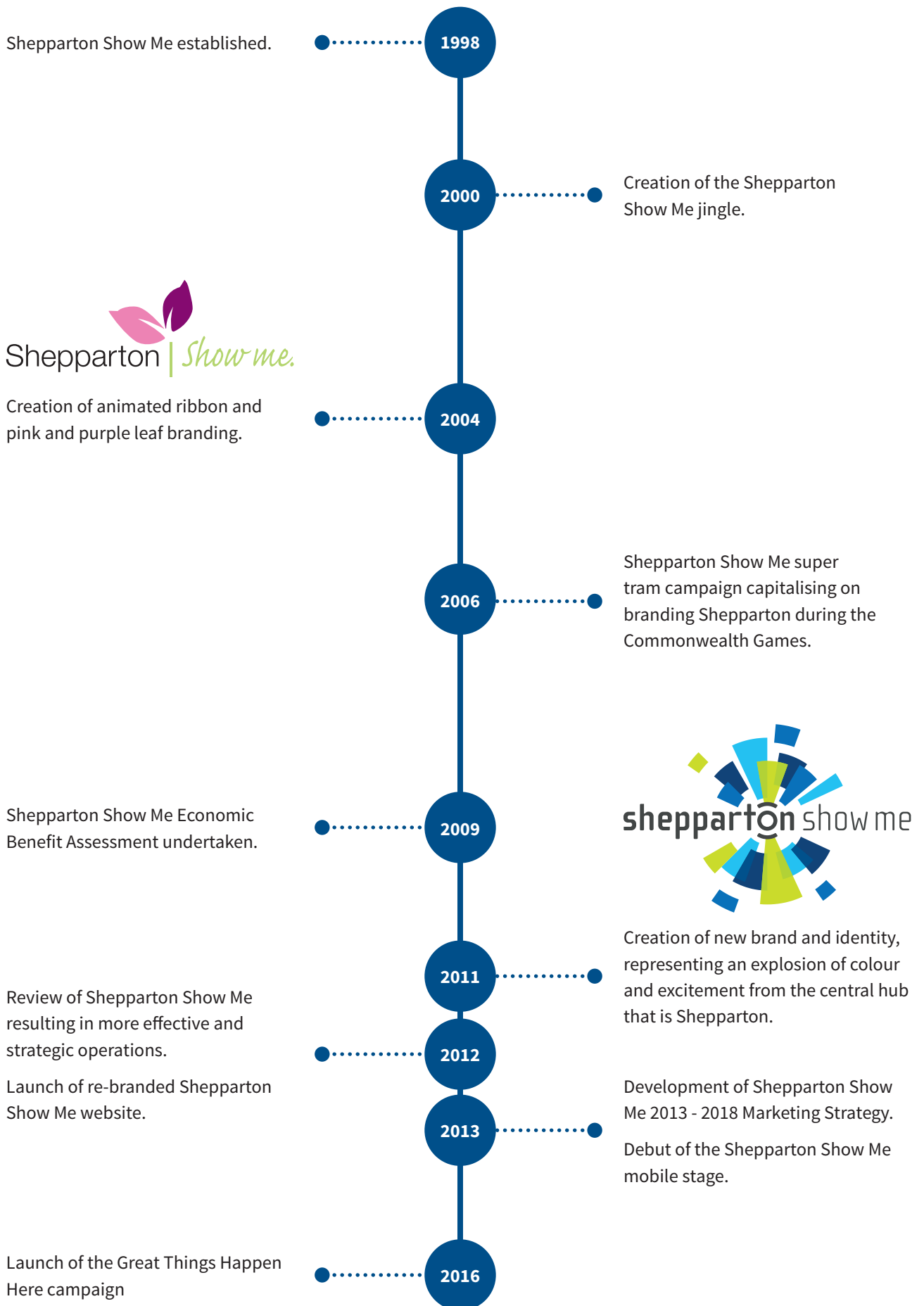
In 2006 Shepparton Show Me embarked on a super tram campaign, branding a tram with the animated ribbon and leaves to capitalise on the influx of people to Melbourne during the Commonwealth Games.

Shepparton Show Me embarked on an independent Economic Benefit Assessment in May 2009. The results demonstrated Shepparton Show Me enjoys 73% brand recognition in the catchment area.

In December 2011, the current Shepparton Show Me logo was launched, representing a virtual explosion of colour and excitement from the central hub that is Shepparton - the heart of regional Victoria.

In 2012 Shepparton Show Me underwent an extensive review. Initiated by Greater Shepparton City Council, the direction was to form a Reference Group and consult with Shepparton's commercial and industrial sector, on the most appropriate arrangements for attracting retail and business consumers to Shepparton.

The recommendations of the Reference Group were presented for consideration at the Council Meeting in February 2013. A number of recommendations were adopted that will serve to reinvigorate Shepparton Show Me into the future. The adopted recommendations were progressively incorporated into Shepparton Show Me's operations throughout 2013 and the first half of 2014.



The Shepparton Show Me committee has continued its commitment to Shepparton through our own initiatives, Council co-sponsored and community sponsored events. Working with local businesses and community groups has only further strengthened our message that Shepparton is the place to shop, dine, stay and enjoy the many attractions that this great city has to offer.

We thank our outgoing committee members that have served on the Shepparton Show Me Committee. They have provided valuable contribution towards Shepparton to make this city the place to be. I wish Carrie Donaldson and Kruz Patel all the best for their future endeavours.

With fresh new faces appointed last year and our new incoming members, the committee is excited for what we can further accomplish in the upcoming years for Shepparton. We are continually evolving to further advance our common goals and work with the community and businesses.

Our many sponsored events listed have shown marvellous success and have attracted a great number of victors to our city to shop, dine, stay and play. Some of these sponsorships will continue on this financial year, only continuing on their great success from last year.

### **Some of our Sponsorship Events:**

Shepparton Business Awards, Shepparton Albanian Harvest Festival, Fryers Food Festival, Shepparton Running Festival, Challenge, Emerald Bank Heritage Day and Market, Beach Volleyball Triple Crown World Tour Series, A League Soccer Preseason game & Asian Football Confederation (AFC) U19 Championship 2018 Qualifiers, Shepparton Shake-Out, Free Footy Festival, Out in the Open Festival, Greater Shepparton Basketball Association and Shepparton Festival.

We have continued our campaigns for Retail and Service providers to take advantage of our investment. The following campaign promotions all contribute to strengthen local businesses; the Winter and Summer City Markets, Mother's Day, Father's Day, End Of Financial Year, Spring, Christmas and Boxing Day. The Fun Starts Here campaigns aimed at school holiday periods, has been a great success bringing people from outside the Greater Shepparton region to shop and use our local services.

The Great Things Happen Here campaign has been an important investment. Not only reaching out across Australia, but other countries as well, such as China. This promotion of Greater Shepparton has not only restored confidence in our area, it has now started to attract investment in the region.

A highlight of the year was Shepp Square. Shepparton Show Me and Greater Shepparton City Council delivered almost two weeks of activation at one of Australia's busiest venues, Federation Square.

We have been communicating to the public via the monthly column in The Adviser, our webpage, monthly e-newsletter and Facebook. We continue to encourage the community to subscribe and be informed on what is happening around Shepparton.

I would like to thank our ongoing committee members Chris Reisner, Helen Sofra, Kristina Marko, Andrew Pogue, Cr Les Oroszvary, Cr Shelley Sutton and Council staff Geraldine Christou, Fiona Le Gassick, Anthony Nicolaci, Mat Innes-Irons and Laura Church.

In 2018, we welcome new committee members Stephen Schneider and Olivia Smith and welcome back John Montagner and Shane Sali. I am sure with this mixture of new talent and experience we will continue to achieve great and exciting things together.

All committee members are volunteers and I thank them for all their time and input to the success of Shepparton Show Me during the past year.

**Simon Quattrocchi**  
**Chairman**



The Shepparton Show Me committee comprises 15 representatives.

The breakdown of Shepparton Show Me representatives can include:

- Up to nine representatives of Shepparton’s business community
- Two Councillors from Greater Shepparton City Council
- One representative from Council’s Executive Leadership Team; and
- Three non-voting Council representatives.

The non-voting attendees include Council’s Manager Economic Development, Manager Marketing and Communications and the Shepparton Show Me Marketing Co-ordinator.

Representatives from the business community can nominate to be appointed to the Shepparton Show Me committee for a period of one or two years, with the final decision made by Greater Shepparton City Council at the time of appointment.

The committee meets once a month to discuss planned promotional activities, sponsorship applications and general issues concerning the Shepparton business community. All meetings are advertised and open for the public to attend.

## Business Representatives

### Simon Quattrocchi – Chair

**Owner – GV Finance Brokers**

**Term ends July 2019**

Simon and his wife Fran have operated GV Finance Brokers for the past 16 years.

Having arranged finance and solutions for a great number of clients, Simon brings a wealth of knowledge from a financial sector to the committee. As he deals with people from all aspects of the community, it allows him to gauge a greater understanding of local and business owners and their needs.

*“Running your own business provides insight into many aspects to understanding the community and local interests.”*



### Shane Sali – Deputy Chair

**Owner Manager Traffik, Shop 221 and Arcade Fashions**

**Term ends July 2018**

Shane is Shepparton born and bred. After spending close to four years working as a Telstra Business Account Manager for a local family operated Telstra store, Shane had the opportunity at the young age of twenty to manage a vast range of clients in differing sectors across Shepparton and Northern Victoria. He now brings that knowledge and experience to his family business; three independent women’s retail stores in the Shepparton CBD.

Shane sees it as a fantastic opportunity to work alongside his family, who have been in business for over forty years. This wealth of expertise enables Shane to bring a passionate approach to building a better Shepparton.

*“I feel that with another proud and strong committee in place, Shepparton is set to benefit from the input of Shepparton Show Me.”*





## Chris Reisner – Treasurer

### Owner, Butter Factory Café

Chris is originally from Germany and moved to Australia in 2010.

Chris was previously the Manager of the Aussie Hotel in Shepparton for 4 years and also served as a committee member on the Shepparton Chamber of Commerce and Industry and Tourism Greater Shepparton Committees.

Chris recently took ownership of the Butter Factory Café and business is thriving.

*“There is something positive in every situation. You may just have to adjust your view.”*



## John Montagner

### Owner Next Office Tech Term ends July 2018

John is the owner of Next Office Tech; formally named Solar City Office Equipment, a business he co-founded 24 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.

*“This is now my sixth year on the Shepparton Show Me Committee. We have worked towards promoting our town with many successful campaigns during this period. Our Christmas promotions I feel have been extremely successful, along with the Summer and Winter City Markets. I look forward to another exciting year working with other passionate Business Community members.”*



## Carrie Donaldson

### Owner, Sense of Place Consulting Term ends July 2018

Carrie Donaldson is Principal with Sense of Place Consulting. A Goulburn Valley girl, Carrie is passionate about providence and connecting people to place through thoughtful, authentic tourism and events development and connected communications.

Carrie has extensive experience in the arts and creative industries, food, sport and business tourism combined with destination development and hallmark events delivery at both a local, national and international level.

Carrie holds a Masters of Business – Tourism Management from Victoria University, is certified in Prince 2 Project Management and is the current Executive Officer for Cultural Tourism Victoria, Vice President of Tourism Greater Shepparton and has been a former Board member of Tasmania’s South Regional Tourism Board, Goulburn River Valley Tourism and the Australian Marketing Institute.

*“Shepparton Show Me is a group of passionate individuals all focussed on making Shepparton a prosperous and liveable community. I’ve really enjoyed the spirited discussions and efforts that have gone into supporting events and promoting Shepparton as a vibrant regional centre.”*



## Helen Sofra

**Owner/Manager, Collins Booksellers**  
**Term ends July 2019**

Helen has extensive experience in the hospitality and retail sectors working for some iconic Shepparton businesses over the years. In 2006 Helen and husband Joe along with daughters Chelsea and Georgia purchased Book City which was re-named to Collins Booksellers in 2011. In the 12 years they have owned the business, the book industry and retail in general has seen some major challenges and their business along with other local businesses have needed to evolve and adapt to remain relevant. Shopping local is more important than ever and Shepparton needs a thriving retail sector and a vibrant welcoming CBD to attract more shoppers to our region.



*“Being part of a community is what makes us strong as a family and a business. We have raised our children to be community minded, to give back as much as possible and strive to make Shepparton an even better place to live, something Joe and I are passionate about. For me to be able to serve on the Shepparton Show Me Committee and have the opportunity to promote the great city we live in is both a privilege and a pleasure.”*

## Kristina Marko

**Marketing and Engagement Advisor,**  
**La Trobe University**

Kristina is a local Shepparton girl and has completed her undergraduate studies in 2012 with a Bachelor of Commerce. Kristina is currently completing a MBA and has now obtained the position of Marketing and Engagement Advisor at La Trobe University’s Shepparton campus. Kristina previously worked in Melbourne as a graduate accountant and at Greater Shepparton City Council as an Executive Assistant.



*“I am extremely passionate about the gift of education and retaining young professionals to the regional city of Shepparton. People are my passion. I thrive off building relationships with people to be able to help them achieve the best version of themselves.”*

## Andrew Pogue

**Sales Consultant,**  
**Kevin Hicks Real Estate**

After a career spanning 27 years in media, sales, marketing and management, Andrew moved into real estate in 2016. Andrew has previously been appointed to the positions of General Manger of various radio stations and Sales Manager at Shepparton News for McPherson Media. Andrew has also served on several boards including the Rotary Club of Shepparton Central, Mighty V Marketing Group and Greater Shepparton Expo Committee.



Andrew grew up in the Goulburn Valley and then spent more than two decades living and working in different areas of NSW and Victoria.

*“I’m passionate about Greater Shepparton and have loved every minute of living here since returning to the area in 2006. Shepparton is a vibrant regional city with many great things to offer”*

## Kruz Patel

**Owner,  
Shepparton Pizzas**

Kruz was born in India and is a qualified Dentist.

Kruz opened Eagle Boys pizza in Shepparton in early 2016. The Eagle Boys franchise went into voluntary administration so Kruz decided to open Shepparton Pizzas as an independent local business. As well as running his business, he also trains students in Certificate 4 in Aged Care as Kruz has completed his Masters in Public Health and Masters in Health Science at Western Sydney University. Kruz likes interacting with his customers and supporting the local community. Shepparton Pizzas sponsors 14 sporting clubs with achievement awards.



*“We have to be united and stand together in the community.”*

## Greater Shepparton City Council Representatives (Voting)

### Cr Les Oroszvary

**Councillor,  
Greater Shepparton City Council**



Les is a Police Prosecutor with 38 years' experience. He is the Sergeant in Charge of Legal Services Shepparton. His mantra is all about accountability, transparency, integrity and the pursuit of best value outcomes for stakeholders and the community in general. He is here to listen, accept feedback good or bad and to improve the way Greater Shepparton City Council represents its community.

*"We have as a committee continued to practice what we preach as part of our Business Strategy, our road map. We always look for opportunities to support and leverage off events for the greater good of our stakeholders. We seek to educate, encourage and foster better relationships and to value add."*

*In my second term as a Councillor, I have shared the journey of ups and downs of Shepparton Show Me and congratulate the outgoing committee members for their belief in the future of our town. I would further like to acknowledge the dedication of the present committee and the fantastic work behind the scenes of the staff Fiona Le Gassick, Mat Innes-Irons and Laura Church. In addition the external provider Alchemy Media via Peter Sutherland and his team whose flair has been a great asset."*

### Cr Shelley Sutton

**Councillor,  
Greater Shepparton City Council**



Shelley moved to Shepparton over 30 years ago and is honoured to have been elected as a Councillor of Greater Shepparton.

Shelley has a Diploma of Business and a background in successfully running a small farming enterprise and her own fashion business in Shepparton. Shelley has also worked in local government and has a very good knowledge of processes and procedures undertaken in this area.

Shelley is a past member of SWCSC (Shepparton Women's Community Service Club) and held positions of Public Officer, President, Secretary and Treasurer during my time in the organisation.

*"My aim over the next four years is to revitalise the Shepparton CBD and promote Greater Shepparton to the broader Victorian and Australian community. We have exceptional potential with excellent universities, schools, medical services, sports and art precincts, diverse shopping and affordable residential, industrial, agricultural and commercial land, making it a great place to do business and to play and stay."*

## Geraldine Christou

**Director Sustainable Development,  
Greater Shepparton City Council**

Geraldine's role oversees the Building and Planning Department, comprising Strategic and Statutory Planning; the Economic Development Department, comprising tourism, events, business and industry attraction and development, business incubation, grants, international relations and visitor experience and the Environment Department encompassing Environmental Health and Sustainability and Environment.

Having grown up in Shepparton and raised a family here, Geraldine is very passionate about the community in which she lives. Geraldine has extensive experience in local government, having worked in the sector for over 16 years, following 12 years in the private sector ensuring a thorough understanding of the challenges that business and industry face and has subsequently developed strong connections with the sector, working with them to facilitate new investment, growth and implement sustainability measures and maintain global competitiveness.

Geraldine has strong links to our community, representing Council on a number of boards and committees including Shepparton Show Me, La Trobe University Regional Advisory Board, Higher Education and Skills Working Party and the Food Bowl Inland Rail Alliance and has been a strong advocate on a number of key regional issues including passenger, high speed and inland rail, CBD revitalisation, water security and works actively with the Greater Shepparton Lighthouse Project on engaging youth in education.

Geraldine is working hard to ensure that the level of infrastructure and services for our community support sustainable growth of the municipality and that we are effectively marketing our key attributes both domestically and internationally to increase inbound tourism and open up export markets for business and industry.

*"Shepparton Show Me is a key stakeholder working closely with Council's Economic Development Department to deliver economic outcomes for Shepparton - increasing visitation through collaboratively bidding for, sponsoring and hosting key events and working on important initiatives such as the Great Things Happen Here Campaign and CBD revitalisation."*



## Greater Shepparton City Council Representatives (Non-voting)

### 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 for the Hume Region. 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.

The highlight over the past 12 months was Greater Shepparton taking over Federation Square for two weeks in April. Yes Federation Square became Shepp Square! Shepparton Show Me (SSM) was fundamental to the success of this event via financial support and the services of the SSM Marketing Co-ordinator.

The Shepp Square exhibition style event provided the opportunity for Melbourne to directly experience all the great things about Greater Shepparton with the aim of attracting visitors, investment and new residents to our region. For our local businesses it provided a point of sale opportunity and exposure to new markets and clients.

And while we had an immense amount of fun bringing Shepp Square to life, the planned and unplanned results have been overwhelming, with opportunities and benefits continuing to come our way.

The Fryers Street Food Festival continued to grow and evolve with this now being one of the major events on the annual Shepparton calendar. Close to 9,000 people attended this year with more local food and beverage offerings and entertainment to meet the growing demand for this event.

SSM was again privileged to sponsor the marketing category of the Shepparton Chamber of Commerce and Industry Business Awards. With a record number of entries and number in attendance, with the awareness and value of these awards is ever increasing.

SSM has been working in partnership with Greater Shepparton City Council to attract a large scale music event to the area. Work is well underway with this project, with two exciting announcements to take place in later 2018 or early 2019.

A massive thank you to the SSM Committee members for their energy, generosity of their time and unwavering support of the SSM initiative and staff. Their direction and leadership is critical to the success experienced by SSM this year.

*"We are extremely fortunate to have such passionate, energetic and committed local business people who are willing to take the time to strategically support the prosperity of Shepparton. It is a pleasure and honour to work with the members of SSM and I would like to thank them for being so generous with their time. The collective effort of our business community underpins the level of growth, prosperity and vibrancy that Shepparton is currently experience."*

## Anthony Nicolaci

### **Manager Economic Development, Greater Shepparton City Council**

Anthony commenced his career in economic development and tourism via his studies which included a Bachelor of Business Management majoring in marketing and Bachelor of Arts in Sports Management. Since graduating, Anthony has continued to grow his knowledge and expertise in the economic development sector through his employment, professional development and involvement in economic development, events, tourism committees and associations. He has held positions at Essendon Football Club, Racing Victoria Limited and various roles at the Greater Shepparton City Council in economic development, sport and recreation, events and visitor economy portfolios for over a decade.

Anthony's current role as Manager of Economic Development at Greater Shepparton City Council comprises tourism, major events, event facilities, business and industry attraction and development, business incubation, grants, international relations and visitor experience.

*"I'm really passionate about Shepparton being recognised as a leading regional city not only in Victoria but regional Australia and will continue to work hard in partnership with SSM to roll out the red carpet to local business, potential investors and visitors as we strive to achieve our ambition to increase our economic stimulation for the region."*



## Staff

### Mat Innes-Irons

**Shepparton Show Me Marketing Co-ordinator,  
Greater Shepparton City Council**



Another busy year for Shepparton Show Me. From the annual campaigns such as Mother's Day, Father's Day, End of Financial Year, Summer and Winter City Markets, The Fun Starts Here and Christmas to Shepparton Show Me sponsored events helping to bring thousands of people to our city. Add in the Great Things Happen Here campaign and it is a well packed twelve months.

Shepparton Show Me supported events were wide and varied. Who said there is no beach in Shepparton? The World Beach Volleyball Tour was extremely popular as was Challenge Shepparton Triathlon and the Shepparton Running Festival all held around Lake Victoria. The numerous basketball and soccer tournaments injected a huge amount of money into the local economy. Food festivals continue to attract thousands. The Fryers Street Food Festival was massively successful as was the inaugural Italian Fiesta and the Albanian Harvest Festival. The Shepparton Shake Out bought three days of 50's inspired activity to town with international and local acts performing late into the night. The Chamber of Commerce and Industry Business Awards attracted a record number of nominations with the Shepparton Show Me sponsored Best Marketing/Advertising Campaign being won by Nicholson Builders.

Undoubtedly the highlight of the year for me was Shepp Square. Shepparton Show Me and Greater Shepparton City Council delivered almost two weeks of activation at one of Australia's busiest venues, Federation Square. To take Great Things Happen Here to Melbourne was a bold ask but with a team of passionate and enthusiastic Sheppartonians we delivered.

The highlight reel of Shepp Square is jammed packed! The Outdoor Luncheon with Taxi chef and ex- Shepp lad Tony Twitchett, Shepp Market full of our local produce, home grown entertainers shining on the big stage, our current and former sports stars, showcasing business and industry to delivering crates of fresh apples and pears to corporate buildings and even simply handing out thousands of fresh Modi apples.

*"It has been a pleasure working with such a passionate and enthusiastic committee this year and will continue to support and deliver events and campaigns that make Shepparton a great place to stay, dine, play and do business."*

### Laura Church

**SSM & Marketing and Communications Administration Officer,  
Greater Shepparton City Council**

Laura has a background in the retail sector for 10 years before starting with Greater Shepparton City Council almost three years ago. Laura is responsible for all administrative tasks involved with SSM including organising SSM committee meetings, taking meeting minutes, placement of advertising and assisting the SSM Marketing Co-ordinator.



*"It has been a pleasure working with the Shepparton Show Me committee. There is a great mix of committee members from different industry sectors and their active involvement allows Shepparton Show Me to benefit all areas of business in Shepparton. I thoroughly enjoy being involved and I'm excited to see what the committee will achieve in the next year."*



Shepparton Show Me have embarked on a busy year operationally, appointing a new committee at the Annual General Meeting.

## Committee Appointments

### July 2017

As a result of recommendations from the Shepparton Show Me review, on 18 July 2017 new committee members were appointed.

Simon Quattrocchi, GV Finance Brokers, Andrew Pogue, Kevin Hicks Real Estate, Kristina Marko, La Trobe University, Chris Reisner, Butter Factory Café and Helen Sofra, Collins Booksellers were welcomed onto the committee for a period of two years expiring on 16 July 2019.

John Montagner, Next Office Tech and Kruz Patel, Shepparton Pizzas were welcomed onto the committee for a period of 12 months expiring on 17 July 2018.

## Annual General Meeting

### September 2017

The SSM Annual General Meeting held September 18, 2017, saw three new office bearers be appointed and the 2016/2017 SSM Annual Report be presented and endorsed.

The election of office bearers saw the appointment of the following positions:

- Chair – Simon Quattrocchi – GV Finance Brokers
- Deputy Chair – Shane Sali – Traffik, Shop 221 and Arcade Fashions
- Treasurer – Chris Reisner – Butter Factory Cafe

## Shepparton Show Me 2013-2018 Marketing Strategy Endorsed

Using the draft Marketing Strategy and consultation undertaken by Brenton and Partners, the Shepparton Show Me committee crafted and endorsed the 2013-2018 Shepparton Show Me Marketing Strategy.

The Shepparton Show Me 2013-2018 Marketing Strategy provides very clear direction for the committee and its panel of suppliers, with all activities designed to position Shepparton as the premier place in Northern Victoria to do business, shop, dine, play and stay.



## Shepparton Show Me 2013-2018 Marketing Strategy

The Shepparton Show Me 2013 - 2018 Marketing Strategy provides a road map that guides the direction of all Shepparton Show Me marketing over the next five years.

The Strategy places Shepparton firmly as the regional hub for service and business in the region. It positions Shepparton as the place to do business, shop, dine, play and stay. It also positions Shepparton Show Me as a leader and influencer within the business community to assist in generating economic prosperity for the Shepparton area.

This Strategy sets out the strategic direction for Shepparton Show Me to:

- Pursue new promotional activities that generate economic prosperity for our community.
- Build on partnerships with key stakeholders to influence outcomes and decisions that will assist to improve the consumer and visitor experience.
- Reach new and existing consumers through targeted and evaluated promotions.
- Inform the development of a 12 - 18 month marketing campaign.
- Guide the development of a communication strategy targeting SSM members, stakeholders and partners to facilitate clear and consistent communication and create collaborative opportunities that will best position Shepparton as the premier place in Northern Victoria to do business, shop, dine, stay and play.

Key components of the Strategy include:

1. Strategic initiatives
2. Tactical initiatives
3. Annual campaigns
4. Sponsorship and events
5. Communications

All activities undertaken by Shepparton Show Me are informed by and aligned to the Marketing Strategy.



## Strategic Initiatives

### Greater Shepparton ..... Great Things Happen Here

On 29 November 2017 the first stage results of the Greater Shepparton Great Things Happen Here campaign were celebrated at a VIP function held at Emerald Bank's 'The Woolshed'.

The evening was well attended by our local business community, which also saw the new digital business prospectus unveiled for the first time. This tool irrefutably contends why Greater Shepparton is the ideal place to start or grow a business and is used by the likes of the Greater Shepparton City Council Mayor, Council's Economic Development Team and local businesses to assist with business negotiations. Additionally, the prospectus and the GTHH website have been translated into Mandarin for those wanting to take advantage of the recent protocols for Australian stone fruit to be exported to China.

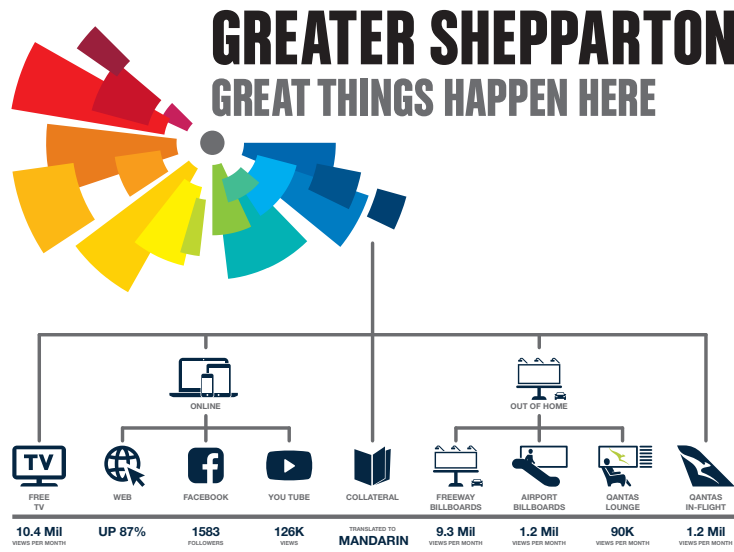
The celebration also signified the commencement of year two of GTHH campaign with a focus on large, medium and small business and our service sector, all showcasing the diverse range of business possibilities in Greater Shepparton. While the campaign initially had a greater focus on some of Greater Shepparton's larger businesses and iconic brands, it is vital the stories of our medium and small businesses are shared. Local entrepreneurs and small businesses are the backbone of our economy comprising 32% of the Greater Shepparton business sector. Showcasing the niche products, creativity and innovation of our small to medium businesses will inspire others to set up shop here in Greater Shepparton.

The stories of such businesses as AIRR, Avonlea Flowers, Gouge Linen & Garment Services, MC Pipes and Longleat Wines were celebrated and showcased via GTHH Facebook.

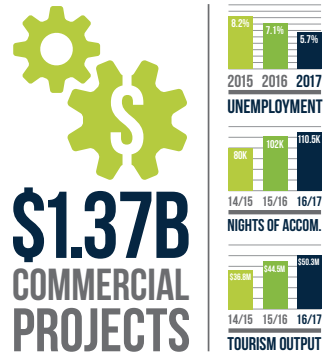
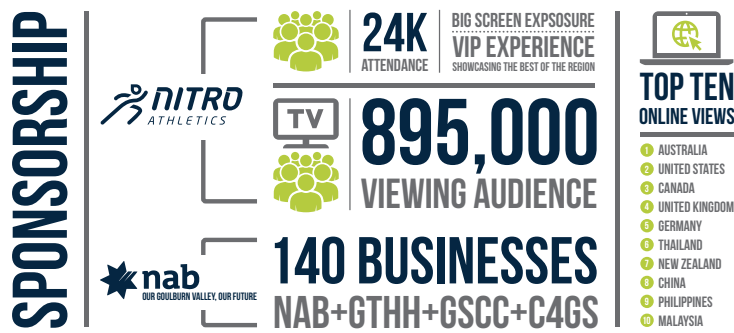
Year two of the campaign has also included a focused on attracting and retaining talent in our region. A leading part of this project, a Great Careers Happen Here working group has been convened to commence looking at how we can actively attract new staff and their families to the area, recruitment for more specialist roles and retain our talent in the region. Organisations such as GV Health, SPC, University of Melbourne, McPherson Media, La Trobe University, GOTAFE and GV Young Professionals have come together to work on this important project.

In February the GTHH campaign was the winner of the Special Projects category of the 2018 Local Government Professionals (LG Pro) Awards for Excellence. The awards promote and celebrate outstanding work being undertaken and delivered by individuals and teams working in local government in Victoria. There are nine award categories, with GTHH winning the Special Projects Initiative that recognises projects that are exceptional, one-off and assist the community over and above Council's day to day activities.

Outcomes:



# CAMPAIGN OVERVIEW





## Shepp Square

A key action of the GTHH strategy campaign was to undertake a Melbourne based activation. It was identified that this would be a more targeted, cost-effective and high impact way to engage the Melbourne audience in all things Greater Shepparton. Advertising in the Melbourne market can be costly and hit and miss; we wanted an opportunity that would enable us to directly talk to, educate and inform the people of Melbourne why Greater Shepparton is a great place to visit, live and invest.

So for two weeks in April Greater Shepparton took over Federation Square. Yes, Fed Square became “Shepp Square”. In partnership with Greater Shepparton City Council, SSM was both an investor and active participant in the planning and execution of this high profiled activity.

This is the first time that Federation Square had partnered to undertake an event of this nature, yet another first for Greater Shepparton. With just over 10 million people visiting the site each year and being the second most visited attraction for national and international visitors to Melbourne, how could we say no?

Leveraging the daily visitation to Federation Square would increase the number of people available to immerse in the Shepp Square experience. This was further maximized by undertaking Shepp Square during the second week of the April school holidays.

Shepp Square was an exhibition style event showcasing all things “Greater Shepparton”. It provided a significant opportunity for Greater Shepparton businesses to directly sell and market their offerings to the metro market. The aim of the event was to directly engage and communicate with audiences via interactive activities and performances/entertainment.

An abundance of fresh local produce grown in Greater Shepparton, Australia’s Food Bowl, was on offer, and activities galore, everything from milking a not-so-real cow, Indigenous games to African drumming with a different theme each day, to get people coming back again and again. People were even able to enjoy a local wine, cider or beer or two.

Key components of the campaign included:

- Provide the opportunity for Melbourne to directly experience Greater Shepparton.
- Provide Greater Shepparton businesses with a point of sale opportunity in Melbourne and gain exposure to new markets.
- Drive visitors to the region and position Greater Shepparton as a visitor destination.
- Attract investment and relocation to the region.



Shepp Square activities and marketing was divided into two separate weeks:

|   |               |   |
|---|---------------|---|
| <b>Week 1 - Tourism</b>                     | April 9 – 15  | Young families, young professionals, and Boomers II.              |
| <b>Week 2 – Investment &amp; Relocation</b> | April 16 – 21 | Businesses and business people, particularly young professionals. |

Several precincts were created to best showcase these features:

- Bar & Bites - open for lunch and dinner up until 9pm showcasing Greater Shepparton produce, products and beverages.
- Farmers Market - Fruit straight from the tree straight to you.
- Children’s Playground and Stage Entertainment (Week One – April 9 to 15) - Each day in the first week a children’s playground was created with a different theme:
  - Foodbowl Day
  - Indigenous Day
  - Multicultural Day
  - Art on a Plate
  - The Great Outdoors
  - Many Great Things
- Business & Lifestyle Hub (Week Two – April 17 to 20) - People could find out all the reasons why Greater Shepparton is one of Australia’s most liveable regional cities, where housing is affordable, and everything you need is just around the corner.
- Paddock to Plate Outdoor Lunch - Wednesday 18 April 2018 - Greater Shepparton was excited to offer a once in a lifetime opportunity to dine outdoors in Fed Square. The menu was inspired by Greater Shepparton produce and matched perfectly with local wines and ciders. This unique opportunity was in a partnership between Greater Shepparton and Taxi Kitchen’s Executive Chef Tony Twitchett.
- Greater Shepparton: Greater Living, Greater Investments Seminar – Thursday 19 April –Deakin Edge – Federation Square - A unique opportunity to find out the reasons why Greater Shepparton is one of the most progressive regional cities to invest and live.
  - Greater Shepparton the great life!
  - Greater Shepparton is open for business!
  - Goulburn Murray Irrigation District and the Murray Darling Basin Plan.
  - Art Matters in the regions – the new Shepparton Art Museum.



A Shepp Square VIP Evening took place on Thursday 19 in the specially created “Bar & Bites” pop-up bar where guests enjoyed our boutique wines and ciders complemented by tapas, nibbles and bites created from the finest fresh Greater Shepparton produce, with the Committee of Greater Shepparton (C4GS) hosting an expat’s function on Friday 20 April, which was also held in the Bar & bites.

**Outcomes:**

Both qualitative and quantitative data has been used to evaluate the success of Shepp Square. Going into the event, we were aware that with the likes of this type of event that the benefits would be seen down the track rather than immediately.

**The Numbers**

- Approximately 38,000+ people came into Shepp Square over the two week period.
- Thousands of children participated in onsite activities during week one.
- Over 600 children participated in the SAM workshops over three days.
- Over 2,000 Official Visitor Guides were handed out – the most ever distributed at an event!
- Day one, Monday April 9 was the busiest start to the day that Fed Square has experienced.
- Fifty-five Greater Shepparton City Council staff from a broad range of departments and community volunteers assisted with the delivery of the event.
- Fifty local businesses actively participated in the delivery of the event.
- 12,811 new users of the Many Great Things website as of the same time last year (April to June).

**Outcomes**

- Already we’ve have visitors directly as a result from Shepp Square including 12 groups that we are aware of.
- Following the international TV coverage of the volleyball, Greater Shepparton, Great Things Happening Here advertising in the Sydney airport and contact during our time in Fed Square, there is currently a \$20 million business opportunity being negotiated to set up in Greater Shepparton
- A direct result of making an impact with Shepp Square the State Government awarded Council with \$230,000 worth of grants.
- Negotiations are currently underway for some of our local businesses for their stock to be carried by several Melbourne businesses, while others had existing customers come to visit them at Shepp Square with further selling opportunities now being discussed.
- There were high levels of sales of many locally grown and produced products, such as the chocolate and yoghurt pomegranates with the majority surprised to learn that Greater Shepparton is home to the largest pomegranate farm in the Southern Hemisphere.
- An unexpected and unanticipated outcome of Shepp Square is being presented with the opportunity to host Sir Bob Geldof in Shepparton in 2019. Sir Bob Geldof tour – Perth, Melbourne, Sydney and Shepparton!

With intoxicating vibe, the event created an amazing opportunity for conversations to be had with the majority of attendees either having a narrow or limited understanding of what is on offer at Greater Shepparton. Many were surprised of the breadth of what is on offer.

Following Shepp Square there have been discussions with six other regional Councils and Visit Victoria, all who are interested in learning from our Shepp/Fed Square experience.



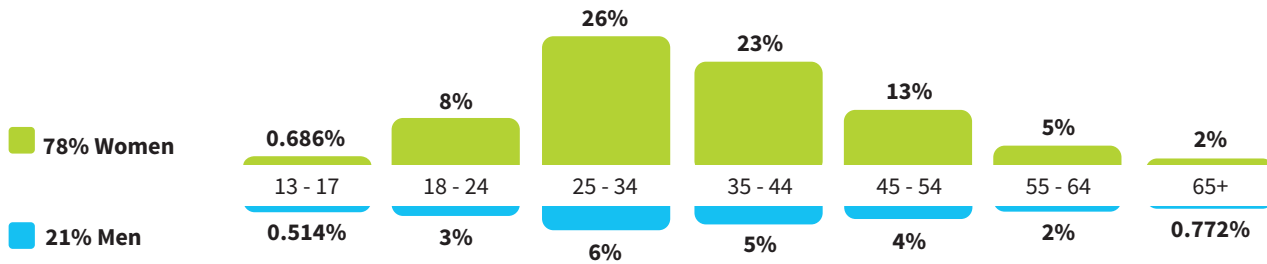
# Tactical Initiatives

## Shepparton Show Me Online

### Facebook

#### Who likes the page (our fans)

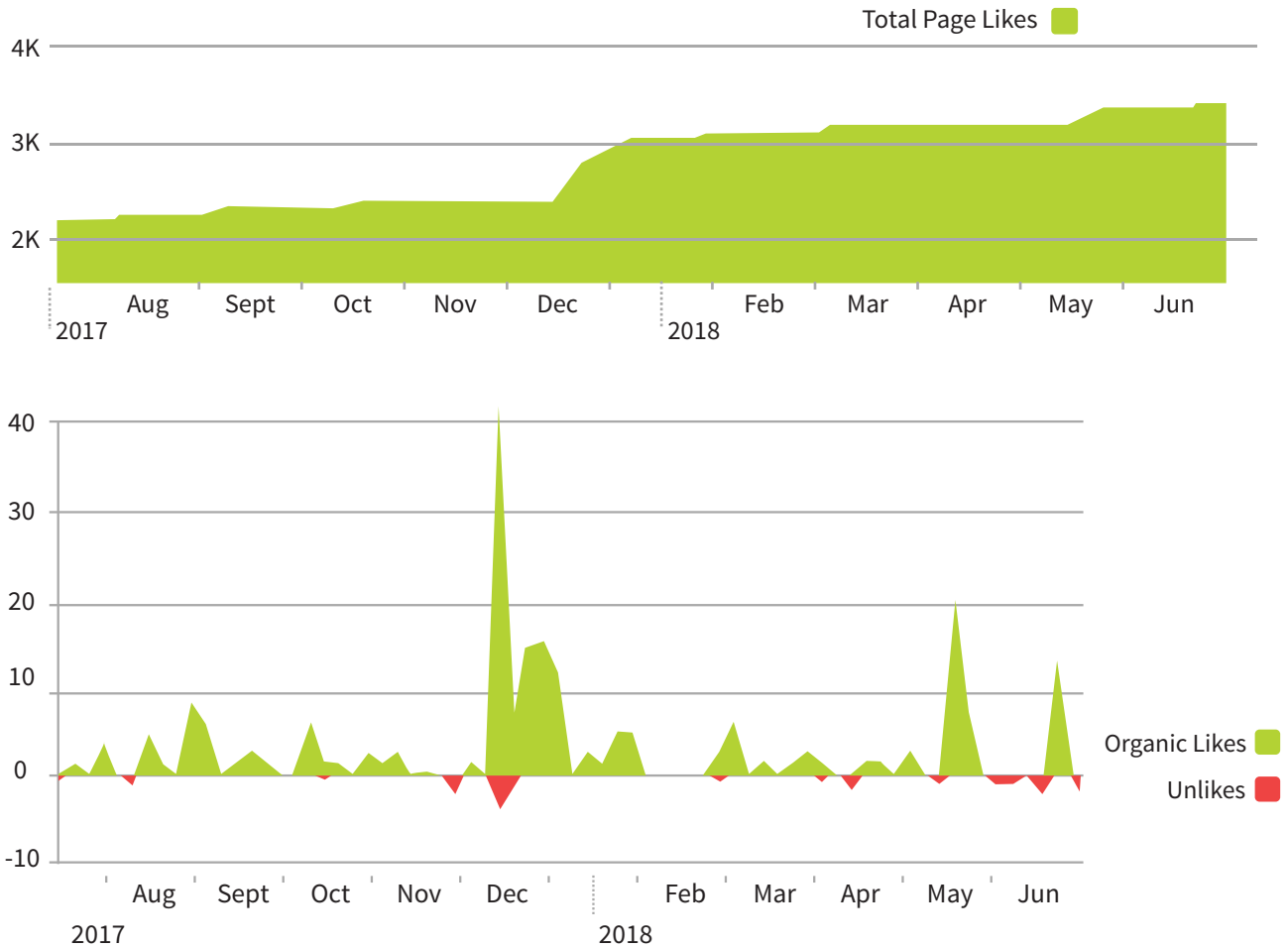
- It is encouraging that our Facebook fans are purchasers; we continue to be on target.



| Country                  | Fans  | City                    | Fans  | Language                     | Fans  |
|--------------------------|-------|-------------------------|-------|------------------------------|-------|
| Australia                | 3,436 | Shepparton, Victoria    | 1,578 | English (US)                 | 2,382 |
| United Kingdom           | 8     | Melbourne, Victoria     | 526   | English (UK)                 | 1,082 |
| United States of America | 8     | Mooroopna, Victoria     | 195   | Arabic                       | 6     |
| Canada                   | 6     | Tatura, Victoria        | 99    | French (France)              | 6     |
| New Zealand              | 5     | Kyabram, Victoria       | 94    | Italian                      | 6     |
| Italy                    | 4     | Numurkah, Victoria      | 63    | Simplified Chinese (China)   | 3     |
| Sri Lanka                | 3     | Kialla, Victoria        | 50    | Dutch                        | 2     |
| Malaysia                 | 3     | Cobram Victoria         | 39    | Traditional Chinese (Taiwan) | 2     |
| Netherlands              | 3     | Sydney, New South Wales | 36    | Greek                        | 1     |
| India                    | 2     | Benalla, Victoria       | 34    | Spanish                      | 1     |

**SSM Facebook growth over 12 months = 43.09%**

- Total likes = 3,500
- Biggest spike in ‘likes’ coincided with the 2017 Christmas campaign

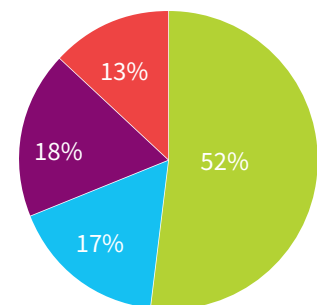


## Shepparton Show Me Website Stats

**1 July 2017 to 30 June 2018**

**Website:**

- Over 5,024 visits across the 12 months, over 10% returning again.
- Acquisition
  - Organic Search – 52%
  - Social – 17%
  - Direct – 18%
  - Referral – 13%
- Desktop visits 36% (down from 40%)
- Mobile/Tablet visits 64% (up from) 60%
- Over 64% on an Apple device, over 25% on a Samsung device
- 3 most popular pages: Events, Fun Starts Here, Businesses.



**3 Highest Website traffic via Facebook posts**

- Facebook drove 298 clicks to the Fun Starts Here
- Facebook drove 109 clicks to the Winter City Market
- Facebook drove 76 clicks to Mother’s Day 2018



## Shepparton Show Me Mobile Stage

### Christmas Campaign

For the three weeks leading up to Christmas Day the van was decked out with Christmas trees and decorations bringing the Santa Show to various retail precincts in Shepparton. Santa is Coming video was played on the screen showing various retail areas.

### Shepparton Running Festival

The van was used as the presentation stage to hand out the awards for the Running Festival. It was also utilized throughout the day for backing music and public addresses.

### Free Footy Festival

One FM used the mobile stage to broadcast their radio interviews with the AFL players.

### KidsFest

The Show Me van was set up at the entrance to 2017 KidsFest with background music being played throughout the course of the weekend.

### Shepparton Heritage Rally

Emerald Bank hosted their annual Heritage Rally where the SSM van was used as a stage for announcements and as a stage for entertainers.

### Challenge Shepparton

Triathletes were happy to see the van set up at the foot bridge at Aquamoves. Besides being all colourful, the latest tunes helped them get closer to the line.

### Aquamoves

The van was set up next to the outdoor pool a number of times as part of social mornings for members.

### Shepparton Motor Museum

To celebrate the museum's birthday and motor show the Shepparton Show Me mobile stage was set up with almost continual performances on show.

### Careers Day Out

The SSM van was used at the entrance of the Show Grounds with music welcoming students.





#### **Shepparton Albanian Harvest Festival**

This was another great event at the Show grounds. The van was used as a spruiking point and continuous music.

#### **Winter and Summer City Markets**

The Shepparton Show Me mobile stage was used to promote traders specials and to play background music over the two days.

#### **Beach Volleyball World Tour**

The van provided the stage for various music performances over the three days at Victoria Park Lake.

#### **Fryers Street Food Festival**

The van was a stage for musicians on the Saturday evening event.

#### **Shepp Square**

Used as transport vehicle to and from Federation Square over April. Having Charles Wooley on the sides of the van caught the attention on Melbournites.

#### **End of Financial Year**

To help attract shoppers to retail precincts the SSM van was loaded up with a spinning wheel and giveaways. Riverside Plaza and Marketplace were pleased to be able to be included in the promotion.

#### **Outdoor Fitness**

The Western Oval hosted a fitness morning where the van was used for backing music and MC duties.

#### **Thompson Motor Group Sale**

It's a bit hard to knock back a request from the owner of the Kia Thompson mobile stage. Over two days the Multipurpose Pavilion was used as a pop up car yard. The mobile stage was used for background music.

#### **Out In The Open**

The van was used as the main stage for this outdoor festival.

#### **St Georges Road Food Festival**

One FM Community Radio utilized the SSM van to broadcast from at this street festival.

#### **Winter Food Festival**

The Multipurpose Pavilion hosted this food, wine and produce event where the van was used for announcements and performers.





## Annual Campaigns

### Winter City Market

**25 and 26 August 2017**

**Background:**

The Winter City Market is a long standing annual event, for which Shepparton Show Me is an ongoing sponsor.

**Objective:**

The key objective of the event was to attract as many people into the Shepparton CBD and to increase the retail spend opportunity for traders. The event is also a vehicle to promote the diversity of our retail sector, by inviting businesses outside the immediate CBD to participate free of charge.

Through the sponsorship of Shepparton Show Me, The Economic Development Department were able to provide all Shepparton Show Me stakeholders the opportunity to participate by taking up stalls in the CBD, with all site and insurance costs being met.

Through other initiatives such as roving entertainment, a multicultural food tent, local music and free children's rides, a family orientated atmosphere was created encouraging shoppers to stay longer.

Greater Shepparton City Council's Economic Development Department co-ordinate the Summer City Market. CBD Place Manager – Tim Russell co-ordinates the event.

**Target markets:**

In the past the Winter City Market has attracted shoppers from regional Victoria and southern New South Wales, bringing 'new money' to Shepparton benefiting accommodation, restaurants and tourist attractions.

Shoppers attend the Winter Market as family groups, individual shoppers, children with parents and older children after school - all being a target market for the retail sector.

The target audiences will be reached through a strategic marketing plan, building upon the successful Winter City Market branding campaign which was managed by Alchemy Media (Australia) Pty Ltd.

**Tactics:**

Provision of discounted shopping and variety of retail and food stalls to create a market atmosphere. Through initiatives such as roving entertainment, a multicultural food tent, local music, free children's rides, and a petting zoo, a family orientated atmosphere was created encouraging shoppers to stay longer and enjoy the overall experience.

**Cost:**  
\$30,000

**Outcomes:**

It is estimated that 15,000 people visited the Mall over the two days.

The Winter City Market event is significant for the region as it boosts the local economy; especially in the retail sector.

Through the sponsorship of Shepparton Show Me, the Economic Development Department was able to deliver all outcomes and the benefits as detailed in the application. A focus was applied to using local entertainment, having free children’s rides and an increased number of stalls, especially those who have a store outside the CBD. This ensured that what was on offer appealed to families and retailers were given the opportunity to capitalise on the significant increase in consumer traffic.

The weather was a significant factor in driving attendance and making the event a positive experience.

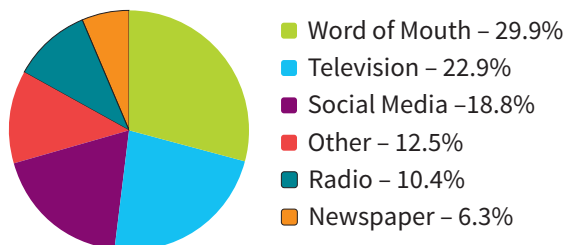
There were 41 stallholders at the Winter Market – including 20 new exhibitors. Stallholders included

- Shepparton traders (located outside the CBD)
- External traders
- Food vans
- Essential Services
- Community groups

**Results:**

Visitors were surveyed at the Shepparton Show Me marquee in the centre of the Mall across both days of the Market. In all 50 surveys completed- the results are outlined below.

**Marketing**



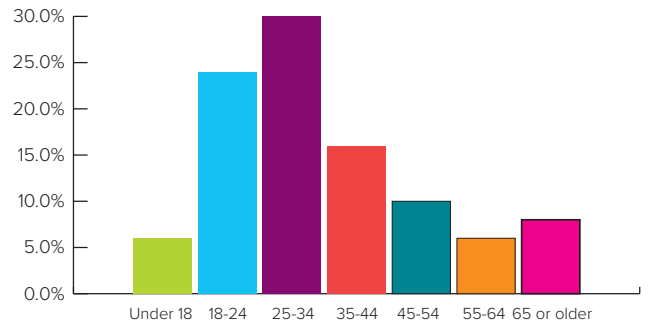
Word of mouth was the most commonly reported method of finding out about the Market followed by television and social media.

**Attraction to the Market:**



Sales and promotions continue to represent the most significant attraction to the Markets. This is in –line with the marketing strategy which emphasises the retail component of the event and the opportunity for shoppers to access discounts and promotions. Food vendors were the second-most reported attraction followed by children’s activities.

**Age:**



The age range captured in the survey represented a good mix of visitors with the most of the respondents being between the ages of 25-34. This is in line with the children’s activities and events offered - creating a family atmosphere.



## Father's Day

**20 August to September 3 2017**

### Objectives:

Father's Day is a celebration honouring fathers and celebrating fatherhood, paternal bonds and the influence of fathers in society. Many Australians observe Father's Day on the first Sunday of September. It is a day for people to show their appreciation for fathers and father figures. Father figures may include stepfathers, fathers-in law, guardians (e.g. foster parents), and family friends. The Father's Day campaign aimed to:

- To develop a campaign based on Father's Day with the aim of stimulating business for SSM stakeholders.
- To build on previous SSM Father's Day campaigns.
- Encourage increased visitation to Shepparton over the Father's Day celebration period.
- To promote Shepparton as the regional Victorian destination to do business, shop, dine, stay and play.
- To demonstrate support for SSM stakeholders.

### Target Market:

- Purchasers of Father's Day gifts and experiences – spouses, sons and daughters (children, young adults, adults).
- Consumers (as detailed above) in Greater Shepparton and regional towns within 200km radius, including Central Victoria (e.g. Bendigo, Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield), Lower Hume Growth Corridor (e.g. Seymour, Wallan) and Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley).
- Young fathers and older fathers.

### Tactics:

- Advertising campaign comprising television, radio, web and Facebook, Instagram and Youtube.
- Competition "Daggy Dad jokes". An integrated media

competition – radio (3SR), SSM Facebook and website. Enter your daggy dad joke to win a \$500 Shepparton shopping spree for your dad. Entries taken via the SSM Facebook page and website and a daily entry via a phone call into 3SR breakfast program.

### Cost:

\$12,552

### Outcomes:

The TVC produced for the Father's Day campaign received great awareness from the public. The feedback from traders and the public was that it is great to incorporate some humour into the marketing rather than a "typical" TVC. The majority of traders commented on strong sales one mall trader having extra sales of "socks and jocks" – a reference to the TVC.

The Daggy Dad Jokes worked well with 55 entries into the competition.

### Social media:

- Total reach for the campaign was 6,951
- Total engagement with our audience 2,272
- The main audience on the Father's Day video was women 45-54



## Shepparton Show Ho Ho Me and Boxing Day Sales

**December 2017**

**Objectives:**

The exchanging of gifts is one of the core aspects of the modern Christmas celebration, making it the most profitable time of year for retailers and businesses throughout the world. The Christmas season incorporates what is referred to as a "holiday shopping season" pre and post-Christmas. The Australian National Retailers Association (ANRA) indicated that Victorians spend almost \$588 million annually at the Boxing Day sales.

As a major feature on the Australian retail calendar, Christmas provides Shepparton Show Me (SSM) with an opportunity to stimulate the economy during this gift giving and celebration time. It is the time of year when retailers (and associated businesses) see their biggest sales, so it makes sense to proportion the SSM marketing budget accordingly.

The objectives of the campaign were to:

- Develop a Christmas campaign with the aim of stimulating business for SSM members.
- Promote Shepparton as THE destination in regional Victoria to have an enjoyable shopping and holiday season experience.
- Create a point of difference and an emotional connection to the Shepparton brand via putting the magic back into Christmas.
- Assist in facilitating customer loyalty.
- Demonstrate support for SSM members.

**Target markets:**

Primary

- Women aged 25 – 65 as the primary purchasers of Christmas gifts (spouse, mother and/or daughter).
- Last minute shoppers – primarily men aged 25 – 65 (33% of all shoppers do their purchasing less than 10 days before in waiting for just the right gift ideas and deals.)

Secondary (as influences of purchasing behaviour and engaging in activities on offer)

- Children aged 5 – 12 years
- Youth aged 13 – 24 years

**Targeted Geographical Location:**

- Consumers (as detailed above) in Greater Shepparton and regional towns within 200km radius: Central Victoria (e.g. Bendigo, Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield) Lower Hume Growth Corridor (e.g. Seymour, Wallan), Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley)



### **Tactics:**

A significant part of the Christmas campaign was the activation activity, which was a Christmas stage show conducted from the SSM mobile stage. The aim was for the show to travel around Shepparton attracting shoppers to specific area within the SSM boundary.

Another major feature of the campaign was the use again of the SSM 'blue' Santa. One of the advantages of this was being able to engage with potential customers to explain the story of how Santa was originally blue however as part of marketing Coca Cola made him red and this image has prevailed. Again there was a high level of recognition of the blue Santa and his association with SSM.

The stage show featured a video on a big screen of Santa making his way across Shepparton via many shops to reach his destination. The stage show provided entertainment and the opportunity for shoppers to win prizes by having a lucky number that was selected via a spinning wheel. The locations visited by the show were Maude Street Mall, Home Central, Hunter's Hardware, Victoria Park Lake, Super Cheap area, Star Bowl, Emerald Bank and Vaughan Central.

Opportunities for photos with Santa were provided within the Mall with a range of children's activities available in the Mall throughout the month. Shepparton Show Me again erected a mobile hut to house Santa photos, Santa's letter box and charity gift wrapping. The vacant Valley Bookseller's shop in the Maude Street Mall was home to Santa's Workshop.

The media campaign comprised TV, YouTube and Facebook, radio and in-store displays. The campaign progressed in the number of people attending the Santa Show due to Facebook notifications as to what location the SSM show will be.

All traders were aware of the SSM Christmas Campaign. Stakeholders such as Hunter's Hardware, Home Central and the Super Cheap group of shops were grateful that SSM were present.

### **Cost:**

\$50,000

### **Outcomes:**

In terms of the evaluation of the campaign, a survey was undertaken with those in attendance at the Santa shows. While the first shows attracted smallish crowds the numbers increased substantially as the campaign progressed. A total of 19 days of activities including Santa's Workshop, Santa photos and Santa's Coming mobile stage show

In summarising the data it can be concluded that the SSM Show Ho Ho Me Christmas campaign was influential in encouraging shoppers within Shepparton and surrounding areas such as Bendigo, Kyabram, Seymour, Benalla, Numurkah, Cobram, Mansfield, Euroa, Nathalia, Finley, Yarrawonga, Wangaratta, Rutherglen Mornington and Melbourne.

The 'Santa is Coming' activation using the SSM van was hugely successful. The areas to be visited by Santa were publicised daily on Facebook which was definitely the driver to get people to travel to each site.

The first show in Maude St Mall Monday 4th December at 11:00am attracted 40 people with 80% seeing the TVC and 40% seeing the location on Facebook.

The Maude St Mall show on the final Saturday attracted around 230 people. Of the 24 people surveyed, 90% had followed Facebook to find our location and 10% just happened to be there.

Vaughan Central was visited 4 times with attendance numbers increasing each time. The last show there on the lead up to Christmas Day attracted 65 people. Of these approximately 20% had been to the show at various locations a number of times checking Facebook each morning.

Shepparton Star Bowl was visited each Wednesday with up to 80 people attending. Of those surveyed the majority were participating in their regular bowls day, 100 % were aware of the Shepparton Show Me Christmas Campaign seeing the TVC.

The Christmas campaign also featured a heavy promotion of the availability of Boxing Day shopping in Shepparton. It is suggested that the campaign contributed to the increase in Boxing Day sales.

SSM has been responsible for promoting Boxing Day over the past five years, prior to this there has not been a focus on this as a retail opportunity.



## Fun Starts Here

### School Holiday periods

#### Objectives:

- Get families to prioritise Shepparton in their planning for school holidays.
- Promote Shepparton as a family destination.
- Get families to spend money in Shepparton.

#### Target Markets:

Children, young people and parents located in Greater Shepparton and regional towns within 200k radius, including Central Victoria (e.g. Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield), and Lower Hume Growth Corridor (e.g. Seymour, Wallan) and Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley).

#### Tactics:

School holidays occur four times during the year, where parents and families are looking for activities to keep children entertained and occupied. It is at this time that parents are willing to spend money to ensure their children are entertained and kept busy.

Shepparton is a very family friendly destination and offers a wide range of activities for children, young people and families to enjoy. There is an opportunity for Shepparton Show Me to collectively market these offerings to the SSM target markets. Families within the SSM targeted geographical area would be encouraged to plan their school holidays and spend locally. This would also provide SSM to specifically support the entertainment industry. This industry has not been specifically supported by SSM previously.

In addition it is likely that other SSM members/sectors will indirectly benefit from this campaign as when coming into Shepparton to participate in activities children and families usually spend money on food and retail shopping. Accommodation providers might also benefit if families decide to stay overnight.

#### Cost:

\$68,765

#### Outcomes:

Two social media competitions were run over the school holiday period attracted entries from Mansfield, Finley, Yarrawonga, Seymour and all areas within. The winning families stayed at the Courtyard Motel. They dined at The Aussie and Bicaró's Restaurant and utilized vouchers from Star Bowl, Go Jump, Fun City, Kidstown and Shepparton Motor Museum.

All entertainment venues were happy to be involved with The Fun Starts Here and happy to give vouchers. The Visitor Centre had numerous enquiries regarding activities in Shepparton due to the TVC.

#### Social Media:

- Total reach for all Fun Starts Here campaigns in 2017/18 was 7,759
- Total engagement was 1,432
- The two main audiences on two video posts that went up were Men aged 25-34 and also Women aged 35-44

## Summer City Market

**23 and 24 February 2017**

**Background:**

The Summer City Market is a long standing annual event, for which Shepparton Show Me is an ongoing sponsor.

The event is coordinated by Council's Economic Development department in consultation with local businesses and Shepparton Show Me.

**Objectives:**

The key objective of the Summer City Market was to attract as many people into the Shepparton CBD and to increase the retail spend opportunity for traders at the key end-of season retail period. The event was also a vehicle to promote the diversity of our retail sector, by inviting businesses outside the immediate CBD to participate free of charge. The event provides businesses the opportunity to clear end-of-season stock at discounted prices while showcasing incoming season products.

Through the sponsorship of Shepparton Show Me, The Economic Development Department were able to provide all Shepparton Show Me stakeholders the opportunity to participate by taking up stalls in the CBD, with all site and insurance costs being met.

Through other initiatives such as roving entertainment, food vendors, local music and free children's activities, a family orientated atmosphere was created encouraging shoppers to stay longer.

**Target Markets:**

In the past the Summer City Market has attracted shoppers from regional Victoria and southern New South Wales, bringing 'new money' to Shepparton benefiting accommodation, restaurants and tourist attractions.

Shoppers attend the Summer Market as family groups, individual shoppers, children with parents and older children after school - all being a target market for the retail sector.

The target audiences will be reached through a strategic marketing plan, building upon the successful Summer City Market branding campaign which was managed by Alchemy Media (Australia) Pty Ltd.

**Tactics:**

While the offer of retail items is a key component of the market, there is also a focus on using local entertainment and free children's rides to drive shoppers into the CBD. This ensured families were attracted to the CBD and

created the opportunity for retailers to capitalise on the significant increase in consumer traffic. Activities and entertainment offers reason for shoppers to spend more time in the CBD – increasing their exposure to local businesses.

An invitation was sent to the Shepparton Show Me data base inviting them to participate in the CBD for the Summer City Market.

**Cost:**

\$30,000

**Outcomes:**

Between 10,000 and 15,000 visitors to the CBD across the two days of the market.

32 Stallholders holders exhibited in the mall including:

- Shepparton traders (located outside the CBD)
- External traders
- Essential Services
- Community groups

The Summer City Market event is significant for the region as it boosts the local economy; especially in the retail sector.

A focus was applied to using local entertainment, having free children's rides and an increased number of stalls, especially those who have a store outside the CBD. This ensured that what was on offer appealed to families and retailers were given the opportunity to capitalise on the significant increase in consumer traffic.

The Shepparton Show Me mobile stage was used to promote traders specials and to play background music over the two days.



The Summer City Market event is significant for the region as it boosts the local economy; especially in the retail sector.

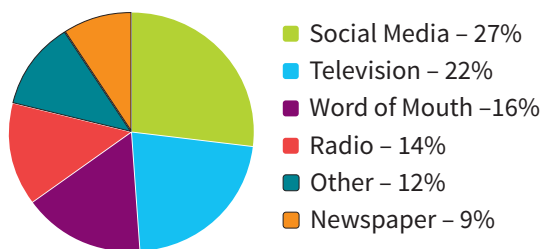
A focus was applied to using local entertainment, having free children’s rides and an increased number of stalls, especially those who have a store outside the CBD. This ensured that what was on offer appealed to families and retailers were given the opportunity to capitalise on the significant increase in consumer traffic.

The Shepparton Show Me mobile stage was used to promote traders specials and to play background music over the two days.

**Results**

Visitors were surveyed at the Shepparton Show Me marquee in the centre of the Mall across both days of the Market. In all 64 surveys completed- the results are outlined below.

**Marketing**

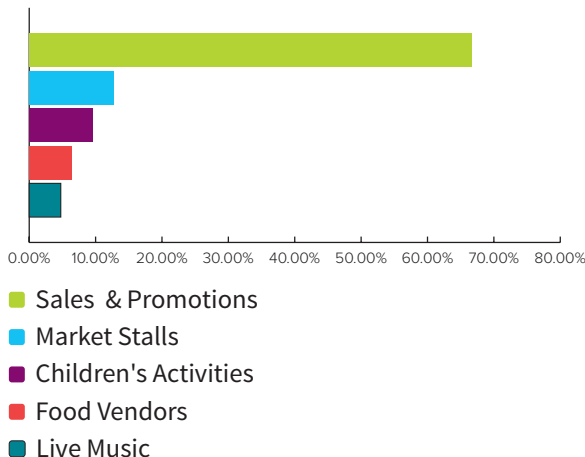


Social Media was the most commonly reported way of finding out about the markets by respondents at 27% with Television coming in second at 22%.

Overall, the spread was fairly equal amongst respondents for marketing channels – reflecting the broad approach to marketing the event.

Those that reported “Other” included just driving past the event, finding out through working in the CBD and knowing that the Market is on each year at the same time.

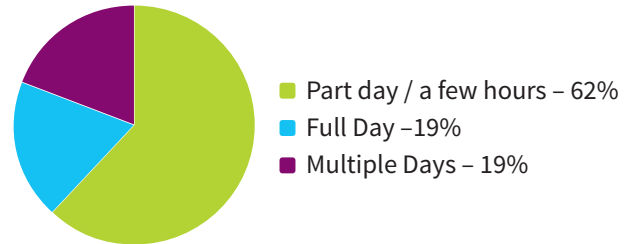
**Attraction to the Market**



The overwhelming attraction to the Market amongst those who responded was the Sales & Promotions on offer at over 60% of responses.

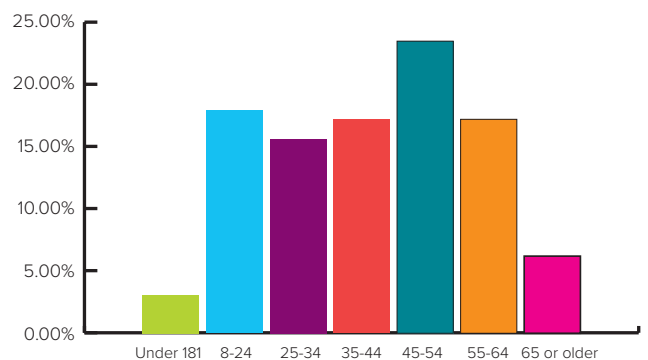
This is in-line with the marketing of the event as a retail experience.

**Length of Stay**



Respondents reported most that they intended to stay in Shepparton for part of the day or a few hours.

**Age**



The survey captured feedback from a broad spread of age demographics. The presence of these age groups at the Market confirms its appeal to a broad demographic with the range of activities and retail experiences on offer throughout the CBD area.

**Postcode**

The most commonly reported postcodes were Shepparton and surrounds including Orrvale and Mooroopna. Postcodes were also recorded from visitors from Benalla (3672), Kyneton (3444) and Echuca (3564) highlighting that the event draws visitors from outside of the immediate area.



## Mother's Day

**1 to 13 May 2018**

### Objectives:

The celebration of Mother's Day is a major feature on the Australian retail calendar, providing Shepparton Show Me with an opportunity to stimulate the economy during this gift giving and celebration time. Mother's Day is the second-biggest consumer-spending holiday, behind Christmas.

Key objectives of the campaign are:

- Leveraging Mother's Day to drive business for SSM members.
- Counteract online shopping.
- Position Shepparton as regional Victorian destination to do shop, dine and play.

### Target market:

- Mothers themselves in influencing the purchasing decisions: Mum categories - working, domestic, stylish/fashion focused, natural, crafty, sporty, gardening, pet-loving, adventure-seeking, new mum - of course mums can be a combination.
- Purchasers of Mother's Day gifts and experiences - spouses (husbands, partners), sons and daughters (children, young adults, adults), women buying for their own mothers and/or mother-in-laws
- Consumers (as detailed above) in Greater Shepparton and regional towns within 200km radius, including Central Victoria (e.g. Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield), and Lower Hume Growth Corridor (e.g. Seymour, Wallan) and Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley).

### Tactics:

- Continued application of the Shepparton Show Me Mother's Day branding.
- Advertising campaign comprising television, radio, web and Facebook.
- A competition to win a \$1,000 Shopping Spree. The competition applicants were encouraged to like the Shepparton Show Me Facebook page, post an image of a great Mother's Day gift idea and where to buy it in Shepparton then tag friend in the competition post
- Activation: Jumping castles, live music and distribution of flowers to Mother's shopping in the CBD

### Cost:

\$22,000

### Outcomes:

The TVC when published on Facebook was very well received. By featuring a local person in the commercial it generated fantastic chatter which helps with organic reach, which in turn drives web traffic.

Overall, the Mother's Day competition had 144 entries.

Competition applicants heard about the campaign via:

- TV – 67%
- Social – 48%
- Radio – 18%
- Newspaper - 2%
- Numerous surveyed heard about the competition via TV and Social Media

The winning entry enjoyed a SSM Spending Spree throughout the city. The spree was documented on Facebook with videos and photos of the various businesses visited. Interesting to note as in previous similar competitions the winner did not solely shop retail.

## End of Financial Year

### 1 to 30 June 2018

#### Objectives:

In the development of the Marketing Strategy, the committee identified that the EOFY provides the opportunity to run parallel campaigns in promoting the services of the Shepparton financial sector, while encouraging people to capitalise on the EOFY sales that occur in Shepparton rather than spending online or out of the area.

- Inspire shoppers to make EOFY purchases in Shepparton.
- Maximise stay in Shepparton to leverage exposure to business offering
- Drive business for SSM members.
- Position Shepparton as the place in northern Victoria to do business, shop, dine, stay and play.

#### Target market:

- Women and men aged 20-60
- Young families
- Consumers (as detailed above) in regional towns and villages within 200km radius, particularly those already using Shepparton services, in order to increase frequency of visit and spend. Geographic locations include:
  - Central Victoria (e.g. Echuca)
  - Northern Victoria (e.g. Benalla, Wangaratta, Mansfield, Cobram, Yarrawonga)
  - Lower Hume Growth Corridor (e.g. Seymour, Wallan, Euroa)
  - Riverina Region of New South Wales (e.g. Deniliquin, Finley).

#### Tactics:

- EOFY Shepparton Show Me branding device - "EOFY Countdown" device.
- Advertising campaign comprising television, radio, web and Facebook.
- Activation: Pop-up shows at local businesses with giveaways – 3 venues per day.
- Shuttle bus between four shopping precincts. Maude Street Mall, Vaughan Central, Riverside Plaza and Shepparton Marketplace
- Partnership with the Shepparton Chamber of Commerce and Industry - Live performance by Reece Mastin creating a lively atmosphere in the heart of the CBD, the Maude Street Mall.

#### Cost:

\$40,000

#### Outcomes:

For the last week of the campaign the Shepparton Show Me van was loaded up with various prizes to be won with a spinning wheel to decide which prize. Marketplace and Riverside Plaza were grateful to be able to be included in the campaign and both provided vouchers and giveaways for those present at the shows.

- Home Central - 22 people in attendance with 70% aware through Facebook.
- Market Place – 16 people in attendance with 40% following on Facebook.
- Riverside Plaza - 24 people in attendance with 60% Facebook.
- Maude St Mall – 45 people with 75% of those surveyed following Facebook.
- Pental Factory Sales were the winner of the social media competition. Only 8 people were there with 100% following Facebook.

Again social media was the main source where people found out the location of the show was to be with around 25% hearing the interview each morning on both Triple M and Hit radio stations.

The Reece Mastin pop up concert was very well patronised. Over 200 people were in attendance for the show and following signing and photo session. Two local cafes noted a substantial spike in trade immediately after.

Although the complimentary shuttle bus was promoted heavily on social media and print not a single person took advantage of the offer.





## Spring into Shepparton

**September 2017**

**Objectives:**

- Inspire visitors and residents to participate in local entertainment activities.
- Inspire shoppers to make spring time purchases in Shepparton.
- Drive business for SSM members.
- To build on the Spring into Shepparton theme.
- Position Shepparton as the place in northern Victoria to do business, shop, dine, stay and play.

**Target Markets:**

- Young adults.
- Women and men aged 25 – 45.
- Families.
- Empty nesters.

Consumers (as detailed above) in regional towns and villages within 200km radius, particularly those already using Shepparton services, in order to increase frequency of visit and spend.

Geographic locations include:

- Central Victoria (e.g. Echuca).
- Northern Victoria (e.g. Benalla, Wangaratta, Mansfield, Cobram, Yarrawonga).
- Lower Hume Growth Corridor (e.g. Seymour, Wallan, Euroa).
- Riverina Region of New South Wales (e.g. Deniliquin, Finley).

**Tactics:**

Develop a 'Spring' themed campaign to activate the 'spending' market across the broader range of stakeholder categories, Create a radio, press and social media campaign that suggests and activates spending 'things to do' in Spring which align to our stakeholders offering:

- DIY
- Get gardening
- Get active
- Get your car serviced
- Get ready to get social – buy a BBQ, outdoor furniture, clean up outside
- Get out and about/social – restaurants, cafes, friends places

**Budget:**

\$10,598

**Outcomes:**

Many traders appreciated the diverse spring time activities that were showcased within the campaign. The campaign showcased a range of industries rather than traditional retail and this was well received by local businesses.

**Social Media:**

- Total reach for the Spring Into Shepparton campaign was 2,442
- Total engagement with our audience 983
- Total video views was 970
- Biggest audience was women aged 45-54



## Sponsorship and Events

### 'Loose Goose' Mall performances

**Saturday 22 & 29 July, Saturday 5,**

**12 & 19 August 2017**

**Organisation:**

Greater Shepparton City Council – Economic Development

**Objective:**

- To deliver a positive shopping experience and great atmosphere in the Maude Street Mall for 11 consecutive Saturdays.

**Sponsorship amount:**

\$5,250

**Outcomes:**

Greater Shepparton City Council's Economic Development and SSM co-sponsored a Mall activation to have lively jazz band "Loose Goose" playing in the Maude Street Mall. Traders reported the consistency of the entertainment in the Maude Street Mall for 11 consecutive Saturday's was extremely positive and provided a great atmosphere for shoppers over the July/August period.

- Economic Development committed to Saturday 17 & 24 June and Saturday 1, 8 & 15 2017.
- SSM committed to Saturday 22 & 29 July, Saturday 5, 12 & 19 August 2017





## Shepparton Running Festival

**Sunday 27 August, 2017**

**Organisation:**

Shepparton Runners Club

**Objectives:**

- Encourage community participation in running for adults and children of different ages and abilities
- Promote Shepparton Runners Club
- Showcase Shepparton
- Provide a regional event for elite athletes
- Run a successful running festival comprising a marathon, half marathon, 10km, 5km and 2km run

**Sponsorship amount:**

\$4,000

**Outcomes:**

The Shepparton Running Festival was very successful. Total attendance over 1,000 people which has grown from the previous year.

Participants came from:

- Melbourne - 21%
- Greater Shepparton - 23%
- Regional - 33%
- NSW - 7%

Participants stayed at:

- Hotel/Motel - 20%
- Caravan Park - 5%
- Private/own home - 25%,
- Stayed for the day - 29%



## Emerald Bank Heritage Rally & Market Day

**3 September, 2017**

**Organisation:**

Emerald Bank Leisure Land

**Objectives:**

- To increase visitation to Greater Shepparton by drawing exhibitors and their families/supporters to the event.
- To offer a unique event to attract visitation from outside the Greater Shepparton area.
- To increase purchase/consumption of local goods and services as the event will generate interest in the Shepparton retail and hospitality areas.
- To build the event to become a sustainable annual showcase of Greater Shepparton. This event has the potential to be on multiple days and locations throughout Greater Shepparton and has become an annual drawcard to our region.

**Sponsorship amount:**

\$5,000

**Outcomes:**

Approximately 3,500 visitors attended the Heritage Market on Sunday 3rd of September.

The Shepparton Motor Museum recorded over 540 visitors through its doors on the day and was up on visitation on the previous year.

Through surveys conducted on the Sunday at Emerald Bank we were able to ascertain the following:

- 62% of visitors were from Shepparton
- 22% were from surrounding towns
- 12% were from Intrastate
- 4% were from Interstate

Interstate visitors stayed between 2 & 5 days in accommodation.

Extra activities undertaken whilst in Shepparton were:

- Outdoor Expo
- Aquamoves, Market Place
- SPC Factory Sales

Through the Visitor Survey's conducted on the Sunday at Emerald Bank we were able to determine how our visitors found out about the event

- 38 % TV
- 19 % Word of mouth
- 13 % Facebook
- 9 % Radio
- 9% Shepp News/The Adviser
- 6% Repeat Visitors
- 6 % Passing By

The businesses at Emerald Bank benefited greatly from the 3500 visitors attending the Emerald Bank on the Sunday, making it one of the biggest trading days of the year for them. The retail stores, all claim good follow up business from return customers in the weeks after. The Shepparton Farmers' & Village Market, reported a reasonable trading day considering it was a cold windy day.

Clubs involved and some of the exhibitors reported very good exposure for their products and services.



## Free Footy Friday

**Friday 29 September, 2017**

**Organisation:**

AFL Goulburn Murray

**Sponsored amount:**

\$5,000

**Objectives:**

- Drive foot traffic and trade in the CBD
- Community engagement
- Celebrate local football and netball
- Inclusive and fun

The Free Footy Festival is designed to encourage locals and visitors in to the CBD on Friday 29th September – the public holiday before the AFL Grand Final.

**Outcomes:**

- Attendance –5,000+
- Family focused and child friendly –also many ‘non-football’ people
- Activated the CBD on a day which has been previously deserted
- Great support from Mall traders in participating and dressing up shop windows
- Tourism outcome -visitors from Mildura, Seymour, Wangaratta, Bendigo, Echuca, etc
- Inclusive –multicultural cuisine, AFL Multicultural Ambassadors, male & female
- Recognition and reward for local club volunteers
- Connected with AFL Grand Final Parade via Big Screen
- Outside broadcast ensured those unable to attend were still able to participate
- Created a positive vibe and generated significant community goodwill
- Presented the Mall in a positive and dynamic way
- Positive integration of football & netball, the community and the Mall
- Gave aspiring children access to both male and female sporting identities
- Shops that were open were exposed to increased sales and exposure



## Shepparton Business Awards

**Friday 6 October, 2017**

**Organisation:**

Shepparton Chamber of Commerce

**Objectives:**

To promote the business community as a whole and identify local businesses doing well

**Sponsorship amount:**

\$6,000

**Outcomes:**

A record breaking number of nominations were received for the 2017 White King-Pental 95.3 Triple M Business Awards, with 100 outstanding local businesses and individuals across Greater Shepparton nominated for excellence in their fields. Over 450 people attended the gala business awards evening.

The worthy winner this year was Nicholson Builders. Heath Nicholson is a young entrepreneur who has successfully established, grown and run his own construction business. His campaign strategy has been to focus on the intensive use of social media to expose his business to potential and existing customers. Heath demonstrated his ability to clearly identify various market segments; e.g. first home buyers and direct marketing to them via his creative use of Twitter, Facebook, blog posts etc. He has ambitious plans, clear goals and strategies and is extraordinarily creative in his approach to marketing.



## OUTintheOPEN Festival

**2 – 5 November, 2017**

**Organisation:**

Goulburn Valley Pride Inc.

**Objectives:**

Community festivals can increase feelings of belonging to a community, create connections, bring diverse people and organisations together, both through the festival planning and festival events, and build social inclusion, which has been linked with improved mental health and wellbeing.

For Greater Shepparton to enjoy the same cultural, artistic, tourism and financial benefits that these other regions do. Over the 4 days we want hundreds and hundreds of locals and visitors to enjoy 15 events that celebrate community diversity, encourage conversations, breakdown stereotypes, and help Shepparton live up to its reputation of being a diverse City.

**Sponsorship amount:**

\$2,750

**Outcomes:**

OUTintheOPEN is Shepparton's festival celebrating LGBTI+ pride and community diversity.

It was estimated 800+ people attended the Carnival Day event. The weekend's 13 events engaged with 1,000+ people.

The festival consisted of a health/wellbeing forum and a Carnival day on the first weekend in November at the Queens Gardens. Other events occurred throughout the CBD during the weekend at venues including The Aussie, The Deck, Peppermill Inn, Village Cinema, Lemon Tree Café, Wesley Church, Noble Monks & more. Shepparton Show Me's funds assisted with our local promotion/marketing.

196 attendees were surveyed and it was found that 61% were from the Greater Shepparton region, 36% were from Melbourne and surround and 3% travelled interstate.

66% of respondents stayed in Shepparton overnight.

100% of people surveyed said they would attend next year.



## Challenge Shepparton

**11-12 November, 2017**

**Organisation:**

McPherson Media Group

**Objectives:**

- Build participant and spectator numbers to ensure long term growth and financial stability for the event
- Offer an exciting, diverse and inclusive program of events over the weekend
- Showcase Shepparton as a destination
- Provide local businesses/retailers with the opportunity to leverage from the weekend
- Provide a world class triathlon event for the local community
- Engage with Greater Shepparton's community and sporting groups providing them with the opportunity to get involved and fundraise from an elite sporting event

**Sponsorship amount:**

\$25,000

**Outcomes:**

- Competitors - 1,017
- Visiting entourage – 2,230 +

Results for all other races across the Challenge Shepparton Festival:

- 54% travelled to the Challenge Shepparton Festival with friends and family
- 40% stayed in paid accommodation
- 58% stayed in the region for one night or more
- 78% ate out while staying in Greater Shepparton
- 35% visited other Greater Shepparton attractions while attending Challenge Shepparton Festival
- 15.8% visited Victoria Park Lake, 14% SPC Factory Outlet Sales, 14% shops in Shepparton and 3.5% local wineries

Where they came from:

- Melbourne 29.3%
- Regional Victoria (1+ hour from Shepparton) 25.9%
- Regional Victoria (-1 hour from Shepparton) 12.0%
- Greater Shepparton 20.7%
- NSW 6.9%
- ACT 5.2%

The Challenge Shepparton Festival delivered a brilliant competitor and spectator experience with an excellent pro-athlete field including international athletes.

A revised event village layout ensured greater interaction between competitors, spectators, Visit Shepparton, Shepparton Show Me, food vendors and the retail expo plus provided an intimate festival atmosphere.



## Fryers Food Festival

**Saturday 18 November, 2017**

**Organisation:**

Love Your Local Twilight Markets

**Objectives:**

- Entice visitors from outer regions to visit the Shepparton
- Providing extra foot traffic to Fryers street and surrounding traders
- Showcase the cultural diversity of Shepparton through food

**Sponsorship amount:**

\$10,000

**Outcomes:**

The estimated attendance for the Fryers Food Festival was between 9,000 people.

Although there was no data collected from this event, it was noticed that accommodation in Shepparton was almost fully booked.

Fryers Food Festival showcased local, regional and state-wide producers of fine wines, beer, cider, cheeses, pantry products and much more.



## Shepparton Shake-Out

**3, 4 and 5 February 2017**

**Organisation:**

Rockabilly King Productions

**Sponsorship amount:**

\$16,764

**Outcomes:**

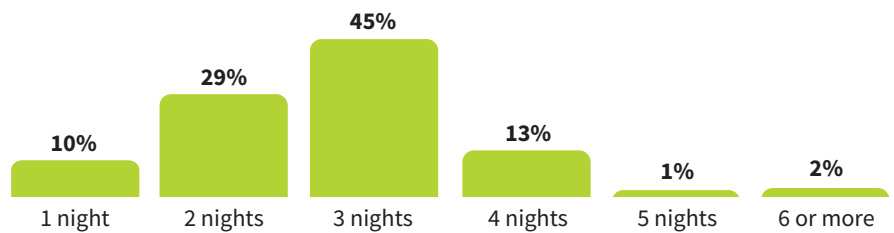
The Shepparton Shake-Out is a 1950's Lifestyle Festival for all ages. This event included both Rockabilly and Rock & Roll performers including international artists, dance performances, pin-up competition and classic cars in a festival atmosphere complete with food vendors and trade stalls.

Attendance at the event was 2500, including 500 pre-sold tickets.

Whilst local attendance was not as high as anticipated the pre-event sales data shows 70% of attendees were from Regional Victoria or interstate. The post event survey shows 46% of respondents spent \$500 or more on their visit – a considerable benefit to local traders. 82% of survey respondents indicating they were 'likely' or 'very likely' to revisit Greater Shepparton.



- Melbourne – 31%
- Interstate – 32%
- Regional Victoria – 27%
- Greater Shepparton – 9%



From post event survey (sample size 110)

Some of the cities visitors traveled from:

- Brisbane, Collangatta, Townsville (Queensland)
- Williamstown (South Australia)
- Perth, Strathalbyn, Geraldton (Western Australia)
- Burnie (Tasmania)





## Beach Volleyball Triple Crown World Tour Series – 2017 and 2018

**1-4 February, 2018**

**Organisation:**

Greater Shepparton City Council

**Objectives:**

- To promote Shepparton on the world stage.
- To stimulate economic activity for Shepparton and the region.
- To promote Shepparton as an attractive regional event destination.
- To showcase the broad range of activities and attractions available to visitors and encourage return visits and extended stays.
- To profile Shepparton's sporting, cultural and recreational facilities.
- To enhance the capacity of local clubs, associations and the business community to host such a large scale significant events.
- To promote our country lifestyle.

**Sponsorship amount:**

\$11,633

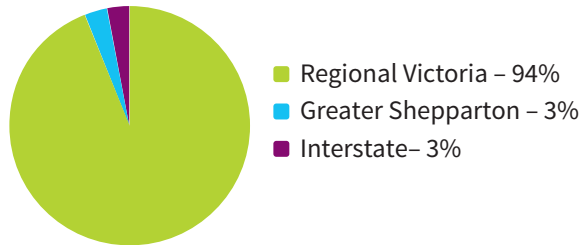
**Target markets:**

Beach volleyball enthusiast and families

**Outcomes:**

In excess of 19,000 people passed through the Food Truck Carnival and Beach International Volleyball over the four days. Entry was free on day one to day three of the qualifying matches while on finals day, Volleyball Australia sold just over 400 tickets.

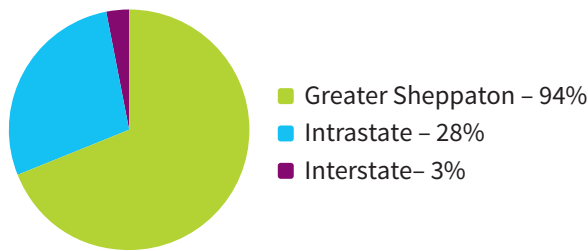
The following outlines the breakdown of visitation from data collected with ticket sales:



Some of the cities these attendees came from included:

- Sunbury
- Kew
- Altona
- Hoppers Crossing
- Narre Warren
- Southbank
- Mitcham
- Armadale
- St Kilda
- Gardenvale
- Caroline Springs
- Langwarrin
- Carlton
- Dandenong
- Richmond
- Malvern
- Chadstone
- Mulgrave
- Box Hill
- Albury
- Ryde

Below is a snapshot of the visitation statistics for the Food Truck Festival:



In addition around 270 surveys were compiled in the Food Truck Carnival area with some key highlights including:

- People spent between \$100 and \$250 predominately during their visit to Greater Shepparton
- Very likely to recommend the event to others
- Loved the music, volleyball, food and bars
- Most visitors stayed at least one night (not including teams)

In addition to the attendees the following countries were represented from the 50 competing teams:

- Germany
- Japan
- New Zealand
- Austria
- Canada
- Italy
- USA
- Sweden
- Australia
- Vanuatu
- Fiji
- The Netherlands
- Thailand
- Cyprus
- Hong Kong
- Denmark
- Papua New Guinea

Food Truck Carnival was created to complement the competition schedule. This was well received by locals and visitors with the variety of food trucks, pop up bars, amusement rides, live music and entertainment pleasing a family friendly audience and showcasing the Victoria Park Lake precinct as a premier events centre.





*Shepparton Albanian*

**HARVEST  
FESTIVAL**



## Shepparton Albanian Harvest Festival

**Sunday 18 March, 2018**

**Organisation:**

Albanian Moslem Society Shepparton Inc.

The Shepparton Albanian Harvest Festival showcases the Albanian culture unlike any other event in Australia. Held annually each March in Shepparton, the Harvest Festival entertains audiences with traditional Albanian music and dancing, along with a fruit and vegetable market that offers produce grown and packed by local farmers.

Supported by the Shepparton Albanian Women's Committee, the festival also features traditional Albanian food available for purchase. There is also plenty of entertainment for the family. The focus on local produce works to reinforce our region's important role as part of the Food Bowl of Victoria.

**Objectives:**

- To position the Shepparton Albanian Harvest Festival as an iconic Albanian event of national significance.
- To encourage members of the Shepparton Albanian community to showcase their heritage and develop stronger connections with the broader Victorian community.
- To increase attendance to the Festival from visitors outside of Greater Shepparton
- To enhance Shepparton's reputation as a culturally diverse food destination.

**Sponsorship amount:**

\$2,200

**Target markets:**

**Primary:** Families within a 200km radius of Shepparton, with a focus on Melbourne specifically.

**Secondary:** People attending the annual Shepparton Festival during the month of March who have an interest in multicultural events, community and celebration.

**Outcomes:**

It was estimated around 4,200 people attended the 2018 Harvest Festival, a significant increase to last year's estimated attendance of 3,000 people.

The event resulted in increased visitation directly into Shepparton's CBD. It promoted harmony between groups of people from different cultural backgrounds, which further enhances Shepparton's reputation as a premier location to "play and stay", as well as diversifying the range of events that feature on the Greater Shepparton events calendar.

A survey was undertaken on the day to determine where our audience came from, how long they stayed, and whether they undertook any other activities whilst in the region.

113 surveys were recorded – 68% of those surveyed were visitors to Shepparton, 32 % locals (Greater Shepparton). 54% of visitors stayed overnight, mostly one night only.

The majority of visitors outside of Greater Shepparton were from Melbourne, although there were people who travelled as far as Adelaide, South Australia specifically to attend this event. Surveys revealed that patrons also resided in Western Australia and Queensland. This indicates that the profile for the event is growing and people are prepared to travel to experience it.

Buses travelled from Melbourne specifically for the event and stayed in Shepparton for two nights. There were also groups from Adelaide and Geelong that travelled especially for our festival.



## Greater Shepparton Basketball Association events

### **Organisation:**

Greater Shepparton Basketball Association

### **Objectives:**

The sponsorship application comprised an array of events: The Annual Junior Tournament is a three day event with the aim of securing a minimum of 70 teams to participate, while contributing an estimated \$4million into the economy over the next two years.

The objectives of the events are to run fun healthy activities for better living and lifestyles for the community through major sporting events.

### **Sponsorship amount:**

\$15,000

### **Outcomes:**

The GSBA has a proven record of providing events to the city and in doing so provides a return to the business community through direct cash injection but also through indirect dollar on value \$2 Million each year.

Shepparton Show Me 42nd Annual Junior Tournament was held 1-3 December, 2017. Over 1,000 competitors and 3,500 visitors were in attendance, most stayed in accommodation for two nights. The economic impact injected into the local community is estimated at \$1.2M.

The Basketball Victoria Country Championships were held on the 18 - 19 of February 2017. Over 800 competitors participated with over 2,000 visitors and this generated around \$800,000 to \$1M return for the local economy. Most participants and their families stayed two nights. Competitors came from all areas of Victoria.

The VACSAL tournament was held 13- 15 March, 2017. Over 1,000 competitors participated in the tournament, along with more than 2,000 visitors coming from all around Victoria. This event generated \$800,000 to \$1M economic benefit to the local economy.

Two Gold Nugget Camp's were held in September and October 2016. Participants in these events stayed overnight. Over 250 athletes attended with 600+ visitors from the surrounding areas.

Shepparton Show Me Masters Tournament 6-7 May 2017 with 100 competitors participating bringing 200+ visitors to Shepparton.

The range of events each year brings people from outside of our community to the region where they eat, stay and shop while in town!

GSBA act as ambassadors of Greater Shepparton and provide recommendations across the area!



## Shepparton Festival

**2-18 March 2018**

**Organisation:**

Shepparton Arts Festival Inc.

**Sponsorship amount:**

\$12,000

**Objectives:**

- Generate economic, commercial and promotional benefits
- Showcase Shepparton as a destination
- Build participants and audience numbers across the 17 days to ensure long term growth and financial stability
- Provide local businesses/retailers with the opportunity to leverage from the 17 day festival
- Encourage local engagement
- Contribute to the economic, artistic, cultural and community capacity of Shepparton
- Promote opportunities for new artistic talent
- Showcase contemporary local producers, artisans and artists
- Be committed to excellence
- Maximise access and equity by maintaining an accessible, creative, open and safe place

The Festival aims to give arts and cultural groups an inclusive platform for involvement, with a focus on grass roots engagement; to build the profile of Shepparton, demonstrate the diversity, liveability, improve social cohesion; celebrate what is special about Greater Shepparton.

**Outcomes:**

The 2018 Shepparton Festival attracted an estimated 28,000 visitors over 17 days. In partnership with many organisations, arts committees and practitioners, 54 events, workshops and exhibitions were presented attracting significant, diverse audiences to Greater Shepparton.

Data was collected during the ticket booking process, and at the Festival Hub, which was established and operating during the first week of the Festival. Data captured approximately 20% of total attendees to Festival events.

79% of ticket bookings came from post codes in the Greater Shepparton municipality, with 11% identifying as Melbourne and surrounds, and 8% from regional Victoria and 2% from interstate.

Visitors (travelling to stay for one night or longer) primarily stayed with friends and family (86%) in caravan park or cabin accommodation (5%) or in standard motel or hotel (9%).

Visitors stayed on average 2 nights (76%) reflective of the visitors in town for the long weekend – however 15% stayed one night and 7% stayed three nights and 2% stayed 4 nights or longer.

Other activities they undertook while in town included:

- Shopping 74%
- Eating out 89%
- Attending Basketball tournament 35%
- Visiting friends or family 26%

## Shepparton Show Me Member Communication Plan

A Shepparton Show Me member Communication Plan was developed and formed part of the 2013 – 2018 Marketing Strategy.

The aim of the Communication Plan is to assist Shepparton Show Me to achieve its strategic direction in the areas of providing leadership, collaboration and Informing. The focus of the plan is increased engagement, support and communication with Shepparton Show Me Members, as marketing initiatives will only be successful if the members actively participate in and support the activities.

In the 2017/2018 financial year the following initiatives from the Communication Plan were undertaken:

### “Show Me Update” Adviser Column

A monthly column in local newspaper the Shepparton Adviser provided a regular method for communicating with members. In 2017/2018 the column featured:

- Up and coming events
- Outcomes and achievements
- Business tips and opportunities

### Monthly E-news

Shepparton Show Me delivered a monthly E-newsletter to members following each ordinary meeting to advise what decisions the committee made that would impact the business community.

The E-newsletters encouraged members to attend networking opportunities and maximise or leverage up and coming events in Shepparton.







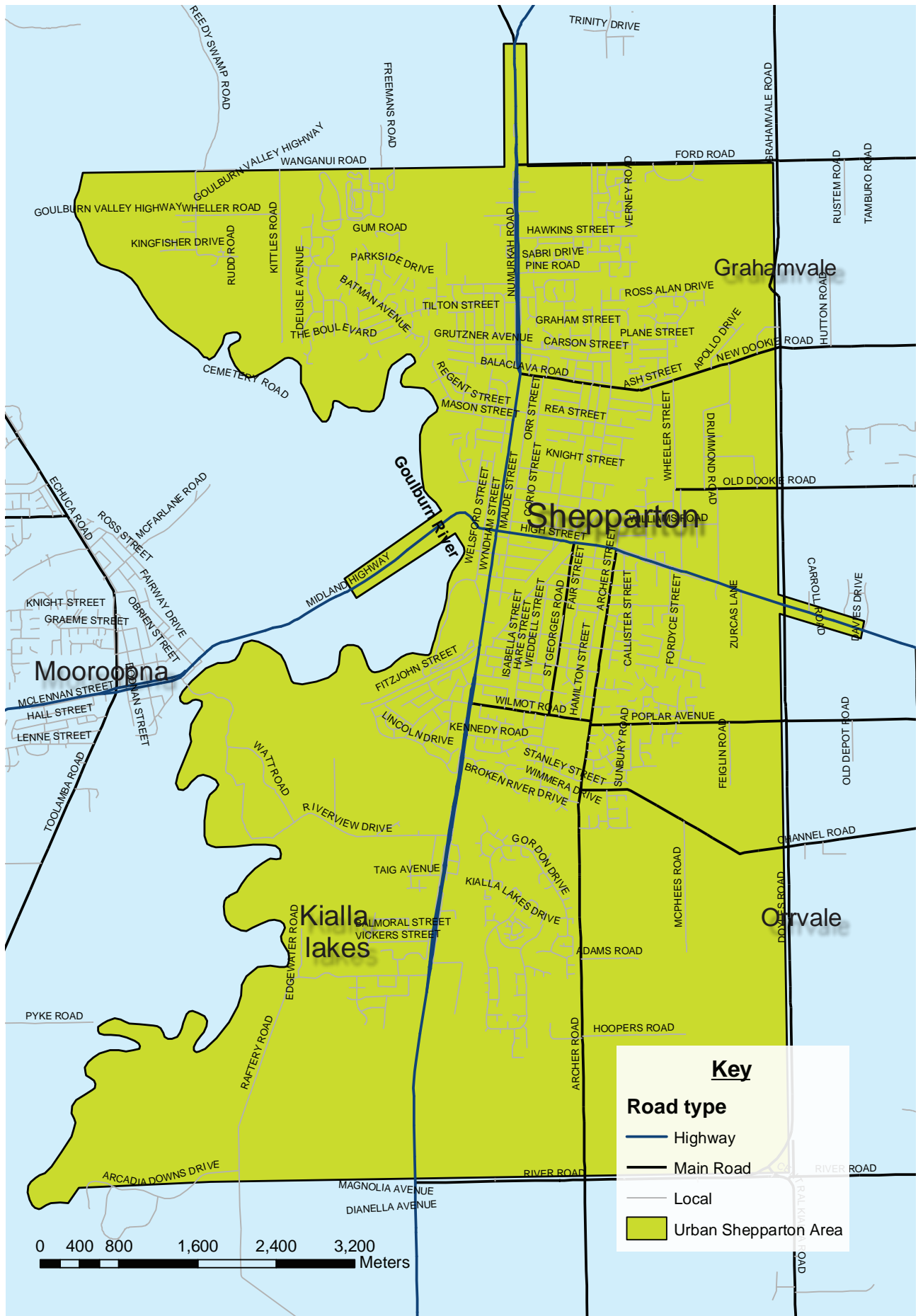
## Financial Report

### Unaudited Budget vs Actual to 30 June 2017

| <b>Table 1: Income</b>         | <b>Year To Date</b> |
|--------------------------------|---------------------|
| July 2017 - June 2018 SSM levy | \$620,000.00        |
| <b>Total income:</b>           | <b>\$620,000.00</b> |

| <b>Table 2: Expenditure</b>                            |                     |
|--|---------------------|
| Marketing & Promotions                                 | \$319,014.37        |
| Sponsorship  | \$120,597.62        |
| Operational (e.g. salaries, oncosts, meeting expenses) | \$142,141.46        |
| SSM member communication                               | \$14,765.83         |
| Mobile stage operations & marketing resources          | \$ 3,343.27         |
| <b>Total expenditure:</b>                              | <b>\$599,862.55</b> |
| Balance/unspent funds:                                 | \$20,137.55         |

# Contribution Area Map







**Web:** [www.sheppartonshowme.com.au](http://www.sheppartonshowme.com.au)  
**Email:** [sheppartonshowme@shepparton.vic.gov.au](mailto:sheppartonshowme@shepparton.vic.gov.au)  
**Phone:** 03 5832 9852  
**Fax:** 03 5831 1987