



shepparton show me

Annual Report 2013-14

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Shepparton Show Me is a collaborative marketing program that strategically promotes Shepparton as the preferred destination to do business, shop, dine, play and stay.

The Shepparton Show Me committee, made up of representatives from local businesses and Greater Shepparton City Council, develop marketing campaigns targeted to specific audiences and centred on key dates and events.

Funded via the Greater Shepparton City Council, Shepparton Show Me derives its budget from a percentage of rates in the dollar on all commercial and industrial premises within a designated area in the Shepparton urban area.

## Vision

To position Shepparton as the premier place in northern Victoria to do business, shop, dine, play and stay.

## Mission

To advance the growth and promotion of business and services in Shepparton.

## Objectives

- Support and grow initiatives that will bring an economic benefit to Shepparton Show Me members.
- Help strengthen and support these initiatives to a point that they are able to be independently successful.
- Stimulate the economy specific to Shepparton Show Me members and provide them with a positive return on investment.
- Provide an informative communication format for all members and other stakeholders.
- Gain measurable results from all marketing campaigns, promotions and events.
- Represent members in an ethical, fair, open and transparent manner in all decision making.
- Appoint a committee that will have the expertise and commitment to represent its members.
- Consider the Shepparton Show Me brand and build on its strength in all decision making.
- Adhere to the policies and procedures set by the Shepparton Show Me Instrument of Delegation and Guidelines.

Launched in 1998, Shepparton Show Me is the brainchild of a dedicated group of business owners from Shepparton's central business district (CBD). Sharing a vision of Shepparton becoming the retail, commercial, entertainment and cultural heart of provincial Victoria, the group sought about achieving their vision by creating a character and identity exclusive to Shepparton.

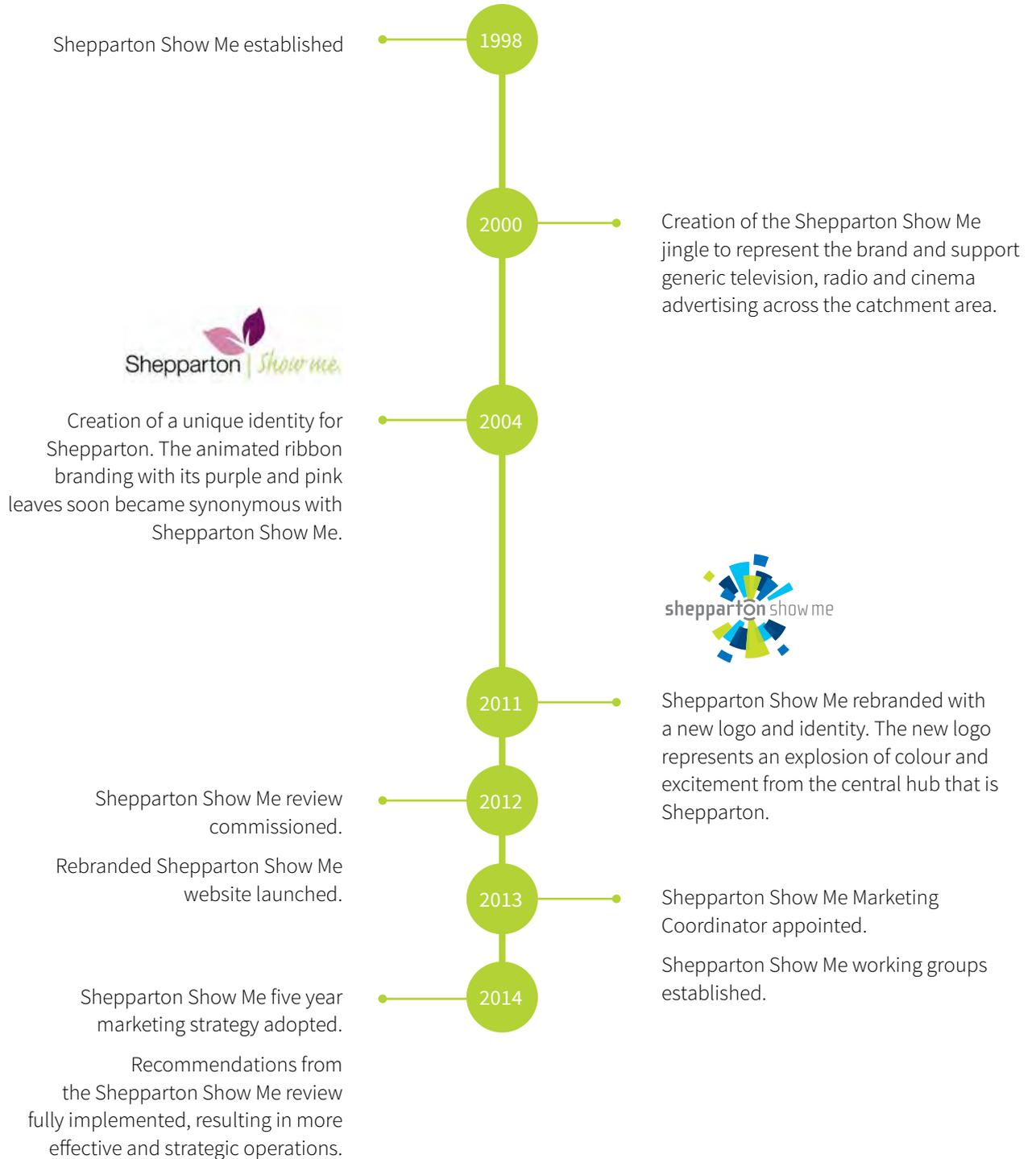
The group, known as Super Shepparton, presented a detailed submission to Greater Shepparton City Council outlining a proposed marketing strategy. The strategy included applying a portion of a differential rate on properties within the CBD to fund promotion of Shepparton's retail and commercial business sector. Development of the strategy included consultation with Shepparton Chamber of Commerce and Industry and key Shepparton business operators.

Using the Super Shepparton submission and other proposals as their basis, Council's Economic Development Department proceeded to develop Shepparton Show Me. Under Section 86 of the Local Government Act 1989, a Shepparton Show Me committee was established with the committee's Instrument of Delegation and Guidelines outlining its specific functions and providing the guidelines for exercise of its delegated power.

In 2004, the Shepparton Show Me committee 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. In December 2011, the current Shepparton Show Me logo was launched, representing a virtual explosion of colour and excitement from the central hub that is Shepparton – the heart of regional Victoria.

In the latter half of 2012, Shepparton Show Me underwent an extensive review following a motion put forward and carried at the Council meeting on 17 April 2012. The motion included a direction to Council officers to review and report, following consultation with representatives of Shepparton's commercial and industrial sector, on the most appropriate arrangements for attracting retail and business consumers to Shepparton.

The recommendations of the reference group formed to undertake the review were presented for consideration at the Council meeting on 19 February 2013. A number of recommendations were adopted that serve to reinvigorate Shepparton Show Me into the future. The adopted recommendations were progressively incorporated into Shepparton Show Me's operations throughout 2013 and the first half of 2014.



It is with much enthusiasm that I present the Shepparton Show Me 2013-14 Annual Report on behalf of the Shepparton Show Me committee.

The past year has seen several changes within Shepparton Show Me in an effort to increase the program's value for members and other stakeholders. The most significant and pleasing of these changes is the committee's more strategic management style. This has been the driving force behind most of the changes implemented throughout the 2013-14 financial year.

The financial year began with the committee resolving to increase the number of business community representatives on the committee from eight to nine. This increase was the result of receiving numerous high calibre applications for appointment to the committee from members of the Shepparton business community. It also enables the committee to represent a broader range of Shepparton industries.

In light of the committee's more strategic approach, all office bearers have had position descriptions prepared and all committee members have participated in the newly developed Shepparton Show Me induction program. The position descriptions and induction program serve to increase the effectiveness of the committee, better engage committee members and ensure they fully understand their roles as members of a Section 86 committee.

To gain a more thorough understanding of the needs of members and to tap into the wealth of knowledge and experience in the Shepparton business community, a range of working groups have been established to support the committee. They are the marketing planning, member consultation and engagement, mobile stage strategy, sponsorship, and budget / financial working groups. Working groups consist of committee members and interested individuals from the Shepparton business community.

The appointment of Mat Innes-Irons to the position of Shepparton Show Me Marketing Coordinator in October 2013 was a highlight for the committee. Mat, with the support of Council's Manager Marketing and Communications Fiona Le Gassick, has been instrumental in creating and implementing a range of marketing campaigns, increasing engagement with members and enhancing Shepparton Show Me's profile in the community.

A major change this year was the adoption of new vision and mission statements. Shepparton Show Me's new vision and mission are more concise and better reflect the program's future direction.

Following many months of planning, the committee adopted its five year marketing strategy in January 2014. Consistent with Shepparton Show Me's new vision and mission and more strategic approach, the marketing strategy defines Shepparton Show Me's goals and objectives going into the future and articulates courses of action for achievement of these goals and objectives.

Shepparton Show Me's sponsorship program continues to grow with a large increase in the number and variety of events sponsored this financial year. The sponsorship program has also undergone some changes, with the committee adopting a more rigorous and consistent method for evaluating sponsorship applications. At the same time, the Marketing Coordinator role has been proactive in working with event organisers to ensure sponsored events and activities provide real benefits for Shepparton Show Me members.

In addition to the usual campaigns for the traditional celebrations of Father's Day, Christmas and Mother's Day, the committee this year undertook its first ever social media marketing campaign titled 'Show Us Your Selfie'. Given the success of this campaign, social media will increasingly become a key tactic for engaging with target markets in future campaigns.

In closing, I would like to take this opportunity to thank the Shepparton Show Me committee and staff for their continued support, passion and vision during the past twelve months. Being a member of the committee is a significant time commitment, particularly for business owners, and your time, knowledge and idea contributions all play a vital role in Shepparton Show Me's success.

Thank you also to the Shepparton Show Me members for their ongoing support and feedback. I am conscious that members should drive the committee and together we will continue to strive for excellence in the best interests of all Shepparton Show Me members.

**Cr Les Oroszvary**

Chairperson, Shepparton Show Me

The Shepparton Show Me committee comprises 15 members: nine members representing Shepparton's business community, two councillors from Greater Shepparton City Council, a representative from Council's Executive Leadership Team and three non-voting Council representatives. The non-voting members are Council's Manager Arts, Tourism and Events, Manager Investment Attraction and Manager Marketing and Communications.

Members from the business community can nominate to be appointed to the committee for a period of one or two years, with the final decision made by Greater Shepparton City Council at the time of appointment. The committee meets once a month to discuss planned promotional activities, sponsorship applications and general issues concerning the Shepparton business community.

## Business Community Representatives



**Malcolm Blake**

*Owner Manager, Blake's Florist*

*Term ends July 2015*

Malcolm and his wife Dianne established Blake's Florist in 1984. In addition to sharing management of the day to day operations of Blake's Florist, Malcolm holds several high profile positions in the floristry industry. He has been a director of Interflora Australia since 1995 and is currently serving his fifth term as chairman. On an international level, Malcolm is a director of the Asia Florist Association based in Tokyo and the Interflora Incorporated Board based in Chicago. He is also a fellow of the Australian Institute of Company Directors. Malcolm was elected to the Shepparton Show Me committee in September 2013.

*'The objectives of the committee were not met, but on a brighter note a new marketing program has been put together to market the commercial, industrial and professional services that Shepparton has to offer. This marketing exercise has been developed to expose the commerce strength Shepparton has to offer over other areas.'*



**Gerard Brunier (Secretary)**

*Owner Manager, Autobarn*

*Term ends July 2015*

Gerard has been the owner and manager of Shepparton's Autobarn store for more than thirty years. During that time, he has spent five years as a member of the Autobarn Advisory Board and two years as Autobarn's country Victoria and South Australia dealer advisor. Gerard is also a member of the Shepparton Chamber of Commerce and Industry and is on the board of the Shepparton Motor Museum. He has served on the Shepparton Show Me committee since 2011.

*'As well as supporting a range of promotions, Shepparton Show Me has been busy rebuilding its marketing and business strategies. The employment of a marketing coordinator and appointment of ambassadors has provided links for communicating with members and seeking feedback. The future is exciting with the upcoming roll out of a major campaign that aims to restore confidence and make Shepparton a great place to do business.'*



**Peter Dunbabin**

*Owner Manager, Focus Cards and Gifts*

*Term ends July 2015*

Peter and his wife Roz own Focus Cards and Gifts, an independent card and gift store in Shepparton's Maude Street Mall. Prior to purchasing Focus Cards and Gifts in 2012, Peter spent eight years working in Shepparton's retail sector. He also has extensive media sales and promotion experience from his time working at various media outlets, including the Shepparton Adviser, Wagga Daily Advertiser and North East Newspapers. Peter was elected to the Shepparton Show Me committee in July 2013.

*'The committee have laid a lot of valuable groundwork over the past twelve months and I look forward to completion and implementation of the marketing plan over the next twelve months.'*



**Morry McKellar**

*Owner Manager, McKellar's Office and Framing Service*

*Term ends July 2015*

Morry's foray into small business began in 1996 when he purchased a milk bar and licensed post office, a business he owned for three years before selling and opening a custom picture framing service. Morry has established strong networks in the Shepparton business community, having served on the board of the Shepparton Chamber of Commerce and Industry for a total of eight years. In 2008, he resigned from the Chamber's board to take up the position of the Chamber's manager, a role he held for four years before resigning and returning to the board. In 2012, Morry was a member of the Shepparton Show Me reference group, the advisory group formed to review the operations of Shepparton Show Me. Morry was elected to the Shepparton Show Me committee in July 2013.

*'The past twelve months as part of Shepparton Show Me have been fun and interesting, with robust discussions and many positive outcomes. The appointment of a marketing coordinator has been a positive step, providing better communication with members. Other positives include the appointment of a panel of marketing businesses, the thorough update of Shepparton Show Me's database and the decision to support the Winter and Summer City Markets.'*



**John Montagner**

*Managing Director, Solar City Office Equipment*

*Term ends July 2015*

John is the owner of Solar City Office Equipment, a business he co-founded over twenty years ago. John manages a team of 15 staff and has grown the business to become one of the largest office equipment suppliers in rural Victoria. He has also served on the Kialla West Primary School council, during which time the school became one of the fastest growing rural schools in the area. John has been a member of the Shepparton Show Me committee since 2011.

*'The last twelve months have seen the appointment of the Shepparton Show Me marketing coordinator, the Shepparton Show Me marketing strategy close to completion, the appointment of preferred marketing agencies and some great initiatives to fill our vacant shop premises. This all paves the way for the committee to promote Shepparton as the premier place to do business.'*



**Tristen Murray (Treasurer)**

*Business Analyst, Tatura Milk*

*Term ends July 2014*

Tristen is a certified practising accountant, joining Tatura Milk in September 2012. Prior to his current role, Tristen spent ten years at Stubbs Wallace Accountants in Shepparton, beginning as a trainee accountant before moving into senior roles including senior accountant, manager and senior manager. Tristen has served on the Shepparton Show Me committee since 2010.

*'Shepparton is a great place to live, work and play. During my time on the Shepparton Show Me committee, I have enjoyed giving back to the business community and helping shape Shepparton to become a renowned destination for visitors and business.'*



**Barry Smith**

*Managing Director, Mailworks*

*Term ends July 2015*

Barry has owned several Shepparton businesses over the past 25 years. Mailworks, which Barry established in 1995 and is currently managing director, is a mailing service assisting businesses to send mail efficiently, cost effectively and professionally. Mailworks has branches in Shepparton, Bendigo and Ballarat. Barry also serves on the board of Goulburn Valley Health and the Shepparton Aero Club. He has been a member of the Shepparton Show Me committee since 2010.

*'The Shepparton Show Me committee have spent the last twelve months developing new strategies and will hit the ground running in the next financial year. The committee have many great ideas on the table and with the support of Council and its relevant departments, 2014-15 should see Shepparton Show Me lead the way in revitalising Shepparton as the leading regional centre in Victoria.'*



**Leanne Stride**

*Owner Manager, Lemon Tree Cafe*

*Term ends July 2014*

Leanne and her husband Cameron own Lemon Tree Café, a contemporary style café in the Shepparton CBD that serves breakfast and lunch, seven days a week. Leanne has a long history in the local hospitality industry. Prior to purchasing Lemon Tree Café in 2011, she owned a café in the Shepparton Shopping Plaza and was the caterer at the Shepparton Greyhound Racing Club. Outside of work Leanne devotes her time to her two children. Leanne provides the Shepparton Show Me Committee with a valuable insight into the region's vibrant hospitality industry. Leanne was elected to the Shepparton Show Me committee in September 2013.

*'Being part of a committee who all want the best for Shepparton has been a rewarding experience. With a lot of work done on building a strong basis, Shepparton Show Me is now in a position to implement some exciting new initiatives.'*



**Clinton Tilley (Deputy Chairperson)**

*Chief Executive Officer, Hermal Group*

*Term ends July 2015*

Clinton is the CEO of the Hermal Group, a private family group with extensive experience in retail environments, wholesaling, manufacturing and finance. The Hermal Group manages Shepparton's largest shopping centre, the Shepparton Marketplace. Clinton brings national experience and a big picture view to the Shepparton Show Me committee, coupled with an understanding of the detail required to deliver. Clinton sits on multiple property development joint venture committees, was president of the Yarra Valley Four Wheel Drive Club for two years and has served as a committee member of the Victorian College for the Deaf. Clinton was elected to the Shepparton Show Me committee in July 2013.

*'Over the past year the Shepparton Show Me committee have worked hard to create the foundations for the coming years. Implementation of that strategy will be paramount to ensure value is achieved for our members.'*

## Greater Shepparton City Council Representatives (Voting)



**Cr Les Oroszvary (Chairperson)**

*Councillor, Greater Shepparton City Council*

Les is a serving police officer with over 32 years' experience. He is currently the sergeant in charge of the prosecutions office attached to the Shepparton Police Station. Les is a team player with a can-do attitude and brings leadership and integrity to his role as a councillor. Les was elected to Council in October 2012.

*'The most pleasing aspect of the last twelve months has been the strategic approach the Shepparton Show Me committee have established. The committee have brought together a team of passionate and enthusiastic members who will continue to strive for excellence in the best interests of all Shepparton Show Me members.'*



**Cr Michael Polan**

*Councillor, Greater Shepparton City Council*

*Resigned from the Shepparton Show Me committee on 19 November 2013*

Michael has lived in the Shepparton area for more than 25 years. For the past 15 years he has owned AAA Woolbuyers, a Shepparton based wool buying and exporting business. In April 2012 he and his family established Not Just Cupcakes, a café specialising in cupcakes located in the Shepparton CBD. Michael has been a councillor since 2008, serving as mayor in 2012 and chairperson of the Shepparton Show Me committee in 2012-2013.



**Cr Fern Summer**

*Councillor, Greater Shepparton City Council*

*Appointed to the Shepparton Show Me committee on 19 November 2013*

Fern has lived in Shepparton most of her life. She is a married, mother of three, who stood for Council to secure a future for all our children. Fern completed a nursing degree at Deakin University and has experience in the hospitality industry, both locally and overseas. Along with her husband, she has operated small businesses in Tatura, Shepparton's CBD and from home. As a nurse, a mum and former small business owner, Fern is in an excellent position to listen to and advocate for the people of Greater Shepparton. Fern was elected to Council in October 2012.

*'My vision for Greater Shepparton is a thriving small business community, so I'm thrilled to be part of Shepparton Show Me's new direction. It's clear Shepparton Show Me is becoming an innovative, dynamic and significant brand in promoting business within Greater Shepparton via events, education and collaboration. Together, the committee can make Shepparton a thriving major regional centre and position the city as a destination to live, study, work and play.'*



**Johann Rajaratnam**

*Director Sustainable Development, Greater Shepparton City Council*

As part of his role Johann is responsible for the economic development, land use planning, environmental planning and building portfolios at Greater Shepparton City Council. Prior to coming to Greater Shepparton in March 2013, Johann worked at the City of Boroondara in Melbourne. Johann's background includes strategic planning, staff management, government liaison and corporate planning experience. His work history is primarily in local government and he has experience working at small coastal councils with seasonal population expansion, growth area councils and inner city councils.

*'Shepparton Show Me has worked hard on the development of a marketing strategy and transparent policy guidance on its decision making. This will provide greater clarity and a more strategic outlook on how the committee approaches marketing in this wonderful city.'*

## Greater Shepparton City Council Representatives (Non-voting)



**Geraldine Christou**

*Manager Investment Attraction, Greater Shepparton City Council*

Geraldine is responsible for management of a number of portfolios. Those specifically relating to Shepparton Show Me objectives include business and industry development, investment attraction, implementation of the CBD strategy, the Greater Shepparton Business Centre, festive decorations, coordination of the Summer and Winter City Markets and grant facilitation. Geraldine is a Shepparton Chamber of Commerce and Industry board member and an active participant in the Hume Economic Development Network.

*'I've been involved with Shepparton Show Me for the past four years and recognise the significant role it plays in stimulating economic outcomes for Shepparton. The committee have worked hard to develop a marketing strategy and engage members to guide the implementation of actions, which will continue to build confidence in and positively impact our local economy.'*



**Carrie Donaldson**

*Manager Arts, Tourism and Events, Greater Shepparton City Council*

Carrie oversees management of many of Council's attractions and venues, visitor services and diverse events. The strategic objectives of Council's Arts, Events and Tourism Department align well with those of Shepparton Show Me, particularly raising the profile of the region, stimulating visitation and generating economic benefit. Carrie's background includes national and international event management, destination management and tourism development. She holds a Master of Business (Tourism) and is active on a number of boards including Goulburn River Valley Tourism, Cultural Tourism Victoria and the Victorian Tourism Industry Council's Destination Policy Committee.

*'During 2013-14 Council's Arts, Events and Tourism Department partnered with Shepparton Show Me to present a number of high profile events including Country Week Tennis and the BMX National Championships. This serves to visibly demonstrate the economic and brand benefits of hosting events in the region. The Arts, Events and Tourism team look forward to continuing this collaborative partnership in order to position Shepparton as an attractive destination for locals and visitors.'*



**Fiona Le Gassick**

*Manager Marketing and Communications, Greater Shepparton City Council*

As part of her role Fiona is responsible for overseeing and supporting Shepparton Show Me, including management of the Shepparton Show Me marketing coordinator position. Prior to coming to Greater Shepparton City Council in October 2012, she was the business development manager at GOTAFE in Shepparton. Fiona's background includes marketing and brand management, business development, customer service and staff management. She has been the director of two home-based small businesses including Le Gassick Consulting, which delivers strategic and business planning, marketing strategy development and tender and submission writing services.

*'The last twelve months have been extremely busy implementing the necessary infrastructure for Shepparton Show Me to move forward. This has included developing a five year marketing strategy, creating a series of working groups, establishing a panel of providers for marketing and advertising services, developing sponsorship guidelines and filling the marketing coordinator role. With all this now in place, the committee are taking a more strategic approach to providing direct benefits for members and positioning Shepparton as the premier place in regional Victoria to do business, access services, shop, dine, stay and play.'*

Shepparton Show Me employs a part-time marketing coordinator on a four day per week basis. The marketing coordinator's primary responsibilities are to implement marketing campaigns consistent with the strategies developed by the Shepparton Show Me committee and engage with stakeholders.



**Mat Innes-Irons**

*Marketing Coordinator, Shepparton Show Me*

Mat brings a wealth of business planning, marketing, management and customer service knowledge and experience to the marketing coordinator role. He is a well-known identity in the Shepparton business community having owned and managed several businesses including Daiquiris, the Tatong Tavern, Hotel Australia, Must Winebar, Marimat Vineyard and most recently Friars Cafe. In addition to his role as Shepparton Show Me's marketing coordinator, Mat is a partner in a wholesale wine business and operates a hospitality consultancy.

*'A major achievement this year has been the updating of the Shepparton Show Me database. This has greatly improved communication with members. Members are now better informed about upcoming events and opportunities and have a more direct means of providing feedback. I look forward to continuing to work with the Shepparton Show Me committee, Council, business groups and other bodies to make Shepparton a greater place.'*

## Father's Day



**Date:**

Sunday 19 August to Sunday 1 September 2013

**Objective/s:**

- To develop a campaign based on Father's Day with the aim of stimulating business for Shepparton Show Me members.
- To encourage increased visitation to Shepparton over the Father's Day celebration period.
- To demonstrate support for Shepparton Show Me members.

**Target Market:**

*Primary:* Purchasers of Father's Day gifts and experiences, that is spouses (wives and partners), sons and daughters (children, young adults and adults) from Shepparton and regional areas within a 200 kilometre radius of Shepparton.

*Secondary:* Fathers themselves, who potentially influence the purchase decision.

**Tactics:**

- Campaign identity (What Dads Want)
- Television and radio advertising across Greater Shepparton and regional towns within a 200 kilometre radius
- Online advertising
- Activities across the Shepparton Show Me contribution area using the Shepparton Show Me mobile stage
- Retailers wearing 'What Dads Want' t-shirts
- Instore advertising
- Instore competition

**Cost:**

\$17,916.00

**Outcomes:**

The What Dads Want Father's Day campaign was evaluated using the information provided by entrants in the instore competition. The instore competition attracted 359 entries. The majority of entrants were from Shepparton (40%), Kialla (13.6%), Mooroopna (6.75%), Tatura (6.7%) and Numurkah (6.1%).

A total of 258 entrants reported seeing and / or hearing the What Dads Want advertising with 145 seeing the instore advertising, 86 seeing the television advertising, 42 hearing the radio advertising and 3 seeing the advertising on the Shepparton Show Me website.

Of those same 258 entrants, 219 or 84 per cent said they undertook shopping because they were influenced by the What Dads Want advertising campaign.

## Christmas



**Date:**

Friday 6 to Tuesday 24 December 2013

**Objective/s:**

- To develop a Christmas campaign with the aim of stimulating business for Shepparton Show Me members in the lead up to Christmas and on Boxing Day.
- To promote Shepparton as the destination in regional Victoria to have an enjoyable shopping and holiday season experience.
- Create a point of difference and an emotional connection to the Shepparton brand.
- Assist in facilitating customer loyalty.
- To demonstrate support for Shepparton Show Me members.

**Target Market:**

Christmas shoppers, particularly families, from Shepparton and regional areas within a 200 kilometre radius of Shepparton.

**Tactics:**

- Santa's workshop located in the Shepparton CBD providing opportunities for photos with Santa and gift wrapping
- A full program of Christmas activities for the month of December in the Shepparton CBD, as well as at Shepparton Marketplace, Riverside Plaza and Emerald Bank Leisure Land
- Television and radio advertising across Greater Shepparton and regional towns within a 200 kilometre radius
- Print advertising in local media
- Online advertising
- Shop door stickers with 'Santa Shops Here'
- Instore competition
- Online promotions of specific retailer offers
- Complimentary parking in the Shepparton CBD from Friday 13 to Tuesday 24 December 2013

**Cost:**

\$208,312.08

**Outcomes:**

The Christmas campaign was evaluated by surveying 746 shoppers across the Shepparton CBD, Shepparton Marketplace and Riverside Plaza shopping centres during the campaign. Of those surveyed, 65 per cent were female and 35 per cent male. The majority of respondents, or 78 per cent, were aged between 25 and 55 years and 64 per cent lived in the combined Shepparton, Kialla and Mooroopna area.

The Christmas campaign advertising was effective with 71 per cent of respondents saying they had seen the advertising. Most respondents had seen the television (307 responses) and newspaper (191 responses) advertising and heard the radio (210 responses) advertising.

Exactly half of the respondents reported they were not just shopping for Christmas on the day they were surveyed. The most popular other reasons they gave for being in the CBD or shopping centres included having a look around (129 responses), grocery shopping (82 responses), on a work break (82 responses), meeting friends or family (79 responses) and getting something to eat or drink (79 responses).

Fifty two per cent, or 389 respondents, reported the complimentary parking was an incentive for them to shop in Shepparton CBD.

## Show Us Your Selfie



shepparton show me

# show us your selfie!

**Date:**

Tuesday 7 to Tuesday 28 January  
2014

**Objective/s:**

- To stimulate business for Shepparton Show Me members.
- To increase the profile of the Shepparton Show Me Facebook page.
- To drive traffic to the Shepparton Show Me Facebook page and increase page likes.
- To create a different campaign from the traditional advertising undertaken by Shepparton Show Me.

**Target Market:**

- Youth aged 13 to 24 years
- Women aged 25 to 50 years as the family member responsible for school holiday activities and purchase of items for children returning to school
- Day trippers

**Tactics:**

- Facebook competition
- Television and radio advertising across Greater Shepparton and regional towns within a 200 kilometre radius
- Print advertising in local media
- Online advertising

**Cost:**

\$12,772.72

**Outcomes:**

The Show Us Your Selfie Facebook competition, in which entrants photographed themselves inside or in front of a Shepparton business and posted the photo as a comment on the Shepparton Show Me Facebook page's Show Us Your Selfie post, attracted 59 entries.

Winners were determined by the number of likes the photograph received, with the photograph receiving the most likes the winner. Prizes of \$1,500, \$300 and \$200 Shepparton shopping sprees were awarded for first, second and third place respectively.

The Show Us Your Selfie post on the Shepparton Show Me Facebook page reached 15,384 people and achieved a combined total of 1,205 likes, comments and shares. The post itself achieved 419 likes, 165 comments and 96 shares.

## Mother's Day



**Date:**

Tuesday 29 April to Sunday 11 May 2014

**Objective/s:**

- To stimulate business for Shepparton Show Me members.
- To encourage increased visitation to Shepparton in the lead up to and over the Mother's Day celebration period.
- To demonstrate support and drive business for Shepparton Show Me members.

**Target Market:**

*Primary:* Purchasers of Mother's Day gifts and experiences, that is spouses (husbands and partners), sons and daughters (children, young adults and adults) and women buying for their own mother's and/or mother-in-laws, from Shepparton and regional areas within a 200 kilometre radius of Shepparton.

*Secondary:* Mothers themselves, who potentially influence the purchase decision.

**Tactics:**

- Campaign identity (Show Me Mother's Day in Shepparton)
- Television and radio advertising across Greater Shepparton and regional towns within a 200 kilometre radius
- Print advertising in local media
- Online advertising
- Social media posts
- Instore advertising
- Facebook competition

**Cost:** \$30,892.00

**Outcomes:**

The Mother's Day Facebook competition, in which entrants photographed what their mother wanted for Mother's Day and posted the photo as a comment on the Shepparton Show Me Facebook page's Mother's Day post, attracted 36 entries.

Selected at random, the winner received a \$500 shopping spree in Shepparton.

The Mother's Day competition post on the Shepparton Show Me Facebook page reached 11,636 people and achieved a combined total of 126 likes, comments and shares.

Feedback from traders regarding the Mother's Day campaign was positive. For example, Culture Tree, a clothing, jewellery and giftware retailer in the Shepparton CBD, reported a considerable increase in sales in the week leading up to Mother's Day, compared to the same period in 2013. Culture Tree does no extra advertising or has any sales over the Mother's Day period and acknowledges that special periods, such as Christmas, Mother's Day and the Summer and Winter City Markets, bring new customers, both local and from other areas, who become repeat customers.

## Winter City Market



### 2013-14 Sponsorship Summary

Applications received:

29

Applications funded:

22

Funds allocated:

\$300,398.96

#### Background:

The Winter City Market, formerly known as the Shepparton Bush Market, is a long standing annual event, for which Shepparton Show Me is an ongoing sponsor.

The key objective of the Winter City Market is to attract as many people as possible into the Shepparton CBD and to increase the retail spend opportunity for traders. The event is also a vehicle to promote the diversity of Shepparton's retail sector by inviting businesses outside the immediate CBD to participate free of charge.

Greater Shepparton City Council's Investment Attraction Department coordinate the Winter City Market.

#### Date:

Friday 23 and Saturday 24 August 2013

#### Sponsorship Amount:

\$35,038.86

#### Attendance:

Between 10,000 and 15,000 people over the two days of the event.

#### Outcomes:

A focus on including local entertainers, providing free children's activities and increasing the number of stalls, attracted many families to the Winter City Market and provided retailers with the opportunity to capitalise on the significant increase in consumer traffic.

The Maude Street Mall hosted 54 stall holders during the Winter City Market including:

- Shepparton traders from outside the CBD
- External traders
- Essential services
- Community groups.

Through the sponsorship of Shepparton Show Me, Council's Investment Attraction Department were able to offer Shepparton Show Me members from outside the CBD the opportunity to take up stalls in the CBD during the Winter City Market, with site and insurance costs met. Other initiatives such as roving entertainment, a multicultural food site, local music, free children's rides and a petting zoo, created a family orientated atmosphere that encouraged shoppers to stay longer.

Overall reports from traders were mixed and varied with success appearing to be determined by the type of stock being cleared. A selection of retailers were randomly consulted, with positive trade results being reported by most.

This was all achieved despite the intermittent showers and cold weather that were experienced over the two days of the event.

## Kidsfest



### **Background:**

Kidsfest is an annual two day festival aimed at families with children aged up to twelve years. The festival has been running since 2006 and is held at SPC Ardmona KidsTown, a purpose built children's adventure playground located between Shepparton and Mooroopna.

Kidsfest is managed by SPC Ardmona KidsTown employees and offers an extensive entertainment and education program.

Kidsfest's objectives are to:

- position Kidsfest as a children's festival of state significance
- position Greater Shepparton as a family friendly destination with a variety of activities suitable for children of all ages
- increase visitor's length of stay in Greater Shepparton
- enhance KidsTown's reputation as regional Victoria's best adventure park.

### **Date:**

Saturday 21 and Sunday 22  
September 2013

### **Sponsorship Amount:**

\$20,182.00

### **Attendance:**

Estimated at 16,984 people over the two days of the event.

### **Outcomes:**

Kidsfest proved a huge success with attendance at the 2013 event up 8.6 per cent, or 1,344 visitors, on 2012 attendance. Approximately 45 per cent of visitors came from outside Greater Shepparton, including 5.8 per cent from interstate.

This year Kidsfest established a cross-promotional marketing campaign in partnership with Shepparton Show Me, Greater Shepparton City Council, Prime 7, LA Vision and the Southern Cross Ten media group.

Kidsfest gained significant regional and state exposure through an extensive television, radio and print advertising campaign in the lead up to the event and news stories throughout the duration and post event.

A number of local businesses and program and service providers ran activities as Kidsfest umbrella events and promoted their activities as part of the Kidsfest marketing campaign. This year's Kidsfest umbrella events saw over 20 children's programs and entertainment activities run over the two weeks of the September school holidays across Greater Shepparton, double the number provided in 2012. The Kidsfest umbrella event partnerships have proved to be successful and will be built on again in 2014.

## 5 kilometre Neon Dash



### Background:

Coordinated by the Shepparton News, this was Shepparton's first ever 5 kilometre Neon Dash event. The aim of the 5 kilometre Neon Dash is to deliver a healthy lifestyle event with a novelty twist and is based on the popular night runs operating in Melbourne.

The 5 kilometre Neon Dash's objectives are to:

- raise money for the Goulburn Valley Community Fund
- bring people from other areas to Shepparton
- provide a different variety family fun event for Shepparton.

Held at Victoria Park Lake, the 5 kilometre Neon Dash is targeted at families, with participants encouraged to dress up in neon coloured sports clothing.

The 5 kilometre Neon Dash provides sales opportunities for Shepparton's sporting retail stores and novelty shops. It is also expected that cafes and fast food retailers benefit from the event.

### Date:

Friday 4 October 2013

### Sponsorship Amount:

\$3,000.00

### Attendance:

194 participants with numerous spectators also attending the event.

### Outcomes:

Fifty per cent of 5 kilometre Neon Dash participants were from Shepparton, while the remaining half were from surrounding areas including Murchison, Mooroopna, Toolamba, Tatura, Kyabram, Congupna, Numurkah, Tocumwal, Barmah and Cobram.

Feedback from the 5 kilometre Neon Dash was extremely positive, with 95 per cent of participants saying Victoria Park Lake was a very good to excellent location and that they would recommend the event to a friend.

Participants in the 5 kilometre Neon Dash reported spending money whilst in Shepparton to attend the event, with forty per cent shopping and sixty per cent eating out.

The average age of event participants was 27 years. The oldest entrant was 72 years and the youngest just six years.

The inaugural 5 kilometre Neon Dash raised \$1,269.00 for the Goulburn Valley Community Fund.

## Show Me Greater Shepparton Expo



### **Background:**

Following its success in 2011 and 2012, the Shepparton Garden and Leisure Expo was rebranded as the Show Me Greater Shepparton Expo in 2013 to emphasise the event's partnership with Shepparton Show Me.

The Show Me Greater Shepparton Expo's objectives are to:

- showcase Shepparton
- showcase local and regional businesses
- provide a major event in Shepparton with wide appeal to draw visitors from within and beyond the region
- raise funds for local charities.

Held at the Shepparton Showgrounds, the Show Me Greater Shepparton Expo is a collaborative effort between the Rotary Club of Shepparton Central and The Community Fund.

What began as a garden expo, has expanded to include home garden, leisure, sustainability, environment, produce, craft, cars, boats, fishing, camping and sustainable living sites. In an effort to increase exhibitor numbers, exhibitor site fees for the 2013 event were greatly reduced and Shepparton Show Me contribution paying businesses were offered complimentary sites.

### **Date:**

Saturday 19 and Sunday 20 October 2013

### **Sponsorship Amount:**

\$30,000.00

### **Attendance:**

Estimated at over 4,000 people during the two days of the event.

### **Outcomes:**

The majority of attendees, or 57 per cent, were from Greater Shepparton and the remaining 43 per cent from outer areas close to Shepparton.

Exhibitor numbers were up on the 2012 expo, but not to the extent envisaged by the organisers given the reduced site fees. Feedback from exhibitors was positive with many reporting flow on business from people who visited the expo and then returned to their business later to make a purchase.

Challenges associated with hosting the expo included lack of support from businesses, poor town perception, little option of dates and the high cost of event related items.

The Show Me Greater Shepparton Expo's return on investment was very minimal; therefore, the Rotary Club of Shepparton has elected not to continue the event.

## Victorian Open Bowls Championships



**Background:**

Following their successful hosting of the 2009 and 2010 Australian Open Bowls Championships, the Shepparton Park Bowls Club won the right to host the 2011, 2012 and 2013 Victorian Open Bowls Championships.

Hosted in conjunction with Bowls Victoria, the Victorian Open Bowls Championships are open to bowlers from anywhere around the world.

The championships consists of seven events including singles, pairs and fours for both men and women and a mixed pairs competition.

Various bowling clubs across Greater Shepparton and surrounds hosted competitions during the Victorian Open Bowls Championships, with the finals played at Shepparton Park Bowls Club.

**Date:**

Sunday 10 to Friday 15 November 2013

**Sponsorship Amount:**

\$4,545.45

**Attendance:**

Approximately 1,450 competitors plus coaches, support staff and partners / spectators attended the event.

**Outcomes:**

Sixteen Victorian clubs were represented at the Victorian Open Bowls Championships. More than half of the competitors stayed in paid accommodation during the week of the tournament.

The estimated economic injection to Shepparton over the week of the Victorian Open Bowls Championships was in excess of \$1 million.

All competitors were invited to participate in a post tournament survey. Those competitors who participated in the survey were highly satisfied with the event. All of the clubs that participated indicated they were willing to be involved in the 2014 Victorian Open Bowls Championships, which will again be held in Shepparton and hosted by Shepparton Park Bowls Club.

## Shepparton Springnats



### Background:

Celebrating its twenty first anniversary in 2013, Shepparton Springnats has grown to become Victoria's largest performance car festival and the second largest event of its type in the Southern Hemisphere. Following its move from the Driver Education Centre of Australia (DECA) to the centrally located Shepparton Showgrounds in 2010, attendance at Shepparton Springnats has significantly increased.

Shepparton Springnats aims to provide:

- a safe and controlled environment for entrants to participate and enjoy themselves
- a safe friendly environment for entrants and spectators alike to enjoy the event

- opportunities for local businesses to showcase their wares to the increased number of visitors to Shepparton over the weekend of the event.

Shepparton Springnats is an alcohol free event and promotes a true family atmosphere, where spectators are able to enjoy the enthusiasm and excitement of a motor vehicle event in a friendly environment.

### Date:

Friday 22 to Sunday 25 November 2013

### Sponsorship Amount:

\$3,163.64

### Attendance:

527 entrants and 31,524 spectators attended the event.

### Outcomes:

The 2013 Shepparton Springnats saw an increase in both entrant and spectator numbers compared to the 2012 event. Both Saturday and Sunday gate takings were well up on the previous year.

A highlight of the 2013 Shepparton Springnats was the return of the Saturday night street cruise through the Shepparton CBD. The street cruise was extremely popular and well received by those in attendance. Shepparton Show Me's sponsorship funded the hire of a band who played throughout the street cruise to enhance the atmosphere and engage spectators.

Police and local authorities indicated little trouble throughout Shepparton during the weekend of the Shepparton Springnats. Post event media coverage was also extremely positive.

## Greater Shepparton Basketball Association Junior Tournament



**Background:**

Greater Shepparton Basketball Association has a membership base in excess of 2,000 members. The association stages both winter and summer season competitions with approximately sixty senior teams and seventy junior teams competing throughout the year.

It also operates a range of activities including the Aussie Hoops program, after school activities, a masters tournament and several skill development days. Delivery of these programs is based on providing the local community with healthy lifestyle options and activity through sport.

The association's signature event is its junior tournament, held annually on the first weekend in December at the Shepparton Sports Stadium. Now in its 38th year, the junior tournament is one of Victoria's largest junior tournaments.

**Date:**

Friday 6 to Sunday 8 December 2013

**Sponsorship Amount:**

\$15,000.00 (\$10,000.00 for the junior tournament and \$5,000.00 for other local basketball events)

**Attendance:**

In excess of 5,000 people including players, parents / guardians, coaches and team managers attended the event.

**Outcomes:**

The Greater Shepparton Basketball Association Junior Tournament attracted 166 teams. This is consistent with 2011 and 2012 entries and is the maximum number of teams that can be accommodated on the available court space.

Teams came from across Victoria including Altona, Bellarine, Benalla, Bendigo, Broadmeadows, Deniliquin,

Echuca, Horsham, Mansfield, Melbourne, Mildura, Mulwala, Myrtleford, Port Fairy, Seymour, Swan Hill, Tatura, Traralgon, Warracknabeal, Warragul, Warrnambool, Werribee, Williamstown, Wodonga and Yarrawonga - Mulwala.

The majority of teams stayed a minimum of two nights, with motels and other accommodation providers reporting they were at capacity during the event. Hospitality businesses and fuel outlets indicated a significant increase in sales over the weekend. According to data provided, the average family spend for tournament visitors was \$600 per family.

As part of the sponsorship arrangement, the Shepparton Gator squad uniforms feature the Shepparton Show Me logo. With the Gator squad attending a multitude of tournaments across Victoria, Shepparton Show Me gains extensive exposure.

## Country Week Tennis



**Background:**

Since the inaugural event at Kooyong in 1982, Country Week has grown to become the premier round robin grass court tennis tournament in country Victoria. It is also the largest grass court tennis tournament in the Southern Hemisphere.

Prior to Shepparton hosting the event in 2013, Country Week had rotated through only three venues - Swan Hill, Yarrawonga and Wodonga - over the past thirty years. Shepparton was the first new venue to host the tournament in more than twelve years.

Hosting Country Week in 2013 was the collaborative effort of Greater Shepparton City Council, Shepparton Lawn Tennis Club and Mooroopna Lawn Tennis Club. The tournament itself is coordinated by the Victorian Country Tennis Association.

**Date:**

Monday 10 to Friday 14 February 2014

**Sponsorship Amount:**

\$20,000.00

**Attendance:**

180 teams registered for the event with an average of six people per team plus support crew, family and friends.

**Outcomes:**

Country Week attracted visitors from Albury, Ballarat, Gippsland, Macedon Ranges, metropolitan Melbourne, Pyramid Hill, Wagga Wagga and Wodonga.

Funding from Shepparton Show Me contributed to the printing of the social event program brochure, promotion and production of an incentive shopping card and brochure, and other event promotional activities.

The incentive shopping card aimed to stimulate retail spending by offering Country Week visitors discounts or specials at a variety of Shepparton businesses. Businesses were strategically selected to participate on the basis their products or services appealed to the demographics of tournament participants. A total of 1,200 incentive cards and brochures were distributed to Country Week participants in their welcome packs, which also contained flyers from numerous individual businesses.

Local accommodation and hospitality businesses reported significant increases in trade during Country Week. On average Country Week visitors stayed for five nights with most accommodation providers in Shepparton fully booked during the event.

## Shepparton Motor Museum Annual Motor Show



**Background:**

Since its opening in February 2012, the Shepparton Motor Museum has quickly established itself as a popular tourist attraction, particularly for car enthusiasts.

Following the success of the museum's first birthday celebration in February 2013, its management identified an opportunity to raise the profile of the museum and the Shepparton region, by hosting an annual motor show at the museum to coincide with its birthday celebrations.

The annual motor show aims to attract local and interstate car enthusiasts, as well as families who do not own special vehicles, but who enjoy viewing them.

The Shepparton Motor Museum is a self-funded, not for profit organisation with all additional funds from

donations and fundraising activities invested back into the museum.

**Date:**

Sunday 16 February 2014

**Sponsorship Amount:**

\$20,000.00

**Attendance:**

Estimated event attendance was in excess of 2,400 people including 250 car entries and 2,000 paying customers. Children under 18 received complimentary entry and there was no charge for attendance after 2.30 pm.

**Outcomes:**

A Show and Shine competition held as part of the motor show attracted a large number of entrants from outside the Shepparton region who stated they were drawn to the city specifically for the event. A review of entry forms in a competition run on the day of the motor show revealed

attendance at the event consisted of both Shepparton residents and visitors from outside the region.

The event received positive feedback from sponsors, visitors, exhibitors and other Emerald Bank Leisure Land retail outlets. All businesses in the Emerald Bank Leisure Land precinct reported larger than usual foot traffic during the motor show.

Shepparton Show Me's sponsorship was largely used to promote the motor show across various media including television, radio and print, enabling organisers to reach a wider audience than they otherwise would. The Shepparton Show Me mobile stage was used for entertainment and contributed greatly to enhancing the atmosphere of the event.

The motor show received significant media exposure across television, radio and print and featured heavily in car club traditional and online media.

## Summer City Market



### Background:

Like the Winter City Market, the Summer City Market's primary objective is to attract retail spending to Shepparton and promote the city's retail diversity. Shepparton's CBD retailers are encouraged to create a market atmosphere during the event by selling stock from the footpath in front of their stores. Greater Shepparton City Council's Investment Attraction Department also coordinate the Summer City Market.

### Date:

Friday 21 and Saturday 22 February 2014

### Sponsorship Amount:

\$40,462.39

### Attendance:

Between 10,000 and 15,000 people, including many families, over the two days of the event.

### Outcomes:

The Summer City Market was blessed with ideal weather conditions over both days of the event. The favourable weather contributed to solid attendance on both Friday and Saturday. According to traders, Saturday has now become the bigger of the two days. This is attributed to event organisers offering more family orientated activities and entertainment on the Saturday.

Consistent with the previous Winter City Market, the Summer City Market hosted 54 stall holders in the Maude Street Mall. Stall holders included;

- Shepparton traders from outside the CBD
- External traders
- Essential services
- Community groups.

The Summer City Market again focused on including local entertainers, providing free children's

activities and increasing the number of stalls in the Maude Street Mall.

A major coup for the Summer City Market was an appearance by Omar Dean, a finalist in series five of The X Factor Australia, who performed in the Maude Street Mall on the Friday evening. Omar attracted a large crowd to the mall, many of whom travelled from outside Shepparton to see him. Omar's appearance encouraged increased foot traffic in the mall from school finishing at 3.30 pm through to 8 pm.

Correspondence from Shepparton Chamber of Commerce and Industry congratulating Greater Shepparton City Council's Investment Attraction Department on their management of the Summer City Market stated that 'feedback from traders has been extremely positive, along with strong sales figures and foot traffic to support future development and growth of the event'.

## Woodturning and Woodworking Craft Show



### **Background:**

Now in its twenty third year, the Woodturning and Woodworking Craft Show is a hands-on event featuring demonstrations of various woodworking skills. Hosted by the Woodturners of the Goulburn Valley and held at Shepparton's Eastbank Centre, the event features demonstrations by the group's members, as well as by selected demonstrators from nearby regional centres, Melbourne and interstate.

In addition to the many demonstrations, the craft show includes displays of items made by Woodturners of the Goulburn Valley members and invited demonstrators. The event also provides an opportunity for the group's members to sell items they have made.

The craft show aims to increase appreciation for all aspects of woodworking and broaden the age and locality range of participants engaging in the hobby.

### **Date:**

Saturday 8 and Sunday 9 March 2014

### **Sponsorship Amount:**

\$4,500.00

### **Attendance:**

1,067 people across the two days of the event.

### **Outcomes:**

Attendance at the Woodturning and Woodworking Craft Show was up twenty per cent, or 180 visitors, on the previous year's event. Visitors came from across regional Victoria and metropolitan Melbourne, as well as from interstate, with some visitors attending the craft show on both days of the event.

The significant increase in attendance at this year's craft show is largely attributed to the sponsorship provided by Shepparton Show Me. Woodturners of the Goulburn Valley used Shepparton Show Me's sponsorship funds to advertise the event across a larger geographic region and via more media outlets than in previous years.

In addition to advertising the craft show on WIN television, this year the Woodturners of the Goulburn Valley expanded the media outlets used to include Prime 7, with advertising on 7Two and the male orientated 7mate.

## Mad Cow Mud Run



**Background:**

The Mad Cow Mud Run is an obstacle course designed to suit all athletic abilities. With the course encompassing Victoria Park Lake and parts of the Goulburn River, the event promotes team building, social interaction, physical activity and overcoming personal challenges.

First held in 2013, the Mad Cow Mud Run expanded in 2014 to include a children's event on the Saturday prior to the adult event on the Sunday. By hosting the Mad Cow Mud Run over two days, the organising committee aims to encourage participants to stay longer in Shepparton.

The Mad Cow Mud Run raises funds for Shepparton radio station 95 3SRFM's Give Me 5 for Kids appeal.

**Date:**

Saturday 8 and Sunday 9 March 2014

**Sponsorship Amount:**

\$20,000.00

**Attendance:**

Approximately 500 adult entrants plus numerous spectators attended the event.

**Outcomes:**

A survey of 241 participants in the Mad Cow Mud Run's adult event, revealed the majority of entrants were females aged 25 to 44 years. Whilst 41 per cent of survey respondents resided in Greater Shepparton, 14 per cent came from Melbourne, 18 per cent from within one hour of Greater Shepparton and 19 per cent from other locations in regional Victoria.

## SheppARTon Festival



**Background:**

Established in 1995, the SheppARTon Festival is the premier arts event on the Goulburn Valley calendar. The SheppARTon Festival exists to provide a platform for social inclusion, liveability and access to the arts, and plays a key role in encouraging broader acceptance of the arts in the Greater Shepparton region. The SheppARTon Festival's governing body, Shepparton Arts Festival Incorporated, is a not for profit organisation run by a volunteer board.

In 2014, the SheppARTon Festival expanded from eleven days to a month long program of events in an effort to boost tourism in the region. The festival consists of events presented by its board, as well as associate events presented by other groups and organisations, known as program partners. Events are held across a wide range of venues and locations in and around Shepparton.

**Date:**

Saturday 1 to Monday 31 March 2014

**Sponsorship Amount:**

\$20,000.00

**Attendance:**

Total attendance at the SheppARTon Festival is estimated to be in excess of 21,000 people, comprising 4,000 attending events presented by Shepparton Arts Festival Incorporated, 17,000 attending events presented by program partners, plus attendance at exhibitions held during the festival.

**Outcomes:**

The SheppARTon Festival experienced extremely large attendances and numerous sell out events. A survey of 200 visitors to the SheppARTon Festival revealed that whilst 71 per cent live in the Shepparton region, 28 per cent where visitors from outside the region. Most visitors were day trippers; however, the number of people staying one or more nights has increased on previous years.

Funding from Shepparton Show Me was applied to the SheppARTon Festival's overall marketing plan, enabling festival advertising and promotion to reach a broader geographic audience. In addition to the festival's usual advertising across the Shepparton, Bendigo and Albury regions, more than 125,000 SheppARTon Festival program guides were inserted into The Age newspaper throughout metropolitan Melbourne.

The SheppARTon Festival board would like to have more Shepparton CBD venues and restaurants involved in the SheppARTon Festival and will continue to pursue opportunities for the 2015 festival.

## Goulburn Valley Four Wheel Drive Swap Meet



**Background:**

Hosted by the Goulburn Valley Four Wheel Drive Club at the Shepparton Harness Racing Club complex, this was the inaugural Goulburn Valley Four Wheel Drive Swap Meet. The swap meet aimed to provide a safe and controlled environment for selling excess and unwanted four wheel drive parts and camping gear, as well as promoting the Goulburn Valley Four Wheel Drive Club to people outside the local community.

The date for the swap meet was strategically chosen to coincide with a classic car exhibition at the Shepparton Motor Museum and the Motor Show and Market Day at the Shepparton Showgrounds.

It is the Goulburn Valley Four Wheel Drive Club's intention that the swap meet will become an annual event.

**Date:**

Sunday 6 April 2014

**Sponsorship Amount:**

\$2,344.97

**Attendance:**

Estimated at 1,000 people over the event.

**Outcomes:**

The inaugural Goulburn Valley Four Wheel Drive Swap Meet exceeded attendance expectations. Whilst the Goulburn Valley Four Wheel Drive Club omitted collecting postcode data from visitors, it is in place to be collected at next year's swap meet. Ten site holders and many visitors reported staying in paid accommodation whilst in Shepparton to attend the swap meet.

Sponsorship from Shepparton Show Me assisted with promoting the swap meet. Sponsorship funds were used to advertise the event in the Shepparton Adviser and on Southern Cross Ten television, as well as covering the cost of producing the signage placed at entrances to Shepparton.

Profits from the swap meet went to CareFlight, the Royal Flying Doctor Service, the Kids with Cancer Foundation and maintenance of the Goulburn Valley Four Wheel Drive Club's clubrooms. Surplus food from the event was donated to People Supporting People.

Plans for next year's swap meet include having more signage around the Goulburn Valley, more information about Shepparton businesses in the event's show bags, flyers in Shepparton motels, more food vendors and locating food vendors closer together.

## BMX National Championships



### Background:

The BMX National Championships are Australia's premier BMX competition. The event caters for amateur age groups starting at four years old through to master class categories and elite professional competition.

Following their successful hosting of the 2010 BMX National Championships, Greater Shepparton City Council again partnered with the Shepparton BMX Club to win the rights to host the 2014 championships. This is only the second time the event has been hosted in Victoria since 1998.

The objectives of hosting the BMX National Championships include to:

- stimulate economic activity for Shepparton and the region
- enhance the capacity of local clubs, associations and the business community to host such a large scale national event

- promote Shepparton as an attractive regional event destination
- showcase the broad range of family friendly activities and attractions available to visitors
- profile Shepparton's world class BMX facility.

### Date:

Monday 28 April to Sunday 4 May 2014

### Sponsorship Amount:

\$15,000.00

### Attendance:

1,370 individual competitors plus officials, support crews and families / spectators attended the event.

### Outcomes:

Using Tourism Research Australia data, it can be reasonably assumed that the 1,370 competitors visiting Shepparton for the BMX National Championships were accompanied by an additional 2.1 people, given that BMX is a family

friendly sport. Competitors came from all Australian states and territories and ranged in ages from 4 to 67 years.

The estimated economic benefit for Shepparton from hosting the BMX National Championships is \$8.35 million. A survey of 323 BMX National Championships' competitors found 79 per cent of respondents stayed in Shepparton for over five nights with 20 per cent staying nine nights or more during the event. The survey also revealed 57 per cent spent more than \$1,000.00 during their stay in Shepparton.

The survey indicates shopping was one of the most popular activities with almost 43 per cent of respondents conducting visits to the retail sector while in Shepparton. Other attractions visited included SPC Ardmona KidsTown, factory outlets, farm produce outlets, Mooving Art cows, Victoria Park Lake and the Shepparton Motor Museum.

## Youth Saver Card

**rebel**  
Rebel Sport  
252-264 Wyndham St, Shepparton  
10% off excluding sale and promo offers

**Riverside Gardens**  
Emerald Bank, Shepparton  
Play mini golf with a friend buy one game - get one free (of equal or lesser value)

**Sportsman's Warehouse**  
207 Corio Street, Shepparton  
10% off any item exc. sale items

**Star Bowl Shepparton**  
116 Fryers St, Shepparton  
2 games for \$15.00. That's a 20% saving

**Subway**  
North & South End Shepparton Stores only  
10% off any sub

**Trelly's Fishing and Hunting World**  
209 Corio St, Shepparton  
5-10% off on items and see in store for special deals

**Wendy's Ice Cream**  
231 Maude St, Shepparton  
Shop 32, Shepparton Marketplace  
10% off excluding sale and promo offers

### Important Contact Details

**The Bridge**  
The Bridge Youth Service offers free, friendly & confidential service to help you in a variety of different ways. Open 9.5 - 4.15 M-F  
127 Welsford St, Shepparton: (03) 5831 2390

**UJCC**  
Social support group for same sex attracted, trans\*, intersex and gender-diverse young people aged 10 - 25yrs  
0437 134 625 or diversity@ujcc.org.au

**UJCC**  
UJCC is a not for profit support agency working with young people 12-25 and multicultural families/individuals  
219-225 Wyndham St, Shepparton (03) 5831 6157

**HeadSpace**  
HeadSpace Shepparton has your back, we work with young people aged 12-25 who are going through a tough time. Free, Confidential  
129 High Street, Shepparton (03) 5823 8800

**Berry Street**  
Berry Street works with young people around education, case management, financial literacy and independent living skills  
110 Wyndham St, Shepparton (03) 5822 8100

**Police**  
155 Welsford St, Shepparton  
5820 5777  
Emergency: 000

**Riverlinks Box Office**  
70 Welsford St, Shepparton  
50% off Riverlinks full priced Membership for card holders (gold and silver membership)

**UJCC**  
UJCC is a not for profit support agency working with young people 12-25 and multicultural families/individuals  
219-225 Wyndham St, Shepparton (03) 5831 6157

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HeadSpace Shepparton has your back, we work with young people aged 12-25 who are going through a tough time. Free, Confidential  
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**Berry Street**  
Berry Street works with young people around education, case management, financial literacy and independent living skills  
110 Wyndham St, Shepparton (03) 5822 8100

**Greater Shepparton City Council**  
90 Welsford St, Shepparton

For youth related questions, please contact the Youth Development Officer on (03) 5832 9779

Congratulations to the winner of the cover image competition: Sam Vibert

### Background:

The Youth Saver Card is a handy, wallet size card offering young people aged 12 to 25 years discounts at participating Shepparton retail outlets.

The objectives of the Youth Saver Card are to:

- assist young people to save money
- encourage and entice young people to shop locally as opposed to online
- encourage young people to engage with local businesses
- create opportunities for young people within the community
- entice young shoppers to the Shepparton CBD and to shop at Shepparton Show Me contribution paying businesses.

The Youth Saver Card is coordinated by Greater Shepparton City Council's Children and Youth Services Department.

### Date:

Valid to 30 April 2015

### Sponsorship Amount:

\$1,565.00

### Outcomes:

Thirty four Shepparton retailers have taken up the offer to be part of the Youth Saver Card program by providing discounts to young people aged 12 to 25 years.

Feedback from retailers has been extremely positive with all happy to receive free advertising and many reporting that young people have been presenting their cards when making purchases.

To date 3,689 Youth Saver Cards have been distributed. Whilst the largest uptake has been by youths living in Greater Shepparton, there are plans to promote the card in municipalities outside Greater Shepparton.

The Youth Saver Card has received a lot of interest from Shepparton's youth service providers, who have ordered cards for their clients. Schools have also embraced the program, with Notre Dame College and Wanganui Park Secondary College ordering cards for entire year levels.

## Show Me Where To Park In Shepparton



### Background:

In June 2013 the Shepparton Adviser presented Shepparton Show Me with the opportunity to sponsor production and distribution of a car parking map. The map would feature parking zones and applicable parking times within Shepparton's CBD.

Shepparton Show Me has continued to sponsor production and distribution of the 'Show Me Where To Park In Shepparton' map on several occasions throughout the 2013-14 financial year. Sponsoring the map aims to encourage people to shop in Shepparton and support shoppers to find suitable parking.

### Date:

Wednesday 3 July 2013  
Wednesday 18 September 2013  
Wednesday 27 November 2013  
Wednesday 11 December, 2013  
Wednesday 25 June 2014

### Sponsorship Amount:

\$8,240.00

### Circulation:

33,334 homes and businesses with an estimated readership in excess of 60,000 people each week.

### Outcomes:

The 'Show Me Where To Park In Shepparton' map received extensive exposure. As well as appearing in the Shepparton Adviser around key dates such as leading up to school holidays and Christmas, the map features in the Shepparton Adviser's annual Shepparton On Sale booklet. Distributed as an insert in the Shepparton Adviser, release of the Shepparton On Sale booklet coincides with the beginning of the Victorian and New South Wales mid-year school holidays.

The 'Show Me Where To Park In Shepparton' map is also available on the Shepparton Show Me website, as an information tool for residents and visitors to Shepparton.

In January 2014, the Shepparton Show Me committee adopted its five year marketing strategy. Prepared by the Shepparton Show Me marketing planning working group, the marketing strategy acts as a road map for guiding the future direction of Shepparton Show Me and is consistent with Shepparton Show Me's new vision and mission. The marketing strategy positions Shepparton as the place to do business, shop, dine, play and stay and positions Shepparton Show Me as a leader or influencer within the business community to assist in generating economic prosperity for the Shepparton area.

The marketing strategy outlines Shepparton Show Me's strategic direction, which centres on five key concepts:

Reach	Play a pivotal role in developing targeted campaigns, promotions and leveraging off events to increase visitation to Shepparton, in order to generate increased consumer spend and return on investment.
Leadership	Encourage and create opportunities for the business community to work together in positioning Shepparton as the regional hub for services and business.
Collaboration	Work in partnership with key stakeholders to influence positive action in driving the prosperity of Shepparton.
Inform	Communicate regularly with members regarding activities and engage them in opportunities to maximise their involvement.
Accountability	Measure and evaluate all programs against intended outcomes and communicate results to key stakeholders.

It also defines Shepparton Show Me's target markets:

Local	Consumers in Greater Shepparton to increase frequency of spend, create loyalty and reduce leakage to Bendigo, Albury, Melbourne and online.
Regional	Consumers in regional towns within a 200 kilometre radius of Shepparton, particularly those already using Shepparton services, in order to increase frequency of visits and spend.
Metropolitan / National	Visitors attending events in Shepparton, the visiting friends and relatives (VFR) market and day trippers.

Engaging members is an integral component of the marketing strategy . Shepparton Show Me's member consultation and engagement working group have developed a comprehensive communications strategy that includes a range of initiatives to increase engagement and consultation with members. Some of the initiatives the committee have implemented to date include:

- Restructure of the Shepparton Show Me marketing coordinator position to make member engagement and consultation a key focus of the role.
- Letters sent to ratepayers with their rate notices describing how the Shepparton Show Me contribution is calculated in order to increase accountability and transparency.
- A move towards communicating via email, including issuing regular e-newsletters, in response to members' preference for electronic communication.
- Implementation of the 'Chats with Mat' program, which provides opportunities for members to have informal, unstructured, group or individual discussions with Shepparton Show Me's marketing coordinator Mat Innes-Irons. During 'Chats with Mat' members can provide input into Shepparton Show Me's operations, make suggestions for future marketing campaigns or discuss issues facing their business or industry.
- Engaging representatives from the Shepparton business community as Shepparton Show Me ambassadors. The ambassadors have visited every Shepparton Show Me member to confirm the member's contact details and provide opportunities for discussions about Shepparton Show Me. The information obtained by the ambassadors has been instrumental in updating the Shepparton Show Me database.

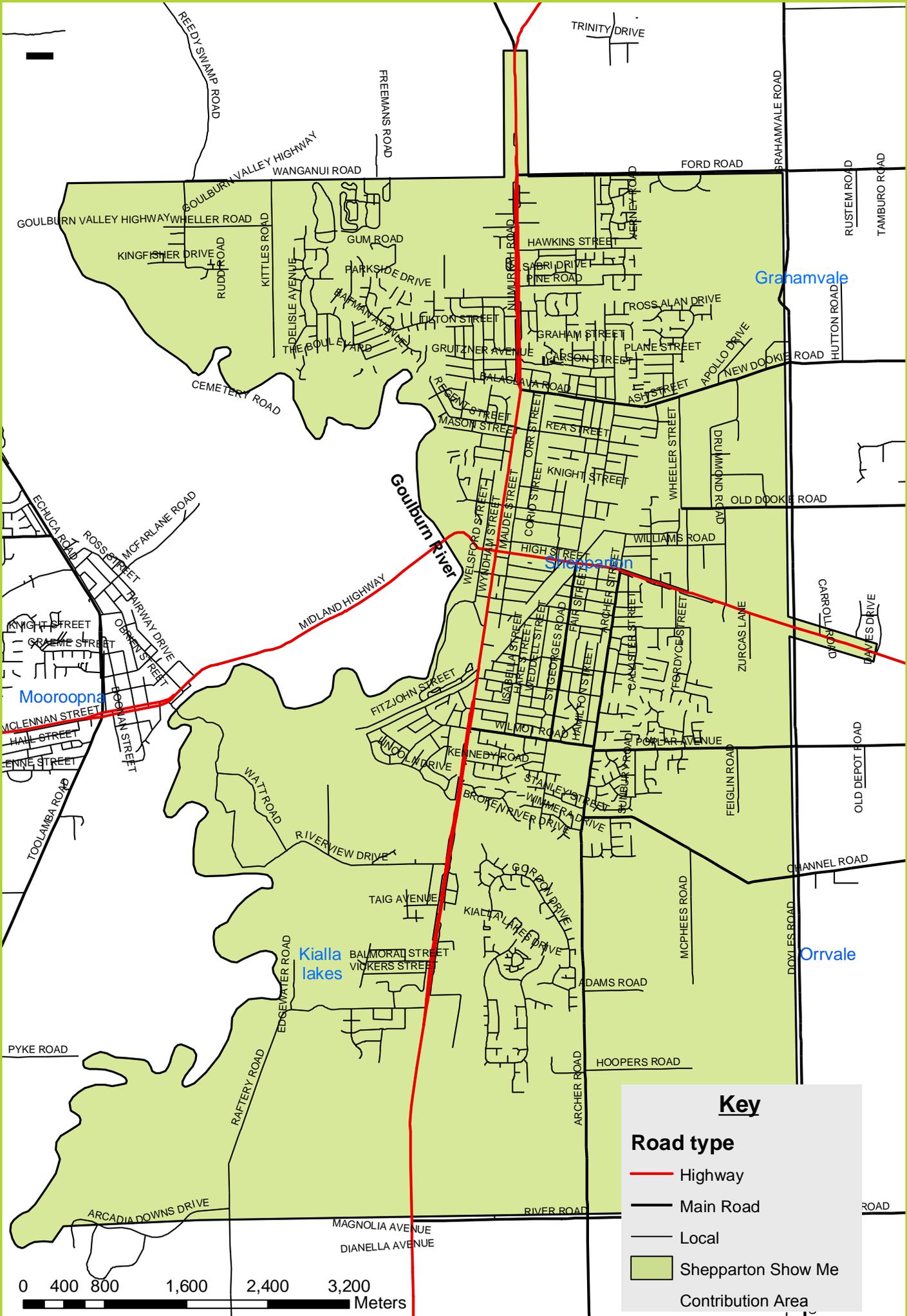
Developing the marketing strategy has led to the appointment, via a tender process, of a panel of three marketing services providers. On 24 June 2014, the Shepparton Show Me committee, its appointed marketing services providers and several members participated in an intensive workshop to brainstorm concepts that align with the marketing strategy's campaign themes: strategic, branding / tactical, annual, event and sponsorship. Further work will be undertaken throughout the 2014-15 financial year to analyse the potential of the proposed concepts and determine a plan for implementation of the adopted concepts.

## Unaudited Budget vs Actual to 30 June 2014

	Budget \$	Actual \$	Variance \$
<b>INCOME</b>			
Carried forward as at 30 June 2013	384,106.00	384,106.00	0.00
Membership levy	646,083.00	646,083.00	0.00
<b>Total Income</b>	<b>1,030,189.00</b>	<b>1,030,189.00</b>	<b>0.00</b>
<b>EXPENDITURE</b>			
<i>OPERATIONAL EXPENDITURE</i>			
Salaries, public notices, catering, name badges and social media advertising	68,341.09	68,341.09	0.00
iPads (6)	4,698.00	4,698.00	0.00
<b>Total Operational Costs</b>	<b>73,039.09</b>	<b>73,039.09</b>	<b>0.00</b>
<i>MARKETING &amp; PROMOTION EXPENDITURE</i>			
Father's Day campaign	18,116.81	17,916.00	-200.81
Motor City campaign*	12,223.00	12,223.00	0.00
Christmas campaign (including complimentary parking)	152,000.00	208,312.08	56,312.08
Selfie campaign	15,000.00	12,772.72	-2,227.28
Mother's Day campaign	30,000.00	30,892.00	892.00
Banner re-skins	300.00	300.00	0.00
Fence banners	3,499.86	3,499.86	0.00
Corflute signs	250.00	250.00	0.00
Mobile stage	450.00	450.00	0.00
Marketing assets and marketing services provider contract completion	37,851.03	37,851.03	0.00
Database surveying	11,725.00	11,725.00	0.00
Member e-newsletters (3)	25.30	25.30	0.00
<b>Total Marketing &amp; Promotion Costs</b>	<b>281,441.00</b>	<b>336,216.99</b>	<b>54,775.99</b>
<i>SPONSORSHIPS</i>			
Winter City Market	40,000.00	35,038.86	-4,961.14
Kidsfest	25,000.00	20,182.00	-4,818.00
5 kilometre Neon Dash	3,000.00	3,000.00	0.00
Show Me Greater Shepparton Expo	30,000.00	30,000.00	0.00
Victorian Open Bowls Championships	5,000.00	4,545.45	-454.55
Kialla West Primary School Shop Local Day	400.00	318.18	-81.82
Shepparton Springnats	3,000.00	3,163.64	163.64
Greater Shepparton Basketball Junior Tournament	15,000.00	15,000.00	0.00
Country Week Tennis	20,000.00	20,000.00	0.00
Shepparton Motor Museum Annual Motor Show	20,000.00	20,000.00	0.00
Summer City Market	40,000.00	40,462.39	462.39
Mad Cow Mud Run	20,000.00	20,000.00	0.00
Woodturning and Woodworking Craft Show	4,500.00	4,500.00	0.00
SheppARTon Festival	20,000.00	20,000.00	0.00
Goulburn Valley Four Wheel Drive Swap Meet	3,500.00	2,344.97	-1,155.03
BMX National Championships	15,000.00	15,000.00	0.00
Youth Saver Card	1,565.00	1,565.00	0.00
Shepparton Adviser Show Me Where To Park in Shepparton Map	8,240.00	8,240.00	0.00
CBD Activation Events**	25,000.00	17,947.56	-7,052.44
2014 Victorian Open Bowls Championships**	5,000.00	5,000.00	0.00
Emerald Bank Heritage Rally**	5,000.00	5,000.00	0.00
Great Escape Car Rally**	10,000.00	9,090.91	-909.09
<b>Total Sponsorships</b>	<b>319,205.00</b>	<b>300,398.96</b>	<b>-18,806.04</b>
<b>Total Expenditure</b>	<b>673,685.09</b>	<b>709,655.04</b>	<b>35,969.95</b>
<b>Total Surplus</b>	<b>356,503.91</b>	<b>320,533.96</b>	<b>-35,969.95</b>

\* Campaign held in the 2012-13 financial year with funds paid in the 2013-14 financial year

\*\* Events to be held in the 2014-15 financial year with funds approved and paid in the 2013-14 financial year





# shepparton show me

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