



Panel Members

Andrew Simson – Chairman
Craig Blizzard – Deputy Chairman

Industry Representatives

Jim Andreadis	Shepparton Property Owner
John Gaylard	Fairleys IGA Supermarket
Julie Warren	Shepparton Betta Electrical
Lurline LeNeuf	Harris Scarfe, Shepparton
Reg Dickinson	Pizza Haven
Stuart Hallam	Bank of Melbourne / Shepparton
Terry Brown	Brown's Audio Visual
Terry LeBehen	Shepparton Camping World
Vince Sagoleo	Lunn & Fordyce

Council Representatives

Bill Jaboor	Chief Executive Officer
Cr Anne McCamish	Mayor
Cr Bruce McNeill	Councillor

Industry Representatives – Resignations 2002-2003

Darryl Twitt	Darryl Twitt Motors
Mark McNamara	Dobsons Real Estate



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 the Shepparton Show Me 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.

Mission Activities

1. Provide a coordinated marketing strategy utilising appropriate advertising media and services to support events activities which primarily meet the Panel's assessment criteria.

Reasoning: The Shepparton Show Me Panel should use any and all media available to it to promote its message.

2. Foster the development of trader groups and associations with stakeholders in order to tailor and maximise the benefits of promotional programs.

Reasoning: To encourage unity amongst trader groups to focus on projects that allow support from Shepparton Show Me funds as documented in the Funding Criteria and to encourage other associations to support and promote Shepparton with a similar focus and direction.

3. Encourage all stakeholders to fulfill the expectations of visitors to Shepparton.

Reasoning: If Shepparton Show Me is to invest in an advertising strategy, it is important for the perception to be fulfilled as the reality. Shepparton Show Me should be responsible for highlighting the necessity of Shepparton retail and commercial business to deliver our marketed message and expectations.

4. Ensure an effective line of communication is maintained with all stakeholders using newsletters, levy payer meetings, or any other appropriate method.

Reasoning: Shepparton Show Me should be aware there is a wide range of levied businesses and that it is important that it maintains appropriate communication with them all.

Long-Term Plan

1. Develop Shepparton's retail and business precinct as the most recognised provider of goods and services in regional Victoria and southern New South Wales.

2. To have Shepparton widely recognised for its events and festivals.

Reasoning: The Shepparton Show Me program should build and expand on the existing annual events and festivals as a means of promoting visits and brand recognition.

3. To monitor the recognition development of the Shepparton Show Me promotion. This will be achieved by establishing a benchmark by which to measure success.

Reasoning: To effectively evaluate the success of the Vision and Mission, there needs to be a long-term focus on monitoring the Shepparton Show Me activities against some set form of set criteria.



CHAIRMAN'S REPORT

Continued investment is essential for growth!

The Shepparton Show Me structure has become a dynamic part of the growth strategy for Shepparton business and the general community. The ability of Shepparton to provide attractions to entice consumers of goods and services is giving the Shepparton community an advantage over other regional centres. While Shepparton has few recognised natural attractions to provide a base for tourism it has a strong foundation in its rural economies and the business services sector with a high standard of retail business to attract consumers.

Shepparton Show Me has a role in sending out the message and providing support for groups to stage events that attract people to Shepparton – this is essential for growth.

As outlined later in the report, Shepparton Show Me has provided a continuing presence in all media to support business generally and specific attractions that we can all be proud of as our city continues to develop and modernise. Shepparton Show Me will continue to develop its role in our community.

As listed previously, the people involved in the Shepparton Show Me Panel are people who give their time freely to provide support, ideas and direction for the future.

I would personally like to thank the panel members for their contribution and encourage all those with an involvement in the Shepparton business community to consider how they can contribute to its future development.

I would also like to take the opportunity to thank the Council representatives on the Shepparton Show Me Panel, Mayor, Cr Anne McCamish, Cr Bruce McNeill, Chief Executive Officer Bill Jaboor and former Mayor, Cr Chris Hazelman for their contribution to the Shepparton Show Me Panel deliberations.

Thanks also to Heather Gange, Project Manager and Chris Clark, Manager - Business Liaison, for their efforts in supporting the Shepparton Show Me Panel and its activities.



The Shepparton Show Me Panel has supported a range of activities and promotions over the past twelve months.

These include:

2002	July	'Sale in the City' Coupon Booklet
	August /September	Boys Toys Expo Professionals Commercials
	November	Spring Car Nationals Shepparton Spectacular 4WD Camping Expo
	December	Melbourne Football Club Visit – “Dine with the Demons” Christmas retail focused promotion – “Pluck-A-Santa”
2003	February/ March	Country Music Festival incorporating the Bush Market SheppARTon Festival
	April	V8's & MG's – 15 second commercial
	May	Man Make-Over Infomercial Inside (House & Home) Infomercial
	June	Dog Sleds – 15 second commercial

SALE IN THE CITY COUPON BOOKLET

The rationale for this promotion was to stimulate retail activity when it is usually at its lowest and it was organised to coincide with the Victorian and the New South Wales school holidays. The Shepparton News was contracted to work in conjunction with Shepparton Show Me to sell the advertising, produce the booklet and promote the eight day sale. Retailers were encouraged to present an “offer” in the form of a coupon, which would lure prospective customers to Shepparton. The success of the promotion relied heavily on the type and value of the “offer”. This promotion involved the printing and circulation of a 64 page coupon booklet. It was distributed by direct mail to 60,000 households throughout the Goulburn Murray, North East and Southern Riverina regions. It was supported by an extensive media campaign. In total, 123 businesses advertised in the coupon booklet.

- Overall, traders offering the better incentive coupons benefited the most. This type of promotion does not suit all businesses.
- Some retailers used the promotion for exposure, not necessarily for immediate sales. It was an opportunity to be involved in a major promotion with little cost.
- Traders contributed towards an in-store \$100 gift voucher.
- In comparison to their 2001 figures, the Visitor Information Centre reported a visitor enquiry increase of 27% during the second week of the school holidays.





BOYS TOYS EXPO

This event lived up to all expectations and raised \$35,000 for the Goulburn Valley Community Fund. The Shepparton Rotary Club, assisted by a small band of volunteers, organised this event to coincide with Fathers Day weekend. “Toys” ranging from a Dodge Viper to a Harley Davidson motorbike were on show for both young and old. An extensive advertising campaign was undertaken with the generous assistance of all local media. Organisers presented displays in various locations within the city areas in the week leading up to the event. Research showed a high percentage of attendees came from outside Shepparton.

SHEPPARTON SPECTACULAR - 4WD & CAMPING EXPO

This event was held at the Kialla Paceway and organised by a Melbourne based event company, Promotions 34. The objective of the organisers was to provide an opportunity for local and selected traders to exhibit their merchandise in a professional, friendly and sales oriented environment to produce the optimum product turn over for the exhibitors. Unfortunately, crowd attendance was well down on 2001 so the main objective was not met. The organiser’s research indicated that the effect of the drought on the local economy may have been contributing factor to the down turn in attendance, however there is evidence that a reduction in the advertising campaign contributed more significantly to the lack of success of this event. It is doubtful that Shepparton Show Me would support Promotions 34 in the future.

SPRING CAR NATIONALS

The Spring Car Nationals celebrated its 10 year anniversary with a spectacular display of fireworks at a family event on the Saturday evening. Organisers reported an increase of entrants and spectators in 2002 compared to the previous year. During the weekend, 1,242 entrants and 61,084 spectators passed through the gates. Research indicated that entrants travelled from every state within Australia, with the majority of visitors coming from Victoria, New South Wales and South Australia. This event continues to be a well organised major event that contributes significantly to the City of Greater Shepparton’s economy.

CHRISTMAS PROMOTION

There was lots of activity on our streets leading up to Christmas. The city came to life with roving carollers, music, banners, bud lit trees and our unique Australian Christmas tree. Shoppers took advantage of the free horse and cart carriage rides as it weaved its way around the central business district.

a) Retail Focused Promotions

- Melbourne Football Club promotion was held early December. The mighty Demons invaded our streets and attracted much interest. Leading up to their visit, a competition was held where community members had the opportunity to “win a lunch” in the Maude Street Mall seated beside a Melbourne Football Club footballer. There was autograph signing and a competition amongst the footballers where they were divided into teams and then had to visit as many retailers as possible with the aim of attracting shoppers to those stores. Later that afternoon a football clinic was held at Deakin Reserve and in the evening a “Dine with the Demons” dinner was held at Eastbank. Local Football facilities of the Shepparton Bears and Shepparton United (Deakin Reserve) and Shepparton Swans (Princess Park) were improved as a result of funds raised during this promotion.
- “Pluck-A-Santa” campaign. This promotion was fun, exciting, retailer friendly and shopper interactive and attracted all ages. Shoppers had the opportunity, three times a day, to win a prize from the “Big Red Sled” toured the city, including the satellite shopping areas. Radio was used to promote event locations, create urgency and excitement and to promote the stores from where the prizes were purchased.
 - All prizes were sourced from local retailers
 - Retailers enjoyed the excitement outside their stores
 - Businesses received greater exposure due to live radio broadcasting
 - The promotion covered the whole city including neighbourhood shopping strips and industrial areas.





CHRISTMAS PROMOTION [Cont.]

b) Decorations

In partnership with the Greater Shepparton City Council, four trees in the CBD will be permanently bud lit and decorated annually.

A Shepparton Show Me sub-committee has been working on a three to five year strategy for Christmas decorations. This year we will concentrate on the central mall area, with the 2nd and 3rd years progressively fanning out from the mall to encompass the major arterials. In mid-November, a magnificent 10 metre contemporary Australian Christmas Tree was installed in the mall. The design of the tree was based on Australian icons, the Hills Hoist and the water tank. Banners adorned median strips throughout the Central Business District. Another feature in the city was the installation of the “Christmas Cow Sculpture” at the Fryers/Wyndham Street intersection.

SHEPPARTON BUSH MARKET AND SHEPPARTON COUNTRY MUSIC FESTIVAL

The inaugural Shepparton Country Music Festival was successfully organised by the Shepparton Rotary Club in conjunction with the Chamber of Commerce’s annual Bush Market.

The aim of combining the two events was to enhance the Shepparton Bush Market and attract new visitors to the area. The Country Music Festival was held over three days with many retailers extending their trading times to accommodate the influx of visitors. Survey results show that a high percentage of visitors were attracted to Shepparton for the Country Music Festival and travelled from Victoria and New South Wales. Many retailers reported an increase in trading figures. The Chamber of Commerce views the Bush Market as an event essential to the wellbeing of the city’s retail sector and the Shepparton Show Me Panel has identified the Country Music Festival as an ideal event to complement the Shepparton Bush Market.



SHEPPARTON FESTIVAL

The SheppARTon Festival 2003 used its theme of “Raising Dreams” to do just that. Raise and celebrate the dream of the community in the sharing and enjoying of music, theatre, and visual arts in diverse settings around the local area. In the process it continued to attract increasing numbers of visitors from other regions to enjoy what has become an annual calendar event. Each year the SheppARTon Festival continues to raise the bar to challenge and excite its audience. Showcasing the best of local talent alongside artists of national status is of ongoing benefit to the Shepparton community. Tourism Victoria supports this event with the aim of increasing visitation to Shepparton. With the financial commitment and support from Shepparton Show Me, the festival was marketed to a broader audience through Radio 3AW (Melbourne), Herald Sun and The Age newspapers, regional newspapers and the Albury and Bendigo WIN Television windows. The tourism study undertaken by Robyn Golder Marketing demonstrated a positive economic impact in excess of \$4 million injected into the local economy.





ADVERTISING STRATEGY

To complement the inaugural Shepparton Business Expo, sponsored by the Greater Shepparton City Council, the “Professionals” commercial was shown in the Shepparton, Albury and Bendigo windows during late August and early September. The commercial highlighted the benefits of “doing business in Shepparton”.

Prior to and during the first week of the September school holidays, an extensive television campaign featured shopping highlights in conjunction with the many lifestyle activities available when visiting Shepparton. During the two weeks, 162 x 30 second commercials were shown in the Shepparton, Albury and Bendigo television windows.

In its desire to position Shepparton in the hearts and minds of the local catchment as well as other regions, the panel undertook to see what the market had to offer in terms of other advertising creative agencies. The panel was keen to develop a new look and feel for the promotion and marketing of Shepparton.

The Shepparton Show Me Panel has been pursuing the options available to it to vary its advertising direction for some time. During this year an advertising brief was developed and distributed to a number of agencies, both local and in Melbourne for consideration. One of the agencies chose not to submit and four provided submissions. Each agency was invited to present its submission to an advertising sub-committee.

From this process a preferred agency was recommended to the full Shepparton Show Me Panel. That agency presented the preferred option and this was subsequently endorsed. The successful agency was Alchemy Media, which has been Shepparton Show Me’s advertising agency since its inception. The proprietors, Peter Sutherland and Liz Ainsworth, demonstrate a passion for Shepparton which could not be duplicated by the other agencies. This new direction was endorsed as a twelve month strategy whilst the Panel continued to research longer term options.

Alchemy was commissioned by the panel to develop, a twelve month advertising strategy with a series of sixty second infomercials and fifteen second commercials promoting local events. The new style, call to action infomercials, are full of life, and are hosted by Peter Sutherland and Nicky Whelan. They highlight various business sectors including retail, dining, nightlife, places to stay, children’s activities, adult entertainment and industry. The infomercials are strategically placed with the aim of generating visitors throughout the year.





Shepparton Show Me Expenditure 2002/03

TVC Production	Nicky and Sutho TVCs	\$49,520
Media	Nicky and Sutho TVCs	\$39,525
2002 Xmas	Tree & decorations Plucka Santa Media promotion	\$170,772
Banners	Banners Installation Removal	\$20,719
2003 Xmas	Preliminary works	\$4,475
CBD Events	General entertainment Bush Market/Country Music Festival Melbourne Football Club	\$49,735
July Holiday Promotion	Sale in the City booklet Distribution Media promotion	\$40,767
Event Sponsorship	Arts Festival Bush Market/Country Music Festival Spring Car Nats 4WD Spectacular Boys Toys Expo	\$101,745
Consultancy	Strategy review	\$4,484
Miscellaneous	Stationery Newsletters Survey	\$5,635
	Total	\$487,377