

**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 (2003 - February 2004)  
Bob Laing Chief Executive Officer (March 2004 – Current)  
Cr Anne McCamish Mayor  
Cr Bruce McNeill Councillor

**Industry Representatives – Resignations 2003-2004**

Reg Dickinson Pizza Haven

## **Shepparton Show Me - Vision and Mission Statement**

### **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 co-ordinated 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 fulfil 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**

It is with a great deal of satisfaction I present the 2003-2004 Shepparton Show Me (SSM) Annual Report. The past year has seen the Shepparton Show Me Panel continue to expand and vary its supporting media and activities, on behalf of Shepparton's business community. As you will discover when reading the report, the panel has taken on the challenge of innovation in advertising using Shepparton's nationally recognised Alchemy Media.

The utilisation of the "reality" style of commercial has been very successful in attracting visitors to our business district while the country has been under substantial pressure due to drought conditions. Some criticism has been heard due to individual business being co-opted to support this advertising style. It is important in developing the fabric of Shepparton that we use the most effective message available to us at the time.

A continuation of this approach has been taken with the promotional activity on Melbourne's radio station 3AW. The Shepparton Show Me Panel has used some of Shepparton's unique and special businesses to be the focus of live reads by 3AW's Ernie Sigley to create a point of interest and encourage visitations and utilisation of Shepparton and its business community. Innovation and uniqueness should be encouraged as a common benefit.

The Shepparton Show Me Panel continues to work closely with the Greater Shepparton City Council. In this reporting period, the first of a series of 'welcome flags' were installed and flags with various promotional messages have been flown. This activity has provided a unique opportunity for business in Shepparton to promote itself at the city entrances. The Shepparton Show Me Panel continues with the development of bud lighting for the central business district trees, and after 3 years we are starting to see the benefit of this joint activity. I commend Bill Jaboor, Greater Shepparton City Council's former Chief Executive Officer, for his willingness to take up those opportunities in conjunction with the panel.

Not every activity the panel undertakes will be seen as successful by all of its constituents. The important fact is that the funds available are used to continue to support a range of activities while retaining a strong focus on repeating the message that Shepparton offers a rewarding experience to those who visit its business district.

I take this opportunity to thank all those individuals who have participated in the Shepparton Show Me Panel's activities during the reporting period.

**ANDREW SIMSON**

The overall reaction to the Shepparton Show Me promotional campaign has been extremely encouraging, with many people seeing it as a much needed boost to the promotion of the business community of Shepparton. Shepparton has been a leader in implementing such a campaign. So as to keep an 'edge' on competitors, we have lifted the promotion to greater heights with fresh, innovative advertising strategies.

In February 2004, Shepparton Show Me commenced a 10 month advertising contract with 3AW Melbourne. A suite of four seasonal advertisements aims to establish geographical awareness of Shepparton and its environs. This is enhanced by a monthly 'live read' by popular broadcaster Ernie Sigley, who has focused on the 'excellence of business' in Shepparton.

The Shepparton Show Me Panel are still exploring further branding and marketing opportunities in Melbourne, regional Victoria and New South Wales.

## Shepparton Show Me Promotional Activities

### Television Commercials

Alchemy Media was commissioned by the panel to develop a twelve month advertising strategy with a series of 60 second infomercials and 15 second commercials promoting local events. All infomercials are placed over a two week time frame. Shepparton Show Me Panel also supported larger events with advertising funds for a media spend and the creation of 30 second commercials. For sponsorship, individuals or groups have to demonstrate that they meet the Shepparton Show Me funding criteria.

**Radio and Press** were also used to support events, the 'Sale in the City' promotion and the Christmas promotion.

## 2003

<b>July</b>	'Man Make Over' This infomercial focused on male products and services 'Sale in the City' Coupon booklet (a promotion organised in partnership with The News)
<b>August</b>	Dutton Rally (15 Seconds) (event)
<b>September</b>	'Place to Be' This infomercial highlighted family activities to coincide with the school holidays
<b>October</b>	'Backyard Blitz' Spring weather, gardens and renovations were the focus of this infomercial
<b>November</b>	Spring Car Nationals (event) Spring Car Motor Show (event)
<b>December</b>	Christmas promotion of Pluck-A-Santa (event) Child entertainment (event)

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**2004**

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<b>January</b>	Acoustic Rock Festival (event)
<b>February</b>	Shepparton's Bushmarket and Country Music Festival (event)
<b>March</b>	The SheppARTon Festival (event)
<b>April</b>	'Place to Be' A repeat of the family holiday activities infomercial to coincide with Easter. Family holiday activity – infomercial
<b>May</b>	Wheels of Time (event)
<b>June</b>	Dog Sled Races (15 Seconds) (event) 'What Women Want' Retail 'therapy' for women infomercial 'Sale in the City' Cheque it Out – Coupon booklet (promotion)

**Other Advertising**

- A full page advertisement, promoting professional businesses, retail and industry has been included in the Greater Shepparton City Council's Visitor Guide.
- A full page advertisement promoting events and a full page editorial promoting Shepparton was placed with the Bendigo Advertiser in their tourist magazine, Focus.
- To establish geographical awareness, supported by event promotion, a 10 month advertising campaign with 3AW commenced in February.
- The Greater Shepparton City Council flagpoles, currently located in the southern and western entrances to Shepparton, are placed to provide a colourful and vibrant entrance to the city, thereby enhancing the visual attractiveness of the city's entrance. At the same time, these allow for the promotion of significant community events or occasions. The flags convey a sense of activity within the city. Shepparton Show Me, in conjunction with the Greater Shepparton City Council, have designed an assortment of flags. They include generic flags promoting retail and motoring, specific events including the SheppARTon Festival, the National Piano Awards, Cash for Cans and Christmas.
- Co-operative advertising is available to Shepparton businesses to enable them to leverage the advertising of the Shepparton Show Me promotion. The Greater Shepparton City Council flagpoles are also available for use by community groups or organisations wishing to publicise forthcoming events, activities or campaigns considered appropriate by the Council.

**Promotional Activities**

The Shepparton Show Me Panel supported a variety of promotions and events that were able to demonstrate that they fulfilled the required criteria.



## 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 ratepayers?
  - does the proposed partner/activity have a structure in place to manage the alliance?
- Does the proposal include all leviable members of the industry sector?
- Has it the potential to change consumer attitudes 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 panel's 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 the Shepparton Show Me Panel?
- Does the alliance/investment have relevance for all our contributors?
- What additional funding has been committed towards the activity?

### Sale In The City – Coupon Booklet

This is now the third year of this project. The Shepparton News was contracted for two years to sell the advertising, produce the coupon booklet and promote the eight day sale. The 64 page booklet consisted of editorials promoting activities, events and places to visit, as well as offering 260 redeemable special coupons from 79 participating businesses. 60,000 booklets were distributed to households throughout the Goulburn and Murray Valleys, North East Victoria and Southern Riverina. The promotion was scheduled in July to coincide with both the Victorian and New South Wales school holidays and was supported by an extensive media campaign. Retailers were encouraged to extend their weekend trading hours and free entertainment was organised in the CBD during the middle weekend of the promotion. Research conducted by Robyn Golder Marketing/Melbourne indicated that 41% of shoppers were from up to one hours drive from Shepparton, 8.5% from regional Victoria, 3.5% from Melbourne and 8.5% from interstate, mainly New South Wales. 84% of respondents to the questionnaire knew about the promotion and 88% indicated the retail shopping was their main reason for visiting Shepparton. Business participation in the promotion was less than the previous year. Shepparton Show Me contributed \$19,000 to this promotion which was mainly attributed to promoting the event.



### Spring Car Nationals and Motor Show

This event was supported by the Shepparton Show Me Panel with funds to the value of \$16,500, with the aim of promoting the Saturday evening as a family event and hence boosting family numbers to Shepparton. As a lead up to the Spring Car Nationals, organisers held a motor show in the Maude Street Mall to capitalise on a different category of motoring enthusiasts. It is hoped that this event will develop further over the next few years. In comparison to the 2002 event, attendance numbers were down which organisers blamed on the heavy police presence and vigilance at the previous event. They have met with local authorities and have been assured that the event is well under control, so police numbers will be reduced over the next couple of years.



## Christmas Promotion

The Shepparton Show Me Panel spent \$162197 in its role at supporting the Christmas decoration and entertainment strategy for the central business district

Features of the Christmas celebrations this year included:

- Installation and extension to the Christmas tree located in the Maude Street Mall
- Installation of new decorations and lights to the Christmas tree
- Free present wrapping service from decorated kiosk in the Maude Street Mall
- Presents in trees
- Boxed surrounds installed around trees at entrance points to the Maude Street Mall
- Bud lighting of trees
- Decorative wrapping of tree trunks
- Installation of pole art – flying ibis and cow jumping over the moon
- Family entertainment in the Maude Street Mall
- Free horse drawn carriage rides around the CBD
- Pluck a Santa promotion



## Acoustic Rock Festival

This event was organised by the GV Community Fund with the assistance of an event management team. It was programmed to complement other events held on the Australia Day long weekend. The event was held in the Queens Gardens but unfortunately due to a number of reasons, did not attract the anticipated crowd. It was well organised with excellent publicity. Being the inaugural event, a number of issues will need to be addressed for future sustainability. The Shepparton Show Me Panel contributed \$10,000 to assist this event in its inaugural year.

## Shepparton's Bush Market and Country Music Festival

The Shepparton Show Me Panel was concerned about the viability of the Bush Market in its previous format and was keen to introduce new concepts to enhance the event. The Shepparton Chamber of Commerce regards the Bush Market as a major annual event which is essential to the well being of the City's retail sector. They have been receptive to change and fully supported combining the Bush Market with the Country Music Festival. The Rotary Club showed great enthusiasm and professionalism in organising the 2003 and 2004 event. Although the festival attracted a number of visitors to town, it did not achieve the Shepparton Show Me objective of enhancing retail spending during the Bush Market. The Shepparton Show Me Panel contributed an amount of \$42,924 to the support of these combined events in 2004.



## SheppARTon Festival

The Festival has been successfully staged since 1997 and is now regarded as a major calendar event for Shepparton. For 2004, core events of music, theatre, dance, visual art, wine and food, were compacted into five days including children's events and youth events. The aim was to create greater intensity and to increase overnight stays during the Labour Day holiday weekend in March. Research showed that there was an increase of 8.9% in the number of patrons that were staying in the area and figures reflected a big growth in length of stay comparatively to previous years. With the financial assistance of Shepparton Show Me, to the amount of \$15,000 and Tourism Victoria, the festival was advertised outside the area, including in the Melbourne Age and on 3AW radio.



## Wheels of Time

Shepparton Show Me Panel contributed \$5,200.

This event was organised by the Goulburn Murray Life Education Centre Inc. and held at the Driver Education Centre of Australia. It is the fourth year of the event. It showcased past and present forms of transport, agriculture and industrialisation. It also featured vintage, veteran, classic automobiles, racing cars, traction steam engines, stationary engines, tractors, working draught horses, involving the members of various clubs and associations from throughout Victoria and New South Wales. 30% of participants were from outside the region. During the weekend, a mini shuttle bus was to operate between the venue and the CBD area at no charge. Unfortunately, due to inclement conditions, patron numbers were down from the previous year.



**Finances**

The Shepparton Show Me Panel allocates the marketing fund across a variety of projects and seeks to be transparent in that process. By far the major project undertaken by the Panel over the last few years has been the continued development of the Christmas strategy. This has included the commissioning and development of the Christmas tree and a broad range of other initiatives.

The Panel continued to support a number of community and retail events, as well as continually updating the flags at the south and west of the city.

The production of television commercials was wound back this year, in anticipation of the launch in 2004/2005 financial year of the new style of advertising, however, funds were still spent on media time to run the familiar ‘Sutho and Nicky’ commercials.

The Panel has been diligent over the past years in ensuring a reserve fund (surplus) has been able to be built. This has mainly been with the intention of developing the new style animated television commercials and to be able to provide the opportunity to seek new and innovative ways to promote Shepparton into new markets. A good example of this can be seen in the strategy to form an alliance with local trucking companies to utilise the curtains on the trucks to display our message. A range of other methods are being assessed and budgeted for in future years to broaden our message into the Melbourne market.

<b>DESCRIPTION</b>	<b>AMOUNT</b>
Consultancy	\$2,545
Miscellaneous	\$3,875
2003 Xmas	\$162,197
Banners	\$20,693
TVC Production	\$13,650
General Media	\$63,885
Sale in the City	\$41,175
Event Sponsorship	\$94,429
<b>Sub-total</b>	<b>\$402,448</b>
Approx. 2003/04 Revenue	\$460,000
2002/03 Carried Forward	\$99,593
2003/04 Income	\$300
2003/04 Final Balance	\$157,445
Anticipated 2004/05 Revenue	\$480,000
<b>Anticipated 2004/05 Available Funds</b>	<b>\$637,445</b>