



1999–2000
Annual Report
and
Budget for 2000/2001



1999–2000 *Annual Report*

Summary

The “Shepparton Show Me Panel” has completed the last financial year on an extremely high note having undertaken a full range of promotional activities within budgetary constraints.

The Panel has enjoyed continued success, which has resulted in improved sales performance, particularly across the retail sector. Straw telephone polls conducted at various times throughout the year have suggested that many traders have achieved their best sales performances on record. Some traders polled immediately after the highly successful 1999 “Shepparton Show Me Christmas” campaign featuring the “Merry Moos” of Shepparton said that sales had improved by 20% on previous Christmas periods.

This strong support has also been evidenced by the media releases from the Shepparton Chamber of Commerce and Industry which have widely acclaimed the “Shepparton Show Me” program. The Chamber stated that their members are extremely pleased with the performance of the panel and support its activities 100%.

Other evidence of the acceptance of the “Shepparton Show Me” promotional campaign has been the use of the “Shepparton Show Me” logo and jingle within individual business advertisements. Examples of this have included Lorenz Eyewear and the Parklake Motor Inn.

The challenge for the Panel will be to maintain the consistency of advertising frequency and quality into the new financial year which will feature the yet unknown reaction to the new tax system. Throughout the current year the Panel has found it difficult to undertake all the activities expected by the levy payers within its current budget.

One challenge has been maintaining the vibrancy of the Maude Street Mall and surrounding Central Business District Area with quality entertainment and activities. Tier Two activities such as the Bush Market and the Spring Fashion Parade are restricted to approximately one per month. These events have been supported by the employment of entertainers on most Friday and Saturday trading days, however their performances are limited to a maximum of only two hours per day. With some trading days extending to twelve hours the Panel needs to consider other forms of entertainment and activities that will give the area the desired atmosphere.

Panel Members

Membership of the Panel was increased during the year to include two new industry representatives and an additional councillor. The new members are Bruce Thomson from Thomson Finance, Lyn Emmerson from Emmerson's Handcrafted Furniture, and the Mayor. Regrettably one of the founding members of the Panel, Stephen Schnieder has requested temporary leave until further notice, due to family commitments.

The Panel comprises:

Industry Representatives

John Gaylard Chairperson
Darryl Twitt Deputy Chairperson
John Starritt Media Sub Committee
Matt Innes Irons
Karin Heinz
Bruce Thomson
Lynn Emmerson
Stephen Schnieder (on leave)

Council Representatives

Mayor (Cr Chris Hazelman)
Cr Bill Hunter
Bill Jaboor

Council Support

Phillip Milbourne Project Manager
Liz Dobson
Heather Gange

VISION STATEMENT

To raise Shepparton's profile as a strong and confident, leading regional business centre using new and existing events to promote retail shopping in both central and neighbourhood precincts, entertainment, food and wine, sporting venues and events, to create a character and identity exclusive to Shepparton to engender community spirit.

MISSION STATEMENT

Operate a two tiered marketing philosophy encompassing an overarching theme supported by localised events and activities. Encourage support and facilitate festivals, events, entertainment programs, internal shopping trips, loyalty programs, concerts and school holiday programs.

MISSION ACTIONS

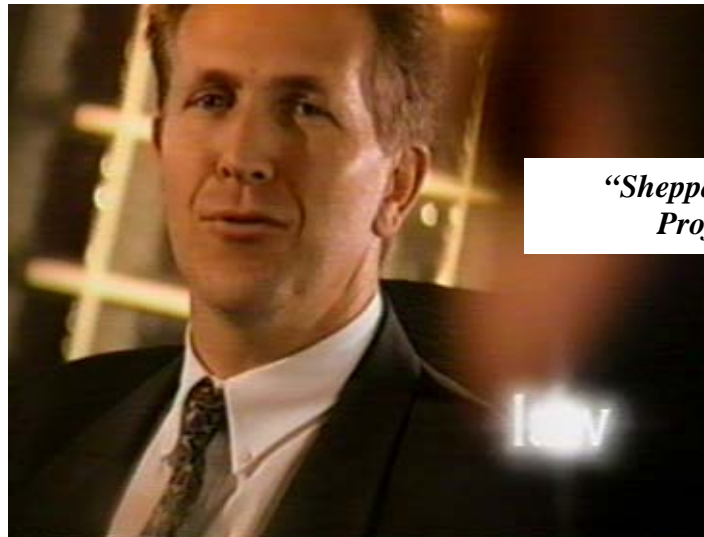
- 1. Utilise the full range of advertising media such as, television, radio, and cinema, press including newspapers, magazines, periodicals, flyers, catalogues and brochures.*
- 2. Establish and foster the continued development of trader groups in order to tailor and maximise the benefits of promotional campaigns to meet specific needs.*
- 3. Maintain regular contact with all stakeholders with the provision of a bi-monthly newsletter supported by personal visitations as necessary in order to obtain full co-operation and maximise promotional success and cost effectiveness.*

Tier One – Theme Commercials

The Panel has continued its attempts to achieve its vision and mission, with the use of television based theme commercials aimed at lifting community perceptions of the various Shepparton business sectors.

Television

Commercials expanding on the retail commercial sector together with a more sophisticated commercial, which promotes the professional business sector, were introduced to add to the already successful stable of commercials. Other advertisements, which featured the fashion industry, industrial sectors, family entertainment, night entertainment and neighbourhood shopping, have also been used extensively during the year.



“Shepparton Show Me Professionals”



“Shepparton Show Me Retail”

Other commercials, which featured specific events, have also been produced and screened throughout the year.

All networks have been used with advertising being placed in the Shepparton, Albury and Bendigo windows. On some specific occasions single networks have been chosen depending on the demographics towards which the campaign has been aimed.

Cinema

Cinema advertising has been trialed during the year in Shepparton, Albury, Wangaratta, and Bendigo. Commercials have featured NightLife activities and family shopping entertainment. The success of these commercials is difficult to quantify but they are believed to be well received by theatre goers.



*“Shepparton Show Me
Night Life”*

Publications

Advertisements have been placed in both the Greater Shepparton Conference Planner and the Greater Shepparton Visitors Guide. These publications were chosen as long term strategic vehicles that are integral to the general marketing activities of the Greater Shepparton City Council.

The Conference Planner is a bound high quality publication that is distributed to potential conference organisers across Australia. The "Shepparton Show Me" advertisement has been designed to present Shepparton's commercial sector as fully faceted and full of fun and entertainment.

The Visitors Guide is distributed widely across the Goulburn Murray Waters Tourism area. It is carried in Visitor Information Centres as well as tourist precincts and venues. It is the sought-after guide for visitors to the area. The advertisement placed has presented Shepparton's retail centre as Retail Entertainment.

Vehicle Advertising

Ohlin's Overlander Tours have donated space on the rear of a number of their touring coaches for the application of the "Shepparton Show Me" logo. These coaches travel around many of Australia's major tourist areas and carry the message that Shepparton can "Show Me" lots of things to do.

Negotiations have been completed with Phillip's Transport for the display of appropriate advertising on trailer curtains. Vehicles will be chosen that visit the Melbourne CBD on a regular basis.



Web Portal

A new innovation currently under construction is the "Shepparton Show Me" web site located at www.sheppartonshowme.com.au

The site will feature two entry levels which can be accessed depending on the operator's equipment level. The first will be a "Flash" site, which will include both sound and animation to a high standard. The other level is on a more simplistic text and picture basis, which will appeal to users with slower computer and modem speeds.

The site is being designed as an advertising and information platform for potential Shepparton customers, however it will also include a security section which will only be available to levy paying “Shepparton Show Me” members. The secure section of the site will become an electronic newsletter and information billboard. Current information on “Shepparton Show Me” campaigns will be available along with plans for future programs. This is designed to allow businesses in Shepparton to plan more widely around the overall strategy of the “Shepparton Show Me” program.

The site will also be used to encourage and educate businesses in the basics of this form of electronic commerce. It will include templates where contributors will be able to complete blanks and have their own advertisements featured on the public side of the web site. It will also act as a chat room for businesses so that they can make better use of their own advertising campaigns. For example, if a business should want to run an advertising campaign in conjunction with other traders, they will be able to call for interest from others within the secure site environment.

Business training programs will also be promoted in this area of the site.

The public side will include a Shepparton search engine, events calendar, database directory, games room, map section, sales events, and possibly develop into a virtual shopping centre.



Tier Two – Events

The following events have been completed: -

“Shepparton Show Me Fashion and Flowers”

Aimed at raising awareness of the fashion industry, florists, and plant nurseries. A television, radio and press campaign supported by a daily fashion parade and guest florist. Included mall entertainment and the production of a special logo variation.



“Shepparton Show Me Good Food”

Aimed at raising awareness of the many different types of food available. Included fast food outlets from all over the levied area, restaurants, cafes, bakeries, delicatessens and hotels. Includes a special logo variation featuring a chef's hat, dinner plate, knife and fork.

Consisted of a television, radio and press campaign supported by guest chefs at various locations around the CBD. Included entertainment in the mall.

“Shepparton Show Me Camping and Bicycle Expo”

Conducted in conjunction with trader group to promote camping and bicycle sectors of the retail industry.



“Shepparton Show Me a Sparkling Christmas”

This promotion featuring the “Merry Moos” of Shepparton was particularly successful with many businesses indicating during a recent telephone poll that sales figures were a substantial improvement on previous years or at least holding their own with previous highs.

The campaign was launched by Premier Bracks and featured three-dimensional cows in all sorts of interesting city locations. It drew much public comment in both the positive and negative.

The advertising campaign was designed to intrigue prospective visitors and inspire them to make the trip to Shepparton to see and enjoy the cows for themselves. This certainly happened with reports of some groups from neighbouring centres hiring buses to enjoy a day out.

The cows were especially popular with visitors to the city with many people stopping to take snap shots of family members standing with the cows.

The unfortunate vandalism was beyond original expectations and will need to be considered more carefully with future cow promotions.

Since Christmas the cows have been featured at International Dairy Week and a number of conferences and sporting events and have become good ambassadors for Shepparton.



“Premier Steve Bracks with Moodolf”



“Shepparton Show Me Bush Market”

The now traditional Bush Market was again successful this year. This joint project with the Shepparton Chamber of Commerce and Industry enjoyed strong patronage and was supported by the greater majority of CBD businesses. While stallholder numbers were a little down on previous years, many traders reported excellent sales. Many have also confirmed their confidence in the Market and reinforced the need for it to continue as the perfect end of season clearance.

“Shepparton Show Me Super Car and Autofest”

The inaugural Super Car Show was held in mid March and attracted large crowds over the three days of its operation. The concept of this event was to showcase the automotive industry of Shepparton with particular emphasis on the accessory and repair sector. In early contact with most of the levied traders, strong support was indicated with up to sixty different operators indicating their willingness to participate. Unfortunately very few traders actually seized the opportunity to be present during the promotion.

As a lead up to the event, cars were displayed in the Maude Street Mall. Extensive television advertising was also undertaken with Channel Ten, which was a joint sponsor of the event.



Shepparton Arts Festival

The Arts Festival was again supported by the “Shepparton Show Me Panel” as an overall sponsor. This year’s festival was very successful and featured many crowd-drawing events to the city, which benefited levy contributors particularly in the retail and accommodation sector. The box room art features at the entrances to the city and Victoria Park Lake proved very popular with locals and visitors alike.

“Shepparton Show Me “The Simpsons”

One of the most successful entertainment events was the “Shepparton Show Me the Simpsons” during the April school holiday period. Six shows were scheduled with all Simpsons characters appearing in person. Due to wet weather, two of the shows had to be transferred to the Fine Food Centre. Extensive television advertising was used to promote the event which attracted crowds estimated at up to 800 to 900 per show.



“Shepparton Show Me End Sales”

To complete the year’s activities, a special television based commercial was produced to promote the various end of year sales traditionally held throughout the retail sector in June. This was the first time that the Panel has chosen a fifteen-second commercial with reduced tail animation.

The aim of the commercial was to present Shepparton ablaze with sales but do it in a way that linked it with quality and warmth. Rather than promote any particular sector, the

Panel chose to direct viewers to the two leading local newspapers. This method was designed to assist those who had already chosen to promote their own activities.

The campaign concluded with a highly successful sale over the last weekend in June. Both 3SRFM and SUN FM were used extensively to promote the sale. The weekend included regular activities in the Mall and a direct SUN FM broadcast on both days.



Mall Entertainment

A concerted effort has been made to ensure a variety of entertainers are regularly used in both centre stage and other Mall locations. These have included Humphrey Bear, Delmonte Circus, children's rides, and a range of live performers.

Proposals for 2000/2001

The Panel is considering a wide range of events and activities for the new financial year in order to promote traditional marketing areas such as the Bush Market and the Arts Festival together with new business sectors such as gardens and nurseries, travel agents and health and beauty.

It is proposed that three new Tier One television commercials be produced and that the “Merry Moo” Christmas promotion be expanded and improved.

Another new activity proposed by the Panel is the introduction of regular “Retail Shopping Tours” from Melbourne. This is aimed at reversing the trend of many community group fundraisers who run shopping tours to Melbourne. The Panel will be promoting shopping tours from metropolitan areas and their community groups to come to Shepparton.

While the panel has yet to confirm its operating promotional calendar, the attachment, Appendix A, has been suggested.

SHEPPARTON SHOW ME PANEL
Budget for 2000/2001

Income: -

Source	\$	Total Income
Levy 2000/2001	388,000.00	
Sponsorship (to be sought)	30,000.00	\$418,000.00

Expenditure: -

Details		Total Expenditure
Tier 1 television commercial production 4 new over arching commercials @ \$6000.00	24,000.00	
Tier 1 television commercial placement 9 months @ \$8,000.00	78,000.00	
Tier 1 newspaper commercial production & placement – monthly column in News & Adviser	9,000.00	
Tier 1 Cinema advertising Shepparton – Albury – Bendigo – Wangaratta	9,100.00	
Tier 1 Web site maintenance and development	6,000.00	
Total Tier 1 theme costs		\$ 126,100.00
Tier 2 Media filming	1,500.00	
Tier 2 Christmas		
- New cows and refurbishment	15,000.00	
- Brackets etc	5,000.00	
- Entertainment	10,000.00	
- Posters	2,000.00	
- People Moover	6,000.00	
- Banners	2,000.00	
- Advertisement production	13,000.00	
- Advertisement placement	34,000.00	
- Misc	5,000.00	
- Cogs Contracting	18,000.00	
	110,000.00	
Tier 2 Events	78,000.00	
Tier 2 Mall Entertainment 25 weeks @ \$600.00	15,000.00	
Tier 2 School Holiday Program x 3 (\$5,000 x 3)	15,000.00	
Tier 2 Shopping Tours Transport 10 x shopping trips from Melbourne	5,000.00	5,000.00
Total Tier 2 promotion costs		224,500.00
Consultants Fees – Shepparton Show Me	31,000.00	
Consultants Fees – Arts Festival	15,000.00	
Council Administrative Assistant	8,500.00	
Sundry expenses	2,100.00	
Newsletter production and postage (4 x \$1,250.00)	5,000.00	\$ 61,600.00
Performance Survey (4 x 1,000.00)	4,000.00	4,000.00
Signage for Mall	1,800.00	1,800.00
Total Expenses		\$ 418,000.00

SHEPPARTON SHOW ME PANEL

Income and Expenses

Financial Result for 1999/2000

Income

Purpose	Break Down	Total Income
Sponsorship		28,900.00
Sale of cows		1,050.00
Rate revenue		353,418.95
Investment from 98/99		57,396.33
Total income available		440,765.28

Expenses

Purpose	Break Down	Total Cost
Theme ads on buses		360.00
Newsletter distribution and costs		1,308.75
Conference Planner		1,800.00
Visitors Guide		2,100.00
Business registration fee		70.00
Consultants fees		45,000.00
Easter eggs for 2000		450.00
Mothers Day 1999		750.00
Tent & Bike Expo		1,000.00
Balloons		1,109.25
Letterhead and business cards and misc.		931.00
Stickers and Decals		2,600.00
Cinema ads		11,838.60
End of fin. year sales		16,610.00
Winter Market		7,550.00
Food & Wine		16,431.20
Spring Fashion		15,601.70
Tier 1 Advertising		90,467.00
New retail ad		5,000.00
New professional ad		5,785.00
New jingle		4,800.00
Web site development		8,177.45
Display Board		676.00
Talent auditions for Mall entertainers		899.00
Mall entertainers		4,810.00
Bush Market		
- Chamber of Commerce	10,000.00	
- Media Pro & Place	10,595.00	20,595.00
Super Car Show		
- Management	4,000.00	
- Advertising Production	1,250.00	

- Advertising	(Not yet to hand) 4,750.00	10,000.00
Delmonte Circus		
- Performers	1,440.00	
- Advertising	840.80	2,280.80
Christmas		
Totally Decked Out	14,854.00	
Trevaskis Engineering		
- material and cut	32,448.60	
- undercoat	9,375.00	
Painting		
- paint	3,811.95	
- freight	40.00	
- painters	5,892.50	
- repairs	100.00	
Decals for cows	400.00	
Leaflet delivery	70.00	
Santa (Chamber of Com)	2,800.00	
Entertainment	8,684.20	
Window dressing	600.00	
Misc.	364.81	
Media placement	33,876.00	
Production		
7 x TV commercials		
8 x Radio Commercials		
31 Press Commercials	12,540.00	
Spot Moodolf competition	775.00	
Posters	3,970.00	
Steve Bracks release	450.00	
Broadcast dubs	1,400.00	
COGS Contracting	118.00	
People Moovers – Bus	5,391.20	
– Additional advertising	743.20	140,704.46
Wyndham St cave	2,000.00	
Inter Dairy Week		
- Decals	720.00	
- COGS Contracting	440.67	
- Alchemy	380.00	1,540.67
Misc.		119.40
Simpson's		11,400.00
End of Year Sales		
Television ad production	1,000.00	
Television placement	5,000.00	
Radio production and placement	2,000.00	8,000.00
Total Expenditure		440,765.28

**Total Cow Costs
\$66,922.45**

The financial result for 1999/2000 has been most satisfactory in terms of meeting budget commitments however this has only been possible due to the carry over of funds from the 1998/1999 financial year. This amount of \$57,396.33 represents a 16% increase over the revenue available from promotional rate levy collections.

It should also be noted that the projected sponsorship of \$30,000.00 in the 1999/2000 budget was not fully realised with only \$25,000.00 being attracted in direct sponsorship and a further \$3,900.00 being received as associated activity during the Christmas promotion.

It should further be noted that the overwhelming interest in the “Merry Moo” project resulted in the private sale of a small number of cows which is also reflected in the balance sheet.

While there were considerable set up capital costs involved in the “Merry Moo” project which will be used over the next four year period, additional capital costs will be required to support the concept if it is to remain vibrant and attractive. The financial constraints of the new financial year will only allow increased expenditure in this area for replacement props and a small additional number of cows to the herd. Consequently only 22% of the total amount expended last year will be available for the 2000 Christmas promotion.

Themeing commercials will continue to be screened throughout the new financial year but on a less concentrated frequency. Spending will be reduced by 20% across the board with some advertising confined to only one network at a time.

On the event level, the income available is insufficient to fund all proposed activities. As a result the panel will be forced to reduce the total number of campaigns as well as the budget allocation for each event. The Panel has taken care to ensure that traditional activities will continue unhindered, however new initiatives will be somewhat limited.

Sponsorship of \$30,000.00 has been included in the budget estimates but is considered ambitious. Emphasis will be placed on seeking additional support from previous sponsors as well as attracting new investors. If these attempts are unsuccessful, further budgetary restraints will need to be imposed.

Summary

Through the efforts of the “Shepparton Show Me Panel”, Shepparton now has a world-class promotional vehicle which will assist directly in influencing additional trade from both the Shepparton domestic market as well as major regional communities within a commutable distance.

A major benefit of this promotional campaign has been the uplift in community spirit, which was particularly evidenced during the “Merry Moo” campaign.

“Shepparton Show Me” is now the envy of many of Shepparton’s competitors and is seen as a benchmark for others to achieve.

“Shepparton Show Me” must continue to grow and can only do this through the strong support of businesses and the Greater Shepparton City Council

