



Annual Report 2010-2011

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WHAT IS SHEPPARTON SHOW ME?

Shepparton Show Me is a collaborative marketing program that strategically promotes the business sector during key periods and to specific target markets.

The Shepparton Show Me Committee was established by Council under section 86 of the *Local Government Act 1989*. The Instrument of Delegation delegates specific functions to the special committee, and the guidelines govern how this delegated power is exercised.

Shepparton Show Me's Committee is representative of the local business community through its eight appointed members, two Councillors and Council Officers.

The Committee, in conjunction with the Marketing Services Provider - SASI Marketing, develops a range of promotional strategies that promote Shepparton as a destination to shop, dine, relax and do business.

Shepparton Show Me is an innovative marketing program that combines sponsorship, marketing, advertising, promotions and a Christmas campaign to entice people to come to Shepparton, utilise the city's services, attend an event or festival, eat out, stay overnight and shop at local businesses.

SHEPPARTON SHOW ME VISION AND MISSION

Vision

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

Mission

To facilitate a connection between Shepparton Show Me's branding and the stakeholders through the support of events, festivals and other promotional activities directed towards attracting consumers of retail and business services to Shepparton.



HISTORY OF SHEPPARTON SHOW ME

Shepparton Show Me was formed in 1998 when a small group of dedicated stakeholders in Shepparton's Central Business District (CBD) came together to deliver on their shared vision of Shepparton becoming the retail, commercial, entertainment and cultural heart of Provincial Victoria by creating a character and identity exclusive to Shepparton.

Super Shepparton put forward a detailed submission to the Greater Shepparton City Council which outlined a proposed Marketing Strategy incorporating a special rate on properties within the CBD that would promote Shepparton's retail and commercial business sector. The development of this program involved participation from the Shepparton Chamber of Commerce and Industry and key business operators within Shepparton.

Greater Shepparton City Council's Economic Development Branch then developed a variation on the submissions and other proposals, to formulate what is known today as Shepparton Show Me. In the initial development phase of Shepparton Show Me, the primary focus was gaining brand recognition within Greater Shepparton and also its primary and secondary markets.

In the year 2000, a jingle was created to represent the brand and support generic advertising through radio, television and in cinemas across the catchment areas.

In 2004, Shepparton Show Me 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.

Shepparton Show Me became easily identifiable and a strong association has been made between the brand and the message – shop in Shepparton. This has been demonstrated in the Economic Benefit Study, carried out by Essential Economics in May 2009, which identified Shepparton Show Me has 73 per cent brand recognition in its catchment area.

Shepparton Show Me seeks to build public awareness of the vast range of businesses that thrive within Shepparton, with recent campaigns such as *Have you seen Shepparton lately?* demonstrating the growth of Shepparton over the last eight years, with the development of shopping precincts such as Home Central and the Butter Factory Complex, which have contributed to more than 200,000 square metres of retail floor space in Shepparton.

Additionally, Shepparton Show Me's dining, traders and professional services television commercials feature the diversity, quality and range of businesses within Shepparton. These particular commercials are a distinct departure from the primary focus of retail and branding commercials – speaking to *all* our stakeholders. The message is clear, Shepparton is always evolving and that means a bigger and better shopping experience for all.



CHAIR'S REPORT

My first year as Chair of Shepparton Show Me Committee I think can best be described as a rewarding challenge! In a particularly tough retail environment the Committee has continued to work hard for its stakeholders to stimulate business activity. I would particularly like to congratulate and thank the Committee members for their efforts in establishing two new recent initiatives. The free Monday parking trial in July and the *Show Me the Money* promotion have required a lot of work by individual members over the course of the last 6-9 months before being implemented recently. It is particularly pleasing to note how we have worked together to achieve these recent positive outcomes.

In the past year, promotions including the new *Show Me the Money*, the popular Kids in the City Playground passes and the family-focused Christmas campaign have all been highly successful. This, together with our sponsorship of events such as the famous KidsFest festival and the busy Winter and Bush Markets, have drawn thousands of people to shop, dine and relax in Shepparton, boosting our local economy and raising Shepparton's profile as a destination of choice for all ages. Collaborative promotions such as the AFL stars' visit to the Maude Street Mall in May was also a great success.

Sponsorship again played a significant role in Shepparton Show Me's activities in 2010-2011. As mentioned, we sponsored events such as the Shepparton Chamber of Commerce and Industry's Winter and Bush Markets held in the CBD and KidsFest which draws thousands of families to SPCardmona KidsTown each year, as well as the Shepparton Triathlon Club Half Ironman event which attracts participants from all over Australia and overseas. The ever popular Spring Car Nationals and the vibrant and entertaining SheppARTon Festival also attract visitors to Shepparton who then shop, stay and be entertained.

It is hoped that new initiatives such as the free Monday parking trial being instigated by Shepparton Show Me and the *Show Me the Money* campaign will further boost business activity in Shepparton and encourage more shoppers to spend their money in our dynamic regional city.

I would like to acknowledge the contribution of former Committee members for the 2010-2011 period – Peter Reale, Judy Black, Laura de Wys and Marie Atsidakos – whose commitment, enthusiasm and input have been invaluable. I look forward to working with the current Committee into the year ahead and further developing Shepparton Show Me as an innovative leader in marketing campaigns for Shepparton.

On behalf of the Shepparton Show Me Committee, I am pleased to present the 2010-2011 Shepparton Show Me Annual Report.



Bill Dowling
CHAIR



2010-2011 SHEPPARTON SHOW ME COMMITTEE MEMBERS

The Shepparton Show Me Committee comprises eight members representative of the Shepparton business community, two Councillors and a representative from Council's Executive Leadership Team.

Members are appointed for a period of two years with half the Committee changing over every 12 months.

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

Our Purpose

- To drive trade (retail, commercial, industrial) traffic to Shepparton
- To promote Shepparton as a premier shopping, fun and business destination of choice
- The role of the Shepparton Show Me Committee is to make this happen!

What do we want to achieve?

- Shepparton as an established premier shopping destination with increase in trade and spending
- Shepparton will be a vibrant place to visit with growth in all areas – trade, commerce and industry
- Maintain brand integrity
- Engagement with stakeholders: shared vision and respected by community and stakeholders



SHEPPARTON SHOW ME COMMITTEE

Representatives of the Business Community

Bill Dowling	Freeman's Bakery	<i>Chair</i>
Shelley Sutton	Studio Laine	<i>Deputy Chair</i>
Barry Smith	Mailworks	
Judy Black	Fox Personnel	
Laura de Wys	Cold Rock Ice Creamery	
Marie Atsidakos	Roger David	
Peter Reale	Synergy Advertising	
Tristen Murray	Stubbs Wallace & Partners	

Council Representatives

Cr Cherie Crawford	Councillor
Cr Milvan Muto	Councillor
Dean Rochfort	General Manager Sustainable Development

Council Support Staff

Geraldine Christou	Manager Economic Development
Rachael Sherlock	Acting Team Leader Marketing and Promotions



COMMUNICATION AND MARKETING TOOLS

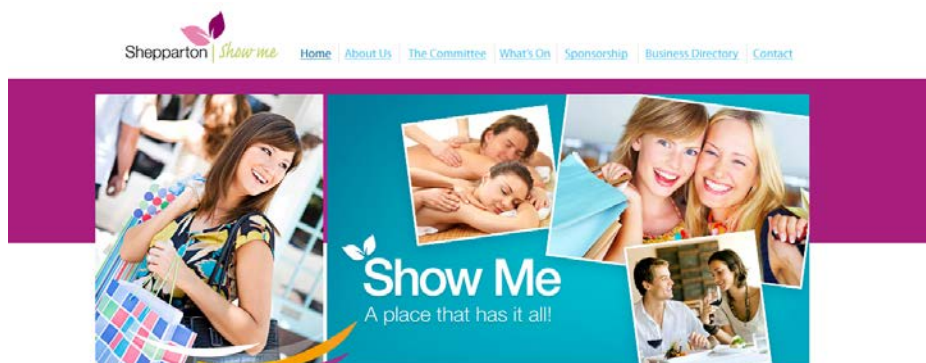


Shepparton Show Me Newsletter

The Shepparton Show Me newsletter is moving to a new and exciting format. Options are being considered to replace the newsletter with an e-mag which will allow stakeholders to be provided with more immediate updates on Shepparton Show Me news and activities. More information will be available soon.

The Website

The Shepparton Show Me website www.sheppartonshowme.com.au continues to be a relevant source of information about upcoming promotions, events, activities, campaigns and information for potential sponsorship applicants.



Branding

The Shepparton Show Me *Have you seen Shepparton lately?* campaign showcased Shepparton's growth over the past several years, highlighting the development of shopping precincts such as Home Central and the Butter Factory Complex, as well as other attractions including the new La Trobe University campus and the upgraded Victoria Park Lake precinct.

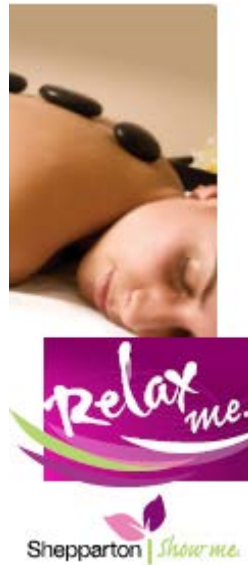
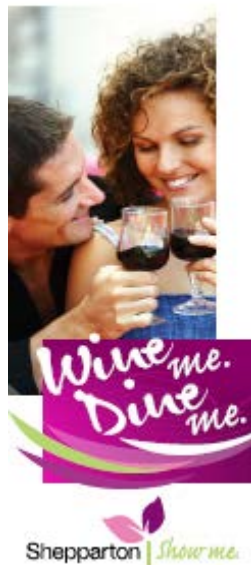
The ribbons continue to feature strongly in all Shepparton Show Me advertising. Along with the jingle they create an easily recognisable theme particularly in the television commercials.

Shepparton Show Me understands the value of the brand and places a large emphasis on protecting this by ensuring it is used consistently across all mediums.

Flags and Banners

The production of Shepparton Show Me banners, flags and signage used at sponsored events and promotions has created a stronger presence for Shepparton Show Me and further recognition of the variety of activities Shepparton Show Me participates in or sponsors.

The banners at the entrances to town continue to welcome people as they enter Shepparton and support the current branding in place. The Christmas branded flags at the entrances to town during the Christmas period also assisted with branding promotion of Christmas activities in place.



2010-2011 MARKETING AND PROMOTIONS

Kids in the City

The highly successful Kids in the City campaign is designed to attract children and their parents to shop, dine and relax in Shepparton during the school holidays.

The promotion ran in April and September 2010 and June 2011 and continues to attract a huge response from children and strong participation numbers from businesses. During the campaign children were given the chance to name the Kids in the City mascot in a colouring competition run by Shepparton Show Me.



The Kids in the City Playground offers discounts at local businesses. The passes are well recognised within the business community and can be ordered online at www.kidsinthecity.com.au or collected from participating stores. Once a child has collected three or more stamps on the Playground Pass they can enter the draw to win a prize from the treasure chest! The September 2010 major prizes from the treasure chest were as follows:

- Cold Rock Ice Creamery birthday party, birthday cake and \$50 voucher
- Two family passes at Star Bowl
- 10 Aquamoves swim passes

Show Me the Money

The *Shepparton Show Me the Money* campaign commenced in June 2011, giving one lucky shopper the chance to win \$5,000 each week for 12 weeks. The exciting promotion involved stakeholders, with the *Shepparton Show Me the Money* crew arriving at a randomly-selected business to surprise a shopper with \$5,000 worth of Shepparton Show Me Dollars each week. All the excitement of surprising the shopper was caught live on camera and the footage featuring the business was shown on the *Better Homes and Gardens* segment every Friday night during the campaign.



Christmas 2010

A Feast of Festive Fun!

Shepparton Show Me promoted Christmas in Shepparton as a feast of festive fun with three major events and other associated activities designed to draw shoppers to the CBD throughout December. The three main themes promoted were Show Me Family Fun which revolved around an interactive farmyard set up in the Maude St Mall and a visit by Santa and his reindeer; Show Me Music to my ears where various singing groups competed in a carolling competition; and Show Me Massive Puppets which involved life sized puppets roaming around the mall and interacting with visitors. Other activities included horse and cart rides, clowns, face painting and a gift wrapping stall. Ambassadors helped to spread Christmas cheer by handing out lollies and topping up parking meters.

Farmer Daryl

As part of the first major event in Shepparton Show Me's Christmas campaign, Farmer Daryl and his interactive farmyard, along with Santa and his reindeer, visited the Maude Street Mall. The farmyard animals were in an enclosed area where many delighted children were able to pat and cuddle them. Other entertainment included free horse and cart rides, clowns, face painting, children singing Christmas carols and Shepparton Show Me ambassadors spreading Christmas cheer! Gift wrapping for a gold coin donation was also available.



Santa's Breakfast

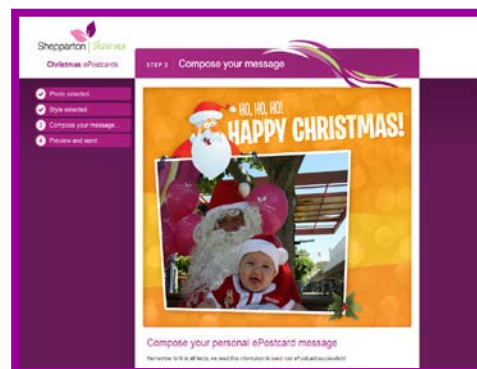
The second major event in Shepparton Show Me's Christmas campaign was Santa's breakfast in the Maude Street Mall.

The breakfast consisted of fruit and a sausage in bread and children were also invited to enter a colouring competition that promoted other Christmas campaign activities. They were given the opportunity to have a photo taken with Santa, while Shepparton Show Me ambassadors handed out balloons as part of the festive fun.



e-card Competition

The e-card Competition gave participants the chance to win a share of \$500 worth of Shepparton Show Me Dollars simply by having their photo taken at a Shepparton Show Me event in the lead-up to Christmas, and then visiting the Shepparton Show Me website to select their photo and one of the e-card styles to send to family and friends.



Activities and services



Gift-wrapping stall

A gift-wrapping service for a gold coin donation was offered in the Maude Street Mall from Friday 3 December to Friday 24 December.

Volunteers from Shepparton High, Solar City Calisthenics and STAG gift-wrapped Christmas presents whilst raising funds for their respective organisations. The volunteers also provided a valuable information source for visitors to the area.

The organisations also received a donation from Shepparton Show Me in conjunction with the gold coins they collected.

Horse and cart rides

Shepparton Show Me again organised horse and cart rides in the lead up to Christmas 2010. The horse and cart rides have become a regular feature in the Maude Street Mall and CBD over the Christmas period, with children and adults alike lining up for their free tour of the area - even the ambassadors took the opportunity to join in the fun!



Shepparton Show Me Ambassadors

Shoppers within the CBD were treated to the brightly coloured Shepparton Show Me ambassadors who not only spread Christmas cheer with big smiles, but assisted locals and visitors alike by topping up parking meters, sharing local knowledge and handing out lollies and balloons to children while Mum and Dad enjoyed their shopping experience.



Decorations

Sleigh and Merry Moos

Following the MooovingArt theme, Santa's Corral which includes Mooodolph and the Merry Moos towing Santa's sleigh – is a key attraction and significant drawcard to Shepparton for shoppers.

The Shepparton Show Me sleigh and Merry Moos provided a feature in the centre of the Maude Street Mall during the festive period.



Christmas boxes around trees

Large Christmas presents wrapped around the London Plane trees gave Christmas a strong visual presence in the Maude Street Mall.



Shipping Container Christmas presents

Visitors and locals alike were greeted with oversized Christmas presents as they entered Shepparton from one of the four entrances – Numurkah Road, Melbourne Road, Benalla Road and Monash Park.

The shipping container Christmas presents were identified as a cost-effective and high-impact entrance sign to town, giving Shepparton a point of difference, celebrating our transport industry and standing out amongst the farms and orchards that lead into the Shepparton CBD.



SPONSORED EVENTS AND FESTIVALS

Winter Market

Background:

The annual Winter Market entices shoppers to brave the cold weather to snap up a bargain and also allows retailers to move their winter stock in preparation for summer.



Date: Friday 27 August 2010

Sponsorship Amount: \$27,500

Attendance: Estimated 6,000

Summary:

The 2010 Rainbow Winter Market was a great success, particularly as it was endorsed by the Zaidee Rainbow Foundation, which gave the market nationwide coverage via the Zaidee website. The endorsement also encouraged businesses that had not previously participated in either of the markets organised by the Shepparton Chamber of Commerce and Industry, to not only participate, but to proudly have rainbows painted on their business windows. A total of 94 businesses participated in the market.

Shepparton Show Me's support in relation to funding of advertising on TV, radio and in the local news media was a major element of the Rainbow Winter Market's success. The give-away of \$10,000 worth of Shepparton Show Me Dollars via radio and at the market proved to be a very attractive drawcard for shoppers.

KidsFest 2010

Background:

KidsFest is held in October each year and has become a key attraction for Greater Shepparton, with many families travelling to the area specifically to take advantage of this accessible, inexpensive and family friendly event held at SPC Ardmona KidsTown.



Date: Friday 1 and Saturday 2 October 2010

Sponsorship Amount: \$25,000

Attendance: 11,948

Summary:

Attendance was up six percent on the previous year, which was a great result considering KidsFest came up against the second AFL grand final for the first time in the event's short history. KidsFest 2010 received significant regional and state exposure through extensive television, radio and print promotions in the lead-up to the starting date and as a newsworthy event throughout the duration of the festival. After filming and interviewing at KidsFest 2010, *Coxy's Big Break* featured the festival as a major event not to be missed.

Key outcomes were:

- 51% of visitors travelled from outside Greater Shepparton to visit KidsFest, with 4% of these visitors coming from interstate
- 90% of visitors rated their overall satisfaction with the event as very good to excellent
- 55% indicated they would be shopping while they were in the Shepparton and Mooroopna areas.

Results from the Kids in the City survey showed that 54% of visitors said they received a Kids in the City Playground Pass, with 54% of these receiving a pass from a participating retailer and 46% receiving a KidsFest brochure with a pass attached.

Shepparton Triathlon Club Half Ironman Event

Background: The 2010 Shepparton Half Ironman Festival (incorporating the Carbo dinner, pros in the Maude Street Mall, Half Ironman, Hexman and Kids Triathlon events) attracted a record number of competitors from around Australia and overseas. The Shepparton Triathlon Club with the support of Shepparton Show Me provided activities for athletes and their families and showcased Shepparton's shopping, dining and outdoor activity features. The Shepparton Half Ironman is not only a premier event on the Greater Shepparton City Council calendar, but for athletes around the country who flock to the area each November.

Date: Friday 12 November to Sunday 14 November 2010

Sponsorship Amount: \$10,000

Attendance: Half Ironman: 876

Half Ironman teams: 53 (approx 120 people as there were 2 or 3 people per team)

Hexman: 195

Hexman teams: 23 (approx 55 people as there were 2 or 3 people per team)

Spectators: 5,500

Economic Benefit: Over 33% of expenditure was spent locally.

Summary:

The Ironman Weekend is strongly supported by Shepparton Show Me through the marketing and extensive media coverage both locally and across the state. 2010 saw the Triathlon club hosting host two new activities over the weekend with a Dinner with the Pros Carbo dinner Friday night as well as a Meet the Pros in the Maude Street Mall on Saturday morning. Shepparton Show Me also had a strong presence through the use of flags, the marquee and tear drop banners.



Spring Car Nationals

Background: Spring Car Nationals is the second largest event of its kind in the southern hemisphere. Attracting spectators from all over Victoria, NSW and South Australia to Shepparton. An event of this size and scale would normally be hosted in other States and in capital cities. The Spring Car Nationals provides a friendly, family atmosphere where people can watch all types of motor vehicles compete in a number of safe and controlled driving challenges.



Date: Friday 26 November to Sunday 28 November 2010

Sponsorship Amount: \$10,000

Attendance: Estimate 32,000

Summary:

Holding the Shepparton Spring Car Nationals at the centrally located Shepparton Showgrounds within walking distance of the Shepparton CBD, boosted the number of visitors to the CBD. The Friday Street Parade and display of vehicles in the Maude Street Mall proved to be a huge success. Shepparton Show Me had strong branding presence in the Spring Car Nationals marketing material, particularly in the press and through event signage.

Bush Market

Background: The 2011 Bush Market had a busy carnival atmosphere with the inclusion of new initiatives such as buskers, a multicultural hub, fashion parades, static displays, a petting zoo and a twilight cinema. The annual Bush Market draws thousands of people to Shepparton's CBD and gives businesses the chance to move sale stock.



Date: Friday 25 and Saturday 26 February 2011

Sponsorship Amount: \$35,000

Attendance: Estimated 8,000-9,000

Summary:

The key objective of the event was to attract as many people to Shepparton to spend money and to learn what a diverse shopping and business community Shepparton has to offer. The chance to win Shepparton Show Me Dollars every hour on the hour brought people from far and wide; judging by the entry forms, shoppers from more than 100 postcodes entered the competition and \$5,000 worth of Show Me Dollar vouchers were also given away on the radio. Businesses indicated that trading was successful on both days and the promotion of Shepparton was very effective.

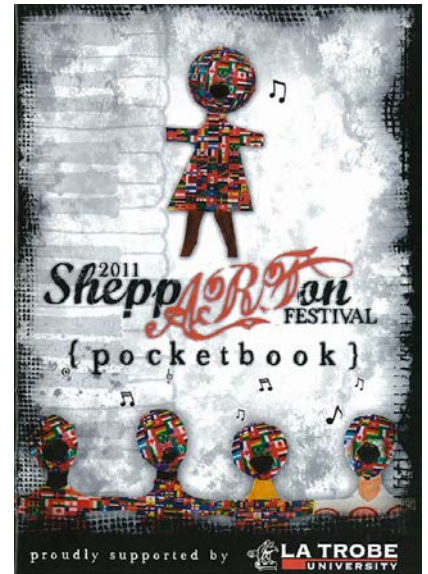
SheppARTon Festival

Background: The SheppARTon Festival offers events that appeal to for all ages and abilities. Included within the program were festival-conceived events as well as events coordinated by other communities within the region. This combination presented a rich and diverse series of events, raising Shepparton profile as an arts culture centre and boosting audience numbers. Festival organisers worked to ensure that a number of events were free and affordable. A total of 31 events and exhibitions were held during the festival period.

Date: Thursday 10 to Monday 14 March 2011

Sponsorship Amount: \$10,000

Attendance: 5,417 – festival events, 5,000 – umbrella events



Summary:

Shepparton Show Me sponsored the SheppARTon Festival providing the television advertising for the Festival. Shepparton Show Me Team Leader Marketing and Promotions Jacqui McMahon worked with Greater Shepparton City Council Festival and Events Officer Liz Zito and festival board delegates and designers to design the advertisement via SASI Marketing. The festival was themed Voices Connect and comprised numerous events that revolved around that theme. These events had a musical, visual arts, and literature and/or performing arts focus and they all used 'voice' to connect with audiences and to express views, sounds and stories.

SHEPPARTON SHOW ME FINANCES 2010-2011

The Shepparton Show Me Committee allocates funds raised through a differential rate applied to a number of marketing campaigns, advertising activities, promotions, sponsorships and Christmas festivities that contribute to Shepparton Show Me's core purpose of driving retail and industrial trade in Shepparton.

INCOME

Industrial membership revenue	\$56,654.78
Commercial membership revenue	\$556,492.22
Revaluation and Supp Income	\$16,443.14
2010-2011 Current Income	\$629,590.14

EXPENDITURE

Administration and salaries

Council plant, salaries and oncost	\$93,209.91
General expenses	\$2,535.59
Committee - public notice, catering	\$2,565.57
SASI Marketing Services	\$11,199.50
Administration	\$3,470.23
Subtotal	\$112,980.80

Event Sponsorship

3630 Festival	\$15,000.00
AFL Collingwood Stars	\$4,951.00
Bush Market	\$50,809.09
KidsFest	\$29,000.00
Shepparton Festival	\$10,000.00
Spring Car Nationals	\$10,000.00
Triathlon	\$10,000.00
Winter Market	\$33,648.18
Subtotal	\$163,408.27



Marketing and collaborative projects

\$10,000 Giveaway - June 2010 Promotion (Vouchers Presented 10/11)	\$5,834.56
\$25,000 Giveaway - GMCU Advisor	\$20,409.09
Branding Commercials - including; Have you seen Shepparton lately?	
Dining, Traders and Professional Services	\$51,900.00
Show Me the Money	\$68,028.00
Free Parking	\$910.00
Flood Recovery - Events	\$0.00
Stakeholder Kits	\$2,424.85
Advertising	\$1,640.20
Ambassadors	\$1,090.00
Subtotal	\$152,236.70

Shepparton Show Me promotions

Kids in the City Promotion - September 2010 Campaign	\$25,266.38
Kids in the City Promotion - June 2011 Campaign	\$24,784.00
Subtotal	\$50,050.38

Newsletter	\$259.64
Signage	\$392.20
Christmas 2009 (Vouchers presented in 10/11 year)	\$240.00
Christmas 2010	\$84,378.19
Subtotal	\$85,270.03
Total Promotions	\$135,320.41

Total Expenditure	\$563,946.18
Surplus/Deficit (2010-2011)	\$65,643.96
Plus Carry Forward as at 30 June 2010	\$282,480.46
Total Carry Forward as at 30 June 2011	\$348,124.42

