



Shepparton Show Me Annual Report 2011-2012



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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.

The Shepparton Show Me Committee is representative of the local business community through its eight appointed members, two Councillors and a Council Officer.

The committee, in conjunction with the Marketing Services Provider – Alchemy Media, 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 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 is funded through the council budget and is expressed by the percentage of rates the dollar raised from all commercial and industrial premises in the urban Shepparton CBD.

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, and to provide united and measured multifaceted marketing campaigns, positioning Shepparton as the leading retail, commercial, industrial and cultural precinct of regional Victoria.

Mission

To facilitate a connection between Shepparton Show Me's branding and stakeholders through promotional activities, the support of events and festivals directed towards attracting consumers of retail and business services to Shepparton; to see measurable results for stakeholders, in terms of economic benefit, and aspires to achieve market positioning for Shepparton as Victoria's most desirable regional destination.



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 portion of a differential 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, stepping up their customer service and helping business to be open and ready to do business. Recent campaigns such as Shine a Light campaign showcasing local businesses around Shepparton have helped create public awareness about local businesses who are 'stepping up'.

SHEPPARTON SHOW ME CHAIRS REPORT

On reflection of the activities and achievements of Shepparton Show Me during the past 12 months, the commitment of all of the Committee Members as well as the Council Officers is to be commended.

In May 2011 Council engaged Pitcher Partners with the support of the Audit and Risk Management Committee to undertake an independent audit into Shepparton Show Me. The final report was presented to Councillors in January 2012 with a number of recommendations and the Committee has implemented a number of actions to ensure compliance with these recommendations.

In April this year the revised Instrument of Delegation and Guidelines for the Shepparton Show Me Committee was adopted and Council resolved to undertake an intensive financial audit of the committee, as well as directing Council officers to review and report, following consultation with the commercial and industrial sector, on the most appropriate arrangements for attracting consumers of retail and business services to Shepparton. This measure will ensure that Shepparton Show Me remains relevant, continues to fulfil its objectives and provides excellent value to its stakeholders.

The new Shepparton Show Me logo was launched in December 2011 by face of Shepparton Show Me, Klara Lisy. This coincided with the 'Step Up' campaign aimed at encouraging businesses to step up their customer service and business practices with the assistance of a stakeholders 'toolkit' which was distributed to every Shepparton Show Me stakeholder to inspire and motivate them to provide exceptional customer service.

This promotion was followed up by a 'Step Up and be Inspired' free event featuring guest speaker Radek Sali, CEO of Swisse Vitamins who presented to over 500 stakeholders about the provision of exceptional customer service and sales results.

The delivery of outstanding customer service will distinguish Shepparton from other regional cities and will ensure that our stakeholders continue to attract customers from near and far and provide them with even more reason to return and spend in our city. To this end, the Committee have worked with exceptional effort to stimulate business activity for the benefit of Shepparton Show Me stakeholders and I congratulate them for their efforts.

There have been promotions such as the 'Show Me the Money' promotion which ran from June until September 2011, which provided one lucky shopper each week, for 12 weeks, the chance to win \$5,000 worth of Show Me Dollars to be spent at one of the stakeholders businesses.

The 'Christmas Campaign' commenced in late November with the 'Show Ho Ho Me Quizza' travelling around Shepparton providing some much appreciated festive atmosphere and encouraging residents and visitors to the city, to shop, dine and be entertained in Shepparton.

April this year, 'Autumn Art' filled our CBD with colour and activity. Participating artists showcased their talents while exhibiting and selling their work in street galleries. Primary school students also developed and presented their 'leaf' art, which had a flow on effect of attracting their families into the Central Shopping area to view the works and undertake some 'retail therapy'. The 'Mothers' Day' promotion, 'Two Hour Parking' promotion and 'Erth Dinosaurs' event all fulfilled the objectives of Shepparton Show Me - 'To Stimulate Economic Activity For Our Stakeholders'.



All of these promotions, as well as our sponsorship of events such as the famous KidsFest Festival, the Shepparton Garden Expo, Spring Car Nationals, Victorian Open Bowl Championships and the busy Winter and Summer Markets have drawn thousands of people into Shepparton to shop, dine, spend and relax, thus boosting our local economy and raising Shepparton's profile as a destination of choice for all ages and activities.

It is envisaged that new initiatives such as the introduction of more two hour parking bays being instigated by Shepparton Show Me and the continuation of the 'Step Up' campaign and 'Shine a Light' campaign will further boost business activity in Shepparton and encourage more shoppers to come and spend their money in our dynamic Regional City.

In closing I would like to acknowledge the contribution of former Chair - Barry Smith - and all current and past members of the Committee whose commitment, enthusiasm and input has been invaluable. I look forward to working together with a positive and progressive attitude as we further develop 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 2011-2012 Shepparton Show Me Annual Report.

A handwritten signature in black ink, appearing to read "C. Crawford", is written over a faint, circular, textured background.

Cr Cherie Crawford
CHAIRPERSON



2011-2012 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 is 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, commercial and infrastructure.
- 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	Complete Display Equipment	<i>Deputy Chair & Secretary</i>
Tristen Murray	Stubbs Wallace & Partners	<i>Treasurer</i>
Barry Smith	Mailworks	
Gerard Michel	Graham Thomson Motors	
John Montagner	Solar City Office Supplies	
Gerard Bruinier	Autobarn	
Shelley Sutton	Studio Laine	

Council Representatives

Cr Cherie Crawford	Councillor	<i>Chairperson</i>
Cr Geoff Dobson	Councillor	
Dean Rochfort	Director Sustainable Development	

Council Support Staff

Geraldine Christou	Manager Investment Attraction
Rachael Sherlock	Acting Team Leader Marketing and Promotions

COMMUNICATION AND MARKETING TOOLS

Branding

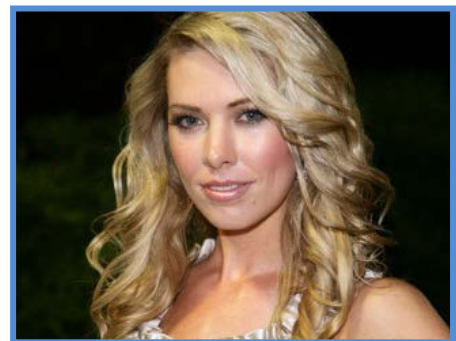
The Shepparton Show Me brand is about engagement. It is designed to engage not only prospective customers and visitors to Shepparton, but also Shepparton Show Me stakeholders themselves.

The new Shepparton Show Me logo has been incorporated into branding on teardrop banners, vinyl banners, the promotional Ken Muston Automotive Jeep Wrangler and a marquee used at Shepparton Show Me events. The branding also features on two truck tarps, giving Shepparton Show Me exposure between Shepparton and Melbourne and throughout surrounding areas. A mobile stage to be used for promotions is also being developed.



Klara Lisy

Television presenter and actor Klara Lisy is the face of Shepparton Show Me. Klara attended the *Step Up* campaign launch in December 2011 and has featured in the *Step Up* Toolkit and *Shine the Light* television campaigns for Shepparton Show Me.



New logo

A new logo was launched on 1 December 2011, signalling a new direction for Shepparton Show Me. The new logo and identity is vibrant, dynamic, fun, energetic and active. It is adaptable through the ability to interchange colours relevant to particular campaigns. It represents a virtual explosion of colour and excitement, from the central hub that is Shepparton – the heart of regional Victoria.

The brand is sophisticated and smart, without ever taking itself too seriously.

The logo represents a virtual explosion of colour and excitement, from the central hub that is Shepparton – the heart of regional Victoria.



Step Up Launch

Shepparton business owners were asked to 'Step Up' and take the pledge to provide excellent customer service at the *Step Up* campaign launch on 1 December 2011. The launch was held in the Maude St Mall with the face of Shepparton Show Me, Klara Lisy, and entertainment for the 300 business owners, families and employees who attended. The stakeholders' Toolkit was also launched at the event and distributed to business owners in the following weeks. The three-year *Step Up* campaign is designed to encourage business owners to provide outstanding customer service as a way of attracting more people to shop in Shepparton.

Step Up Campaign

Shepparton Show Me's *Step Up* campaign was launched in the Maude St Mall on December 1 2011 in front of 300 business owners, families and employees. The three-year campaign is designed to encourage Shepparton businesses to 'Step Up' customer service and business practices with the help of a stakeholders' Toolkit. The kit includes a 'We're stepping up to serve you best' door sticker for business owners to display as a pledge to their customers. It also includes various components including a diary, mouse pad and information about Goulburn Ovens Institute of TAFE customer service training. The kit has been designed to inspire and motivate business owners to provide exceptional customer service and in turn attract more people to shop and do business in Shepparton.





Toolkit delivery and Look for the Sticker Campaign

The stakeholders' Toolkit was delivered to businesses shortly after the *Step Up* campaign launch in December and followed up with a television campaign in June 2012 to encourage customers to shop at businesses displaying the *Step Up* pledge stickers. Businesses were asked to take the pledge and display the stickers.

Shine a Light Television Campaign

Monthly television exposure 'Shining a Light' on those who had taken the pledge began in May 2012 and will continue until October 2012.

Shepparton Show Me Website

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

2011-2012 MARKETING AND PROMOTIONS

Show Me the Money

The *Shepparton Show Me the Money* campaign ran from June to September 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.



Erth Dinosaurs

Shepparton Show Me presented the unique and interactive Erth dinosaur petting zoo in the Maude St Mall on 26 September 2011, giving children and adults alike the opportunity to 'meet' an amazing selection of dinosaurs and creatures that roamed the Australian landscape millions of years ago. Three shows were held in the Mall throughout the day.



Show Ho Ho Me Christmas Promotion

Shepparton Show Me's Christmas campaign commenced in late November with the 'Show Ho Ho Me Quizza' – a mobile Christmas game show that travelled around Shepparton. There were 72 game shows held over 36 days, culminating on Christmas Eve. Shoppers were invited to shop in Shepparton, take a ticket and 'Step Up' to answer trivia questions for their chance to win from a selection of fabulous prizes from local businesses promoted on Radio. Daily locations were announced each morning and prizes included bikes, toys, TVs, electrical goods and sporting gear.

Charity Gift-Wrapping

Shepparton Show Me leased a space in Shepparton's CBD to provide shoppers with a Christmas gift-wrapping service. Local Charities were approached by Shepparton Show Me to wrap gifts during the lead up to Christmas. Each local charity was rostered for one week each to wrap gifts for a gold coin donation. All resources were supplied by Shepparton Show Me and all donations were donated to the charities for their service.

The flyer has a blue background with a collage of images. At the top, it says "Your Christmas shopping is all wrapped up in Shepparton". Below this, it lists "All the big names are here, plus a long list of local boutique stores that can only be found in Shepparton." and shows images of stores like "WOW" and "TODGE". It lists various goods available: "Jewellery, lingerie, fashion, shoes, perfume, homeware & gifts, gourmet food & wine, garden, toys, menswear, car care, tools & hardware, computer & electrical". It promotes the "show ho ho me QUIZZA" and includes a photo of a woman and a man smiling. At the bottom, it says "Shop in Shepparton and WIN! Shepparton Show Me is rolling out the 'Show Ho Ho Me Quizza' – a mobile Christmas game show that will be travelling around Shepparton." and "Simply shop in Shepparton, take a ticket and 'Step Up' to win from a bold selection of fabulous prizes from local businesses such as bikes, toys, TVs, electrical goods and sporting gear." The "shepparton show me" logo is at the bottom right.

Autumn Art Festival

Autumn Art filled Shepparton's CBD with colour and activity from Wednesday 18 to Friday 20 April 2012.

Artists took to the streets to create 'live art' for the Shepparton Show Me Autumn Art promotion.

Artists from a variety of disciplines showcased their talents while exhibiting and selling their work in street galleries complete with viewing chairs for shoppers.

As part of the Shepparton Show Me Autumn Art promotion, primary school students were invited to paint a 'future' leaf which was then hung at various locations throughout the CBD.

It allowed the children to let their imaginations run wild and show their hopes and dreams for the future of Shepparton. They were able to go along with their families and locate their leaf during the three days and then be part of an exhibition with the working artists on the last day of the promotion in the Maude St Mall from 5pm.



Two-Hour Parking Promotion

Greater Shepparton City Council joined the Shepparton Show Me *Step Up* campaign in December by introducing more two-hour parking areas in the CBD, allowing shoppers more time to shop, dine and relax at Shepparton businesses.

Twilight Fishing

Twilight fishing on Shepparton's Victoria Park Lake offered free entry and barbeque, fun competitions for all ages, drinks and coffee to the huge crowd that turned out on Thursday 16 and 23 February from 6pm to 8.30pm. The event attracted 2300 people the first night and 4300 the second night. The extremely popular event was run as part of the Shepparton Show Me *Step Up* campaign.

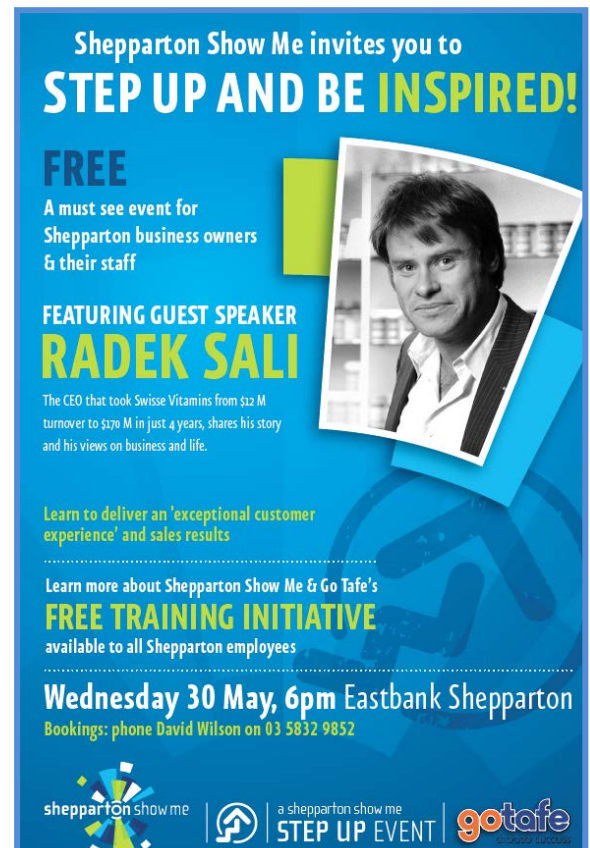


Mother's Day Promotion

Shepparton Show Me's *Ultimum Makeover* Mother's Day promotion was met with great enthusiasm from retailers and businesses. The promotion involved giving away 1000 prizes over five days plus a grand prize in the lead-up to Mother's Day. Daily prizes such as coffee, flowers, luxury lunches, gym sessions and 'wellness' packs were given to mothers shopping in stakeholders' businesses, with the grand prize entitling one lucky mum to a 'wellness makeover' – a day of indulgence at various Shepparton businesses and retailers.

Step Up & Be Inspired – Radek Sali

Shepparton business owners and their staff were invited to 'Step Up' and be inspired at a free event featuring guest speaker Radek Sali, CEO of Swisse Vitamins. The event, held on May 30, attracted over 500 people and offered business owners the opportunity to learn how to deliver exceptional customer experience and sales results. This event encouraged business owners and their staff to participate in GOTAFE Customer Service Courses.

The poster is blue with white and yellow text. At the top, it says "Shepparton Show Me invites you to" followed by "STEP UP AND BE INSPIRED!" in large, bold letters. Below this, it says "FREE" and "A must see event for Shepparton business owners & their staff". A photo of Radek Sali is shown in a tilted frame. Text next to the photo says "FEATURING GUEST SPEAKER RADEK SALI" and "The CEO that took Swisse Vitamins from \$12 M turnover to \$170 M in just 4 years, shares his story and his views on business and life." Below the photo, it says "Learn to deliver an 'exceptional customer experience' and sales results". Further down, it says "Learn more about Shepparton Show Me & Go Tafe's FREE TRAINING INITIATIVE available to all Shepparton employees". At the bottom, it says "Wednesday 30 May, 6pm Eastbank Shepparton" and "Bookings: phone David Wilson on 03 5832 9852". Logos for shepparton show me, a circular logo with an upward arrow, a shepparton show me STEP UP EVENT logo, and gotafe are at the bottom.

GOTAFE Customer Service Courses

Shepparton Show Me in partnership with Goulburn Ovens Institute of TAFE offered customer service training to small business owners and their employees with the aim of providing them with the skills to make an immediate difference to their businesses in terms of service, public image and hence financial sustainability. Two workshops were offered to business owners in May – 'Making Profits in Challenging Times' and 'The Future of Business' – which were conducted by Martin Grunstein, Australia's most in-demand speaker on customer service. Business owners and their staff were invited to attend another workshop – 'Managing Customer Service' – which was conducted by GOTAFE industry trainer and customer service and business awards winner, Terry Le Behen.

SPONSORED EVENTS AND FESTIVALS

Zaidees Rainbow Winter Market 2011

Background: The annual Rainbow 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. The Winter Market has been welcomed by retailers and the wider community as an excellent day to bring everyone together to promote Shepparton.

Date: Friday 26 and Saturday 27 August 2011

Sponsorship Amount: \$34,425.05



Summary: The 2011 Rainbow Winter Market offered trading on the streets, entertainment, children's activities, the Zaidee raffle with first prize a Rainbow cubbyhouse full of toys, a Spring Racing fashion parade, a hot air balloon display at Victoria Park Lake and much more.

KidsFest 2011

Background:

KidsFest is held each year and has become a key attraction to 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: Saturday 24 and Sunday 25 September 2011

Sponsorship Amount: \$20,000

Attendance: 15,368



Summary:

The two-day festival was an enormous success, with survey results indicating that 45 per cent of visitors were from outside the Greater Shepparton area, with 7.7 per cent of those from interstate. Total attendance was up on 2010 figures by a whopping 3420 visitors. A cross-promotional marketing campaign was established in 2011 with Shepparton Show Me and the Eastbank Centre. Family and children's activities and shows were promoted and were run over two weeks and during the September/October school holidays. Shepparton Show Me and Eastbank were able to piggyback on the back of KidsFest's success to help promote their activities, which from all reports worked well for those involved. These partnerships will be built on again in 2012. The marketing campaign hit the mark as organisers received an overwhelming amount of positive praise and feedback about the marketing of events. The success of the marketing campaign was reflected in the attendance figures. It is estimated the direct economic benefit based on Travel by Australians quarterly statistics for day visitors to regional Victoria (which includes Greater Shepparton) and local event-related expenditure is approximately \$685,524.

Shepparton Show fireworks

Background: The annual Shepparton Show is held at the Shepparton Showgrounds over two days in October. Attractions at the family event include a sideshow arena, animal nursery, dairy cattle competition, woodchopping events, art and craft, a fashion parade, a fireworks display and much more.

Date: Saturday 8 and Sunday 9 October 2011

Sponsorship Amount: \$4,545.45

Summary: Shepparton Show Me sponsored the fireworks display on the Friday night of the show and the event organisers kindly included Shepparton Show Me in the fashion parade.

Shepparton Garden Expo

Background: The inaugural Shepparton Garden Expo, organised by the Rotary Club of Shepparton Central, was held at Emerald Bank, Kialla in October 2011. The highly-successful expo attracted 50 stallholders and 4000 attendees from throughout Victoria and interstate.

Date: Saturday 15 and Sunday 16 October 2011

Sponsorship Amount: \$20,000

Attendance: 4,000

Summary: The event's success was largely the result of the extensive media campaign undertaken in the lead-up to the expo, which utilised Shepparton Show Me funding and drew thousands of people to Shepparton. The weather was good, large numbers of volunteers ensured the event ran smoothly, there were a good number of stallholders and an excellent turn-out by the public for a first-year event. The Shepparton Show Me funding was used to fund the design of advertising materials including TV and radio advertisements and the purchase of extensive advertising space on TV, radio and print media in the lead-up to the event and throughout the weekend. There was \$5000 in Shepparton Show Me 'money' given away as prizes at the expo to be redeemed in retail outlets. The event came in on budget and delivered a \$31,000 profit to be distributed to local charities.



Victorian Open Bowls Championships

Background: More than 1000 bowlers from across the state competed for a share of \$25,000 prize money at the Victorian Open Bowls Championships held at Shepparton Park Bowls Club, Kialla. Nineteen bowls clubs from the Goulburn Valley competed in the six-day event.

Date: Sunday 20 to Friday 25 November 2011

Sponsorship Amount: \$5,000

Summary:

Shepparton Show Me sponsorship money was used to help organise the event. The Shepparton Show Me logo was also used in the brochure for the championships.

Spring Car Nationals

Background: The Valvoline 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 25 to Sunday 27 November 2011

Sponsorship Amount: \$10,000

Attendance: 400 participants, 5000 spectators

Summary: Participants were able to show off their vehicles at the 'Show 'n' Shine' in the Maude St Mall.



36th Annual Junior Basketball Tournament 2011

Background: The 36th annual Junior Basketball Tournament was held in Greater Shepparton over two days in December. There were 166 teams entered from throughout Victoria – an increase of 17 per cent – comprising 1500 players, as well as coaches, team managers and referees from across the state.

Date: Monday 5 and Tuesday 6 December 2011

Sponsorship Amount: \$2,000

Attendance: 1500 players plus team managers, coaches and referees

Summary: The Basketball Tournament provided a fantastic branding opportunity for Shepparton Show Me. The new Shepparton Show Me logo was launched 1 December 2011 and it was perfect timing to have the new signage at the tournament. The logo was also displayed on the tournament trophies and most teams took photos with the Shepparton-Show-Me-branded 'cows'. The main reason for the sponsorship was because of the number of people/families attending from regional Victoria. The Shepparton Show Me logo was included on all promotional material and on the GSBA website (approximately 10,000 hits). One thousand programs were circulated to all teams and all volunteers were issued with a shirt which had the Shepparton Show Me logo printed on the back. As well as the players and coaches, 50 referees from across Victoria stayed in Shepparton during the tournament. Accommodation in Shepparton was fully booked, with accommodation also filled in surrounding towns such as Nagambie and Numurkah. Information from teams surveyed showed that the average spend in the Goulburn Valley was \$300 per family (not including accommodation).



Summer City Market

Background: New life and energy was injected into what was formerly known as Shepparton Bush Market, rebranding the event as the Summer City Market in 2012 and maintaining its carnival-like atmosphere. The annual market draws thousands of people to Shepparton's CBD and gives businesses the chance to move sale stock.

Date: Friday 24 and Saturday 25 February 2012

Sponsorship Amount: \$40,000 (\$6,869.99 surplus funds were returned to Shepparton Show Me as the event ran under budget).

Attendance: 4,000 to 5,000

Summary:

The 2012 Summer City Market attracted solid crowds on both days, with Saturday being the bigger of the two days in terms of trading. Taking into account the tough economic climate, the market did not break any records for traders but feedback indicated businesses did benefit from the event. Some shoppers came from as far away as Bendigo and Finley to experience a day out. The key objective of the market was to attract many people to Shepparton and to increase retail spend for traders specifically in the CBD. The event was also a vehicle to promote the diversity of Shepparton's retail sector, by inviting businesses outside the immediate CBD to participate free of charge. Through Shepparton Show Me sponsorship, organisers were able to provide Shepparton Show Me stakeholders with the opportunity to participate by taking up stalls in the CBD with all site and insurance costs met. Shepparton Show Me sponsorship was applied to advertising, marquee hire, entertainment including buskers, set-up costs, security and traffic management.



SHEPPARTON SHOW ME FINANCES 2011-2012

The Shepparton Show Me Committee allocates the funds raised through a portion of a differential rate on properties 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.

Unaudited budget vs actual to 30 June 2012 as at 11 July 2012

	2011/12 Budget	YTD Actual	Variance
INCOME			
Budget Allocation	648,300.00	648,300.00	\$0.00
2010-2011 Current Income	\$648,300.00	\$648,300.00	\$0.00

EXPENDITURE

Depot staff, Ambassadors, Salaries, Plant	\$110,500.00	\$67,511.89	\$42,988.11
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ADMINISTRATION

General		\$2,826.46	
Committee - public notices, catering etc		\$5,808.68	
Marketing Services - Alchemy		\$8,840.00	
Marketing Services - SASI		\$2,742.20	
Administration	\$20,000.00	\$20,217.34	

MARKETING

Promotions

Show Me The Money	\$65,501.59
Kids in the City - June	\$18,705.50
Kids in the City - September	\$16,242.55
Free Parking	\$15,538.00
Erth Dinosaurs	\$22,255.86
Christmas 2011	\$52,187.26
Step Up Launch	\$37,689.15
Shepp News Step Up	\$25,000.00
Two Hour Parking	\$23,900.00
Step Up Toolkit	\$78,296.00
	\$22,000.00

**SHEPPARTON SHOW ME
ANNUAL REPORT 2011-2012**



Autumn Art Festival	
Look For The Sticker, Get You Kit TVC	\$6,120.00
GOTAFE Launch	\$16,929.50
Mothers Day Promotion	\$15,480.00
Shine A Light	\$18,630.00

Sponsorships

Shepparton Show	\$4,545.45
Summer City Market	\$33,165.45
Victorian Open Bowls	\$5,550.00
KidsFest	\$20,670.00
Winter Market	\$34,425.05
Shepparton Basketball Tournament	\$1,818.18
Garden Expo	\$16,772.73
Spring Nationals	\$10,000.00
Twilight Fishing	\$17,012.00

Marketing and collaborative projects

Signage	\$6,260.36
Marketing Assets	\$33,846.09
Mobile Stage	\$15,350.00
Website	\$1,070.00
Shepparton Show Me logo and music tracks	\$23,900.00
Other Marketing	\$1,640.00

Marketing	\$517,800.00	\$660,500.72	-\$142,700.72
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SUMMARY

Budget	\$648,300.00	\$748,229.95	-\$99,929.95
Total carry forward as at 30 June 2011	\$350,001.00		
TOTALS	\$998,301.00	\$748,229.95	\$250,071.05