



ANNUAL REPORT

2001/2002

Panel Members

Industry Representatives

Andrew Simson - Chairperson
Craig Blizzard - Deputy Chairperson
Reg Dickinson
John Gaylard
Lurline Le Neuf
Terry Le Behen
Mark McNamara
Vince Sagelo
Darryl Twitt
Julie Warren

Council Representatives

Mayor (Cr Chris Hazelman)
Cr Bruce McNeill
Bill Jaboor

Council Support

Chris Clark
Heather Gange
Shelley Sutton

Resignations from SSM during the year included Steven Schneider, Bill Davidson, Leanne Mulcahy and John Starritt.

Summary

Shepparton Show Me Panel

In early 2001 a new Shepparton Show Me Panel (the Panel) was formed to create the opportunity for fresh, creative ideas and leadership to be brought to the Panel. For reasons of continuity and to maintain a connection with the previous panel, four members (John Gaylard, Darryl Twitt, Steven Schneider and John Starritt) remained on the new Panel. Advertisements for nominations resulted in nine new members from the retail and commercial sector being appointed to the Panel. Two Councillors and the Chief Executive Officer represent the Council on the Panel. Since the formation of the current Panel, there have been four resignations.

Strategy Development

The first role of the new Shepparton Show Me Panel was to refine the strategy of the Shepparton Show Me promotion and so the Vision and Mission, developed by the previous Panel, was revisited. A new direction was endorsed, focussing more strongly on supporting events and promotions which in turn would assist the retail and business sectors. A proportion of the funds raised through the levy is made available annually to support events and promotions that will assist the Panel in meeting its objectives. To assist the Panel in distributing these funds, a set of guidelines that could be relied upon to assess applications for funding of events and promotions was developed and endorsed.

Sub-committees have been utilised by the Panel to facilitate a number of functions, including the development of the strategy, budget and specific promotions. The Panel has, over the 2001/02 financial year, supported a number of events or promotions. Some of these are existing events on the Shepparton calendar, having been established for a number of years, and others were new events, which it is hoped would grow into significant events for the business community to leverage off, given the appropriate level of financial support and encouragement.

Media

The Panel has approved a number of media promotions throughout the year, either to market events or promotions, or as stand alone campaigns. The most significant of these was the development of a new style of television commercial (TVC) that would stand out from the balance of the market. Two TVCs were initially developed, primarily as branding commercials, which utilised recognisable Shepparton features. A new jingle was also produced which could be utilised with any Shepparton Show Me production. The commercials are designed so that the vision can be utilised in a number of ways and so that text or audio can be added for the marketing of specific promotions.

Reports

Towards the end of the year, the Shepparton Show Me Panel commissioned Ravim (marketing consultant) to develop a new strategy report. This report provided research on issues such as extended trading hours, increased funding, tourism, tenancy mix, cooperative advertising, marketing and loyalty schemes. Ravim conducted many interviews and obtained some valuable benchmarking information. This report will be used by the Panel to further develop the direction the Shepparton Show Me promotion will take.

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 utilizing appropriate advertising media and services to support events and activities which primarily meet the Panels assessment criteria.

Reasoning: – The SSM 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 maximize the benefits of promotional programs.

Reasoning: - To encourage unity amongst trader groups to focus on projects that allow support from SSM 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 fulfil the expectations of visitors to Shepparton

Reasoning: - If SSM is to invest in an advertising strategy, it is important for the perception to be fulfilled as the reality. SSM should be responsible for highlighting the necessity of Shepparton retail and commercial businesses 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: - SSM 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 recognized provider of goods and services in regional Victoria and southern New South Wales,
2. To have Shepparton widely recognized 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.

During 2001 a new "Funding Criteria, submission guidelines and application form" was developed for individuals and organizations requesting funding assistance.

FUNDING CRITERIA TO ASSESS SPONSORSHIP APPLICATIONS

- Will it assist in meeting our long term plan?
- Will it be true to Shepparton Show me brand positioning?
 - if so what will it communicate?
 - will it be supported by the rate payers?
 - does the proposed partner/activity have a structure in place to manage the alliance?
- Does the proposal include all levied members of the industry sector?
- Has it the potential to change consumer attribute's towards Shepparton?
- Has it the potential to change consumer behaviour and therefore increase sales and activity in Shepparton?
- Is this alliance the most effective or efficient means to be investing the SSM funds?
- Can we measure the success of this investment?
 - if so, how?
- What is the target market of this investment?
- Will we be able to generate positive publicity?
- How can we leverage this investment?
- Will this association be positive for Shepparton Show Me?
- Does the alliance/investment have relevance for all our contributors?
- What additional funding has been committed towards the activity?

SUBMISSION GUIDELINES

General

Funding will only be provided for those events/promotions that have the potential to enhance the retail or commercial sector of Shepparton

Shepparton Show Me will base funding applications on the overall economic benefit to the retail sector of the City of Shepparton.

Shepparton Show Me is looking for innovative and creative events that will attract visitors from other regions to stay and spend in Shepparton.

Application guidelines

- Full details of the event/promotion must be submitted
- Full details of cost of event
- Extent of financial contribution sought
- Description of the event and its potential to attract visitors/overnight stays to Shepparton
- Details of the applicant

Process

- Run advertisement seeking Expressions of Interest
- Panel assesses these and invites formal submissions
- Panel assesses formal submissions and accepts or rejects them

EVENTS & FESTIVALS SUPPORTED DURING 2001/2002

July 2001	Southern Riverina Promotion
August 2001	Winter Market
November 2001	Shepparton 4WD & Camping Spectacular
December 2001	Christmas (Merry Moos and Shopping Promotion)
February 2002	Bush Market
March 2002	Shepparton Arts Festival
April 2002	GP Series Round 1 (Go-Karts)

PROMOTIONS

July 2001

Southern Riverina Promotion

The promotion was held over the 2001 July school holidays. It involved the production of an advertising tabloid by the Shepparton Advisor consisting of twenty-four pages made up of 70% advertising and 30% editorial. It targeted the southern riverina area and was designed to coincide with the NSW school holidays. Approximately 120 local businesses advertised in this brochure and articles promoting attractions in the area including, Kidstown, Aquamoves, Emerald Bank etc were also included.

Retailer's were invited to record postcodes to enable the tracking of where the shoppers originated. Unfortunately very few managed to make these recordings so it was difficult to gauge the value of the riverina advertising.

Most businesses were happy with the concept and would be prepared to be involved again with a tabloid type of brochure but with some improvements to the overall design and layout. It was also agreed to distribute this type of tabloid within our own region for any other campaigns.

August 2001

Chamber of Commerce Winter Market

The annual winter market was held on Friday 17th August. The retailers enjoy promotions of this type as it allows for the clearance of stock and provides entertainment for the shoppers. A survey was undertaken to gauge the retailer's reaction to this day. As mentioned above the majority of retailers want to have events of this type and the survey proved positive to continuing to support this event.

September 2001

As the decision was made not to support entertainment activities in the Mall during school holidays the southern riverina television commercial was revamped and screened in all four windows from the 23rd September until the 7th October 2001 which encompassed the school holiday period.

**November
December 2001**

Christmas Campaign

The Christmas promotion began on the 17th November with the merry moo muster and parade which was once again a great success. There were hundreds of people gathered in the streets and the Mall watching the parade.

The Merry Moo's were again decorated in conjunction with the regions schools with prizes being awarded for the best decorated etc. As this was the last year that the "Merry Moo" theme was utilized they were auctioned on the 21st December. The auction realized approximately \$1,300 which was disappointing as it was expected that they would raise much more than that. A cash cow competition was also held with two prizes being drawn each day in December and the major prize drawn at the auction.

Four trees at the entrances to the Mall were decorated with bud lighting and presents for the 2001 Christmas decorations. Four trees will continue to be decorated with bud lighting each year for the next five years. It is anticipated that all suitable trees in the Mall and surrounding streets will be bud lit within five years. This promotion is being organized in conjunction with the Council who will pay for the ongoing works that are required, SSM to commit \$5,000 each year for five years.

A new Christmas promotion is currently being developed with the assistance of the creative director of 'Mothers Art' a Melbourne based company that is involved with decorating major attractions in the Metropolitan area.

Bush Market

Bush Market is an annual event that is run by the Chamber of Commerce and has the support of the majority of retailers in Shepparton.

The event is held each year at the end of February. SSM provided \$20,000 to be used for advertising in the print media, radio and television.

Shepparton Arts Festival

The Arts Festival continues to be supported by SSM as it is a great community event that has the ability to draw people from all parts of Victoria and interstate that will stay and spend in the City. Funds were used to advertise in the print media in Melbourne and also for advertising in the Bendigo, and Albury television windows.

This Festival runs for two weeks from the beginning of March and encompasses many different types of events, free and ticketed. A street festival, art workshops for children, theatre, dinner with a guest chef, and opera in the orchard all form a part of the festival.

4 Wheel Drive & Camping Spectacular

This event was organized by Promotions 34 and was an extremely well run event. An amount of \$3,000 was provided to the promoters to assist with advertising this event. Approximately 14,000 attended the event which was held at Shepparton PACEWAY in November 2001.

GP Series Go Karts

Held on the 13th and 14th April the first in a series of events held throughout Victoria. Funding of \$10,000 provided to assist with advertising. The economic impact for the City of Shepparton very positive as promotional activities took place during the lead up time and during the weekend of the event.

STRATEGY AND REPORTS

John Ravlic, working through Ravim, an independent marketing consultancy, was invited to submit a proposal for a SSM Strategy for the next 3 – 5 years. The report addressed many issues which are pertinent for the Panel to address so as to continue the development of Shepparton as a vibrant and confident regional business centre.

The SSM Panel reviewed its strategies for advertising during the year. The Panel identified the need to change the direction of its television commercials (TVC) to ensure Shepparton continues to lead its competitors in its self-promotion. The SSM TVCs have been produced in a similar way since the Shepparton Show Me campaign began and it has been identified the promotion is in need of a new creative direction.

As a consequence, Ravim was also directed by the Panel to develop a brief requesting advertising agencies to respond to the Panel with presentations of their ideas for developing Shepparton Show Me TVCs to a new level. This is currently underway and decisions will be made early in 2002/03 as to what direction the future TVCs and other forms of marketing will take.

SSM continues to work well with the print media and radio stations in Shepparton promoting Shepparton as a shopping and commercial mecca for the Southern Riverina and the north east of Victoria.