

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

21 November 2017

Agenda Item 9.3 Shepparton Show Me 2016 - 2017 Annual Report

Attachment 1 2016/17 Shepparton Show Me Annual Report 219



Shepparton Show Me 2016 - 2017 Annual Report

Contents

Vision, Mission and Direction	1
History	2
Milestones	3
Chairperson's Report	4
Committee	5
Operations	13
Marketing and Communications	14
Strategic Initiatives	14
Tactical Initiatives	16
Annual Campaigns	20
Sponsorship and Events	29
Communications	49
Financial Report	50
Shepparton Show Me Contribution Area Map	51

Vision, Mission & Direction

Shepparton Show Me 2016 - 2017 Annual Report

About Shepparton Show Me

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

The Shepparton Show Me committee, made up of representatives from the local business community and Greater Shepparton City Council staff and Councillors, develop targeted marketing campaigns, deliver strategic and tactical initiatives and sponsor key events to promote Shepparton.

These marketing activities are underpinned by the desire to entice people to visit Shepparton, do business, use the local services, attend a festival or event, eat out, shop at local businesses and stay overnight.

Shepparton Show Me is the overarching brand vehicle for promoting and marketing the business community in Shepparton. Its intention is to showcase the commercial, industrial and entertainment offerings in attracting business for the key stakeholders in which it serves.

Shepparton Show Me is a Section 86 Committee of Greater Shepparton City Council and operates under a delegation of authority. Shepparton Show Me funds are derived from a differential rate in the dollar applied to all commercial and industrial premises within a designated area in the Shepparton business district.

A map of the Shepparton Show Me contribution area is available on the inside back cover of this Annual Report.



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.

Strategic Direction

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 investor return on investment (ROI).

Leadership - Encourage and create opportunities for the business community to work together in positioning Shepparton as the regional hub for services and business in the region.

Collaboration - Work in partnership with key stakeholders to influence positive action in driving the prosperity of Shepparton.

Inform - Communicate regularly with SSM members regarding SSM activities and engage them in opportunities to maximising their involvement.

Accountability - Measure and evaluate all programs against intended outcomes and communicate results to key stakeholders.

1

History

Shepparton Show Me 2016 - 2017 Annual Report

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

Business leaders presented the 'Super Shepparton' concept to Greater Shepparton City Council in 1997, outlining a proposed Marketing Strategy to achieve their vision. 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 sectors. Development of the 'Super Shepparton' concept included extensive 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 2006 Shepparton Show Me embarked on a super tram campaign, branding a tram with the animated ribbon and leaves to capitalise on the influx of people to Melbourne during the Commonwealth Games.

Shepparton Show Me embarked on an independent Economic Benefit Assessment in May 2009. The results demonstrated Shepparton Show Me enjoys 73 per cent brand recognition in the catchment area.

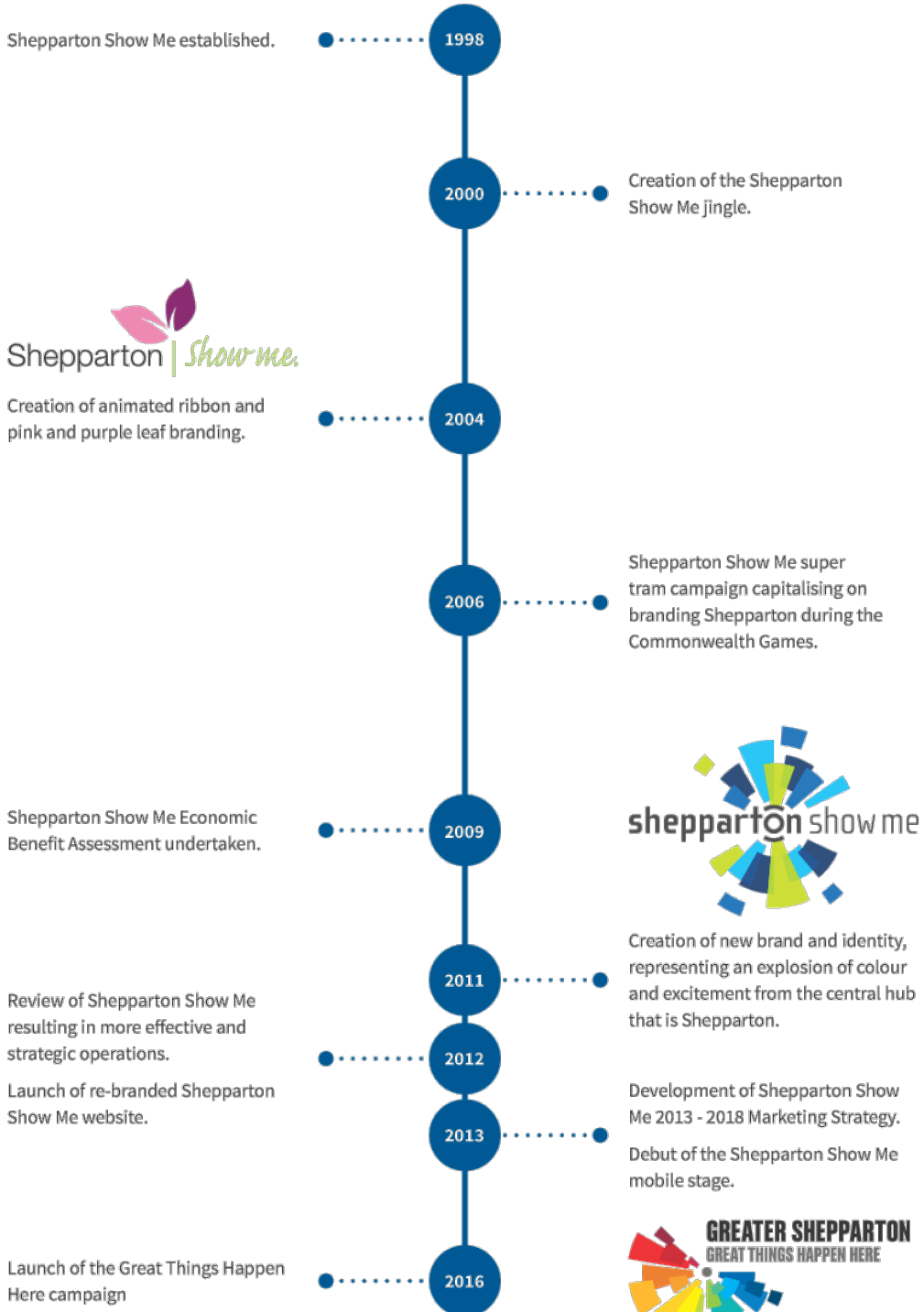
In December 2011, the current Shepparton Show Me logo was launched, representing a virtual explosion of colour and excitement from the central hub that is Shepparton - the heart of regional Victoria.

In 2012 Shepparton Show Me underwent an extensive review. Initiated by Greater Shepparton City Council, the direction was to form a Reference Group and consult with 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 were presented for consideration at the Council Meeting in February 2013. A number of recommendations were adopted that will 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.

Milestones

Shepparton Show Me 2016 - 2017 Annual Report



Chairperson's Report

Shepparton Show Me 2016 - 2017 Annual Report

The Shepparton Show Me committee has continued its commitment to Greater Shepparton through our own initiatives, Council co-sponsored and community sponsored events. Working with local businesses and community groups has only further strengthened our message that Shepparton is the place to shop, dine, stay and enjoy the many attractions that this great city has to offer.

We thank our outgoing committee members that have served on the Shepparton Show Me Committee, some for many years. They have provided valuable contribution towards Greater Shepparton to make this city the place to be. We wish all the best to Malcolm Blake, Ron Popelier, Sam Lagazzino, Danielle Tait and Aaron Brian.

With fresh new faces appointed last year and our new incoming members, the committee is excited for what we can further accomplish in the upcoming years for Greater Shepparton. We are continually evolving to further advance our common goals and work with the community and businesses.

Our many sponsored events listed have shown marvellous success and have attracted a great number of victors to our city to shop, dine, stay and play. Some of these sponsorships will continue on this financial year, only continuing on their great success from last year.

Some of our Sponsorship Events:

Shepparton Agricultural Show, Shepparton Albanian Harvest Festival, Shepparton Motor Museum Annual Motor Show, Out in the Open Festival, Shepparton Business Awards, Fryers Food Festival, Shepparton Running Festival, Challenge Shepparton, Greater Shepparton Basketball Association, Victorian Open Bowls Championships, EJ-EH Holden Nationals, Shepparton Tradies and Farmer's Day, CBD Fun, Shepparton Shake-Out, Nitro Athletics/Great Things Happen Here, Beach Volleyball Triple Crown World Tour Series and St Georges Road Food Festival.

We have continued our campaigns for retail and service providers to take advantage of our investment. The following campaign promotions all contribute to strengthen local businesses; the Winter and Summer Markets, Mother's Day, Father's Day, EOFY, Christmas and Boxing Day. The Fun Starts Here campaigns aimed at school holiday periods, have been a great success bringing people from outside the Greater Shepparton region to shop and use our local services.

The Great Things Happen Here campaign has been an important investment. Not only reaching out across Australia, but other countries as well, such as China. This promotion of Greater Shepparton has not only restored confidence in our area, it has now started to attract investment in the region.

We have been communicating to the public via the monthly column in The Adviser, our webpage, monthly e-newsletter and Facebook. We continue to encourage the community to subscribe and be informed on what is happening around Shepparton.

I would like to thank our ongoing committee members Carrie Donaldson, John Montagner, Shane Sali, Cr Les Oroszvary, Cr Dinny Adem, Cr Kim O'Keeffe and Council staff Johann Rajaratnam, Fiona Le Gassick, Geraldine Christou and Mat Innes-Irons.

In 2017, we welcomed new committee members Chris Reisner, Helen Sofra, Kristina Marko, Kruz Patel and Andrew Pogue. I am sure with this new talent we will continue to achieve great and exciting things together.

All committee members are volunteers and I thank them for all their time and input to the success of Shepparton Show Me during the past year.

Simon Quattrocchi
Chairman



Committee

Shepparton Show Me 2016 - 2017 Annual Report

Committee

The Shepparton Show Me committee comprises 15 representatives.

The breakdown of Shepparton Show Me representatives can include:

- Up to nine representatives of Shepparton's business community
- Two Councillors from Greater Shepparton City Council
- One representative from Council's Executive Leadership Team; and
- Three non-voting Council representatives.

The non-voting attendees include Council's Manager Economic Development, Manager Marketing and Communications and the Shepparton Show Me Marketing Co-ordinator.

Representatives from the business community can nominate to be appointed to the Shepparton Show Me 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. All meetings are advertised and open for the public to attend.

Business Representatives

Simon Quattrocchi – Chair

Owner – GV Finance Brokers

Term ends July 2019

Simon and his wife Fran have operated GV Finance Brokers for the past 15 years.

Having arranged finance and solutions for a great number of clients, Simon brings a wealth of knowledge from a financial sector to the committee. As he deals with people from all aspects of the community, it allows him to gauge a greater understanding of local and business owners and their needs.

“ Running your own business provides insight into many aspects to understanding the community and local interests. ”



Shane Sali – Deputy Chair

Owner Manager Traffik, Shop 221 and Arcade Fashions

Term ends July 2018

Shane is Shepparton born and bred. After spending close to four years working as a Telstra Business Account Manager for a local family operated Telstra store, Shane had the opportunity at the young age of 20 to manage a vast range of clients in differing sectors across Shepparton and Northern Victoria. He now brings that knowledge and experience to his family business; three independent women's retail stores in the Shepparton CBD.

Shane sees it as a fantastic opportunity to work alongside his family, who have been in business for over 40 years. This wealth of expertise enables Shane to bring a passionate approach to building a better Shepparton.

“ I feel that with another proud and strong committee in place, Shepparton is set to benefit from the input of Shepparton Show Me. ”



5

John Montagner – Treasurer

Owner Next Office Tech

Term ends July 2018

John is the owner of Next Office Tech; formally named Solar City Office Equipment, a business he co-founded 24 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.

“ This is now my sixth year on the Shepparton Show Me Committee. We have worked towards promoting our town with many successful campaigns during this period. Our Christmas promotions I feel have been extremely successful, along with the Summer and Winter City Markets. I look forward to another exciting year working with other passionate business community members. ”



Malcolm Blake

Owner Manager Blake's Florist

Term ends July 2017

Malcolm and his wife Dianne established Blake's Florist in 1984. In addition to sharing the day to day management and operations of Blake's Florist, Malcolm has held several high profile positions in the floristry industry including serving on the Board of Directors of Interflora Australian Unit Ltd for 20 years, including four years as Chairman. On the international level, Malcolm has served on the Interflora Incorporated Board (world board) for three years and served as a Director on the Asia Florist Association based in Tokyo.

Malcolm was first elected to Shepparton Show Me in September 2013.

“ We are pleased with the positive comments around the Great Things Happen Here campaign and look forward to some good outcomes to ensure Shepparton as a major regional business centre. ”



Danielle Tait

Marketing and Business Development Coordinator, Dexus Group

Term ends July 2017

Danielle has an extensive background in marketing and management, business development and event coordination. She has established networks with a large range of local businesses and has an understanding of local business issues.

“ I have a vested interest in the retail and small business sector in Greater Shepparton and have enjoyed my time working with the Shepparton Show Me Committee. Working for a national publically listed company allows me to collaborate with colleagues from other retail shopping centres throughout Australia, sharing ideas and concepts that have worked in their cities or centres. ”



Ron Popelier

Owner Pop Design Studios
Term ends July 2017

Ron was born and raised in Shepparton and has operated here for most of his working life. His business, Pop Design Studios, has been in operation for approximately 25 years. He does commercial and residential work in Victoria and New South Wales.

Ron has been involved in many service organisations and community groups, and was very actively involved with People Supporting People. He says Shepparton Show Me are a group of passionate people who care about Shepparton and have a vision to see Shepparton grow and to again become a leader in business, shopping and events.

The Council and Shepparton Show Me have worked very hard to promote many different events including sporting events and Markets.

“ We are a very diverse community, but we are working together to create a cohesive community. I’m excited to work with Shepparton Show Me to promote and create a positive attitude in Greater Shepparton. ”



Sam Lagozzino

Owner, Noble Monks
Term ends July 2017

Sam was born and raised on a farm in Greater Shepparton. At the age of 16 he moved to Melbourne after accepting a Sporting Scholarship for Australian Rules Football at the prestigious school of Caulfield Grammar. He spent 10 years in Melbourne working within the hospitality and sports industries in entrepreneurial, management and leadership capacities.

Sam returned to Shepparton in 2009 with a wealth of business and life experience and began work in the real estate industry dealing predominately in residential house sales, land sales and commercial sales and leasing.

In 2013 he recognised that there was room for improvement in the hospitality industry within Greater Shepparton. In September of that year Sam followed his passion with his fiancé Joanne and purchased Noble Monks with the goal of providing a venue with the quality of Melbourne’s inner city hot spots along with the best customer service and customer experience for the region. Over the past four years Sam has driven the continual growth of Noble Monks which originally employed five staff and now employs a strong team of 25 passionate local employees.

Sam has thrived in dealing with the challenges of maintaining Noble Monks high standards, attracting tourists to the area and providing a place for the people of Greater Shepparton to be proud of.

“ I have thoroughly enjoyed being a member of the Shepparton Show Me Committee, working alongside other local passionate individuals with the purpose of making our great town even greater. ”



Aaron Brain

Dealer Principal, Shepparton BMW
Term ends July 2017

Aaron was born and raised in Greater Shepparton. Aaron is currently the Dealer Principal and Director of Shepparton BMW & Renault and has been in this role since July 2013. For the last six years he has been working with the BMW Motor Group Australia in all areas relating to marketing and special events. Since July 2015, Aaron has been the representative for the BMW Rural Network with the responsibility of all marketing activity for 16 rural BMW dealerships.

“ Working with the Shepparton Show Me Committee to help shape and drive tourism along with local awareness through targeted marketing campaigns and events has been nothing short of exceptional. I would like to thank the committee and everyone involved in Shepparton Show Me and I am very much looking forward to seeing what else is in stall for our great town and region off the back of their amazing efforts. ”



Carrie Donaldson

Owner, Sense of Place Consulting
Term ends July 2018

Carrie Donaldson is Principal of Sense of Place Consulting. A Goulburn Valley girl, Carrie is passionate about provenance and connecting people to place through thoughtful, authentic tourism and events development and connected communications.

Carrie has extensive experience in the arts and creative industries, food, sport and business tourism combined with destination development and hallmark events delivery at both a local, national and international level.

Carrie holds a Masters of Business – Tourism Management from Victoria University, is certified in Prince 2 Project Management and is the current Executive Officer for Cultural Tourism Victoria, Vice President of Tourism Greater Shepparton and has been a former Board member of Tasmania's South Regional Tourism Board, Goulburn River Valley Tourism and the Australian Marketing Institute.

“ Shepparton Show Me is a group of passionate individuals all focussed on making Shepparton a prosperous and liveable community. I've really enjoyed the spirited discussions and efforts that have gone into supporting events and promoting Shepparton as a vibrant regional centre. Looking forward to another productive 12 months ahead. ”



Greater Shepparton City Council Representatives (Voting)

Cr Dinny Adem

Councillor, Greater Shepparton City Council

Dinny was born in Shepparton, and lives with his wife Rita on a rural property in Shepparton East. He and his wife have two daughters.

Dinny was born and raised on a farm and has worked for large corporations, as well as owned and operated a nation-wide business. His vision is to revitalise Greater Shepparton by attracting industry and other substantial employers to our municipality, for the benefit of all.

“ Greater Shepparton is on the cusp of becoming an economic powerhouse and retail leader in regional Australia, not just Victoria. With added support from Council, the "Great Things Happen Here" campaign is testament to the vision of SSM in achieving this aim. ”



Cr Les Oroszvary

Councillor, Greater Shepparton City Council

Les is a Police Prosecutor with 35 years' experience. He is the Sergeant in Charge of Legal Services Shepparton. His mantra is all about accountability, transparency, integrity and the pursuit of best value outcomes for stakeholders and the community in general. He is here to listen, accept feedback good or bad and to improve the way Greater Shepparton City Council represents its community.

“ We have as a committee continued to practice what we preach as part of our business strategy, our road map. We always look for opportunities to support and leverage off events for the greater good of our stakeholders. We seek to educate, encourage and foster better relationships and to value add.

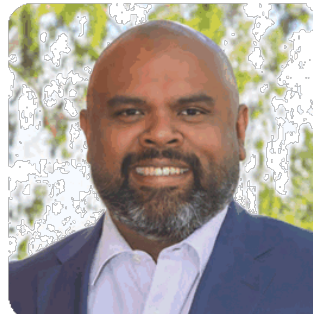
In my second term as a Councillor, I have shared the journey of ups and downs of Shepparton Show Me and congratulate the outgoing committee members for their belief in the future of our town. I would further like to acknowledge the dedication of the present committee and the fantastic work behind the scenes of the staff Fiona Le Gassick, Mat Innes-Irons and Laura Church. In addition the external provider Alchemy Media via Peter Sutherland and his team whose flair has been a great asset. ”



Johann Rajaratnam

Director Sustainable Development, Greater Shepparton City Council

As part of his role, Johann is responsible for the economic development, land use planning and building and environmental planning at Greater Shepparton City Council. Prior to coming to Greater Shepparton in March 2013, he 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.



“ I look forward to another great year with Shepparton Show Me in 17/18. ”

Greater Shepparton City Council Representatives (Non-voting)

Geraldine Christou

Manager Economic Development, 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, tourism, events, facility management, implementation of the CBD Strategy, the Greater Shepparton Business Centre, coordination of the Summer and Winter City Markets and grant facilitation. Geraldine is a Goulburn River Valley Tourism board member, La Trobe Regional Advisory board member, Food Bowl Inland Rail Alliance board member and an active participant in the Hume Economic Development Network.



“ Shepparton Show Me is a key stakeholder working closely with Council's Economic Development Department to deliver economic outcomes for Shepparton - increasing visitation through collaboratively bidding for, sponsoring and hosting key events and working on important initiatives such as the Great Things Happen Here Campaign and CBD revitalisation. ”

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 Co-ordinator 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, delivering strategic and business planning, marketing strategy development and tender and submission writing services.



The highlight over the past 12 months has been the implementation of the Greater Shepparton, Great Things Happen Here campaign. Whether you were in regional Victoria, Southern New South Wales (NSW) or travelling by air between Melbourne and Sydney, you couldn't escape all things Greater Shepparton. The 60 second hero TVC was the pinnacle of the first year of the campaign with it airing across regional Victoria and regional NSW.

The TVC also aired in Business Class Qantas Inflight between Melbourne and Sydney on Foxtel News, Sky News, Sky Business as well as, the Qantas Club and departure lounge.

The campaign could even be seen on metropolitan billboards located at Qantas Terminal Melbourne Airport, Melbourne Airport, Essendon Airport, South Melbourne, North Melbourne with 9.3 million monthly views.

But there was much more to the campaign than that, including hosting a media famil with the likes of The Australian, Herald Sun and several online bloggers. And then there was the partnership with Nitro Athletics which provided the opportunity for the campaign to be activated in the metro area.

The investment in the campaign cannot be underestimated in influencing a much greater positive perception of Greater Shepparton locally and beyond. Greater Shepparton is now referred to with much fondness and energy, and it's hard to ignore the \$1.37B+ worth of commercial projects occurring at the moment. It's exciting to see where SSM and the broader community can take this initiative.

A massive thank you to the SSM Committee members for their energy, generosity of their time and unwavering support of the SSM initiative and staff. Their direction and leadership is critical to the success experienced by SSM this year.

“ I would like to thank the SSM committee for their continuous support, leadership, passion and energy, which has contributed to Shepparton being recognised as a formidable regional city within Victoria. ”

Staff

Mat Innes-Irons

**Shepparton Show Me Marketing Co-ordinator,
Greater Shepparton City Council**

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



“ The Shepparton Show Me driven Great Things Happen Here campaign has been the highlight this year. Everywhere we go throughout Greater Shepparton we find exceptional businesses doing amazing things.

Great Things Happen Here was centre stage with Usain Bolt at the Nitro Athletics in Melbourne, which helped to launch the regional bid for the Commonwealth Games. The Charles Wooley clad Thompson Kia van travelled the Hospice Car Rally displaying the 60 second Great Things television commercial and a series of vignettes highlighting some of our leading businesses.

There were many Shepparton Show Me sponsored events throughout the year which had a huge economic benefit to our city. The numerous basketball competitions, Challenge Triathlon, World Beach Volleyball Tour, the Summer and Winter Markets, Victorian Open Bowls, Spring Car Nationals, St Georges Road Food Festival and more.

The first Fryers Street Food Festival was a huge hit and is scheduled as an annual event.

The introduction of The Fun Starts Here has attracted visitors from far and wide running each school holiday period. The Shepparton Show Me Blue Santa attracted crowds everywhere he went through the Christmas period.

It has been a pleasure working with the Shepparton Show Me committee this year. ”

Operations

SShepparton Show Me 2016 - 2017 Annual Report

Operations

Shepparton Show Me have embarked on a busy year operationally, appointing a new committee at the Annual General Meeting.

Committee Appointments

July 2016

As a result of recommendations from the Shepparton Show Me review, on 19 July 2016 new committee members were appointed.

Shane Sali, Owner Manager Traffik, Shop 221 and Arcade Fashions, Sam Lagozzino, Owner Manager Noble Monks and Carrie Donaldson, Sense of Place Consulting, were welcomed onto the committee for a period of two years expiring on 17 July 2018.

Danielle Tait, Marketing and Business Development Coordinator Dexus Group and Aaron Brain, Dealer Principal Shepparton BMW were welcomed onto the committee for a period of 12 months expiring on 18 July 2017.

Annual General Meeting

September 2016

The SSM Annual General Meeting held September 19, 2016, saw three new office bearers appointed and the 2015/2016 SSM Annual Report presented and endorsed.

The election of office bearers saw the appointment of the following positions:

- Chair – Simon Quattrocchi – GV Finance Brokers
- Deputy Chair – Shane Sali – Traffik, Shop 221 and Arcade Fashions
- Treasurer – John Montagner – Next Office Tech

Shepparton Show Me 2013–2018 Marketing Strategy Endorsed

Using the draft Marketing Strategy and consultation undertaken by Brenton and Partners, the Shepparton Show Me committee crafted and endorsed the 2013–2018 Shepparton Show Me Marketing Strategy.

The Shepparton Show Me 2013–2018 Marketing Strategy provides very clear direction for the committee and its panel of suppliers, with all activities designed to position Shepparton as the premier place in Northern Victoria to do business, shop, dine, play and stay.

Marketing & Communications

Shepparton Show Me 2016 - 2017 Annual Report

Marketing and Communications

Shepparton Show Me 2013 - 2018 Marketing Strategy



The Shepparton Show Me 2013 - 2018 Marketing Strategy provides a road map that guides the direction of all Shepparton Show Me marketing over the next five years.

The Strategy places Shepparton firmly as the regional hub for service and business in the region. It positions Shepparton as the place to do business, shop, dine, play and stay. It also positions Shepparton Show Me as a leader and influencer within the business community to assist in generating economic prosperity for the Shepparton area.

This Strategy sets out the strategic direction for Shepparton Show Me to:

- Pursue new promotional activities that generate economic prosperity for our community.
- Build on partnerships with key stakeholders to influence outcomes and decisions that will assist to improve the consumer and visitor experience.
- Reach new and existing consumers through targeted and evaluated promotions.
- Inform the development of a 12 - 18 month marketing campaign.
- Guide the development of a communication strategy targeting SSM members, stakeholders and partners to facilitate clear and consistent communication and create collaborative opportunities that will best position Shepparton as the premier place in Northern Victoria to do business, shop, dine, stay and play.

Key components of the Strategy include:

1. Strategic initiatives
2. Tactical initiatives
3. Annual campaigns
4. Sponsorship and events
5. Communications

All activities undertaken by Shepparton Show Me are informed by and aligned to the Marketing Strategy.

Strategic Initiatives

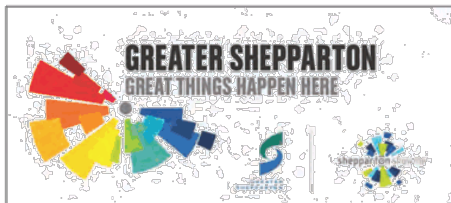
Greater Shepparton... Great Things Happen Here

2016/17 saw the implementation of the first stage of the Greater Shepparton... Great Things Happen Here campaign.

Key components of the campaign included:

- 1 x 60 sec hero TVC
- 4 x 30 sec TVCs hero, small business, services, grow, lifestyle
- 10 x business vignettes showcasing local success stories
- TV advertising - Channel Seven, 7Mate, Prime7, Nine, WIN - Bendigo, Albury, Ballarat, Gippsland, Southern NSW, Melbourne, Shepparton (10.4 million monthly views)
- Radio advertising - Star FM and 3BO Bendigo, 3AW Melbourne, 3SR and Star FM Shepparton

- Billboards – Qantas Terminal Melbourne Airport, Melbourne Airport, Essendon Airport, South Melbourne, North Melbourne (9.3 million monthly views)
- Qantas Inflight – Foxtel News, Sky News, Sky Business – Sydney to Melbourne Business Class (1.17 million monthly views)
- Qantas Club and departure lounge (90,000 views per month)
- A two-day media famil
- Sponsorship partnership with Nitro Athletics featuring Usain Bolt
- A Great Careers Working Group convened



The campaign has influenced the following key outcomes:

- Significant change in perception and confidence in Greater Shepparton locally and beyond
- Several business enquires – new and existing, with three local business undertaking multimillion dollar extensions
- \$1.37B+ worth of commercial projects occurring
- Business in negotiations to provide products e.g. Coles nationally
- Event enquiries received
- Increased planning applications:
2015 = 550
2016 = 601
- Showcased at Victorian Government’s China Business delegation resulting in a three Chinese investment return visits to Greater Shepparton with further visits planned in the near future
- National media coverage by Weekly Times, Herald Sun, Leading Agriculture, The Australian, Produce Plus
- GTHH website has had 3,037 visits from 2,282 users (averaging 1.33 visits from each user). There were 6,642 total page views, for an average of 2.19 pages viewed per visit. Average visit duration was 1 minute 47 seconds
- GTHH Facebook Most popular content - Tatura Milk vignette reaching over 57,000 people (when the page had just 1,000 likes)

The Great Things Happen Here Facebook page has 1,569 likes which is up 643 from its launch last year.

There are still so many great things that need to be told about Greater Shepparton so stay tuned for the launch of part two of the campaign.

Website traffic by location - Total 2,558

Melbourne	1,547 (60.48%)	Australia	2,406 (94.06%)
Shepparton - Mooroopna	442 (17.28%)	United States	52 (2.03%)
Sydney	171 (6.68%)	Canada	19 (0.74%)
Brisbane	45 (1.76%)	United Kingdom	10 (0.39%)
Perth	34 (1.33%)	Germany	9 (0.35%)
Not Set	32 (1.25%)	Thailand	7 (0.27%)
Bendigo	25 (0.98%)	New Zealand	6 (0.23%)
Boston	19 (0.74%)	China	5 (0.20%)
Canberra	16 (0.63%)	Philippines	5 (0.20%)
Ballarat	10 (0.39%)	Malaysia	4 (0.16%)

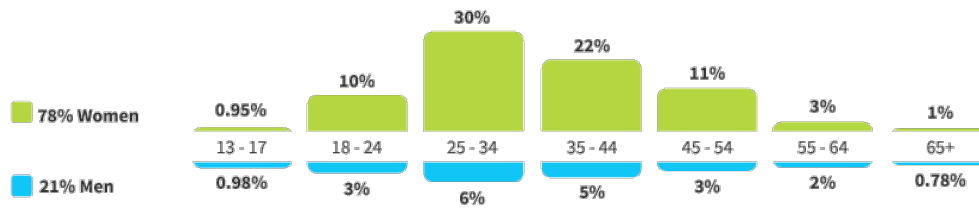
Tactical Initiatives

Shepparton Show Me Online

Facebook

Who likes the page (our fans)

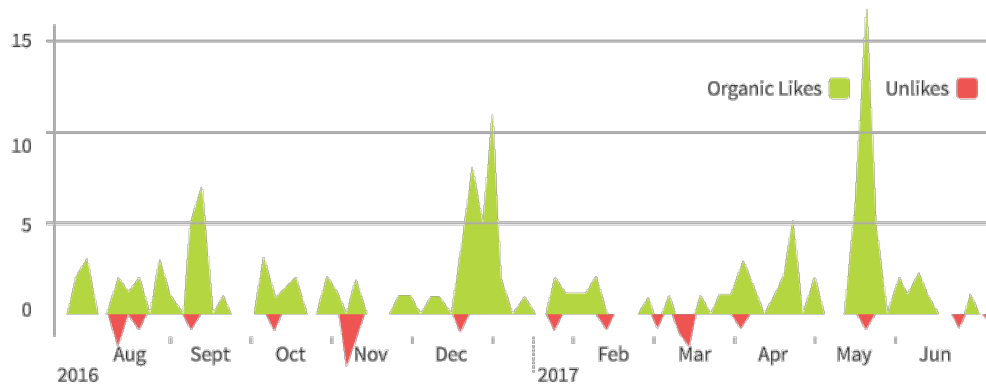
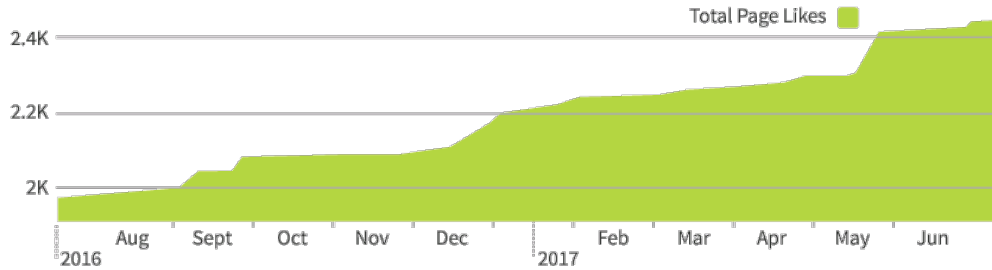
- Overwhelmingly young mums, with 40 per cent indicating that they live within Greater Shepparton.
- It is encouraging that our Facebook fans are purchasers; we continue to be on target.



Country	Fans	City	Fans	Language	Fans
Australia	2,383	Shepparton, Victoria	871	English (US)	1,653
USA	16	Melbourne, Victoria	306	English (UK)	759
United Kingdom	7	Mooroopna, Victoria	157	French (France)	6
Canada	6	Tatura, Victoria	53	Italian	6
Italy	4	Kialla, Victoria	39	Simplified Chinese (China)	4
Malaysia	3	Kyabram, Victoria	39	Arabic	3
Iraq	2	Craigieburn, Victoria	29	Dutch	2
Pakistan	2	Numurkah, Victoria	22	Traditional Chinese (Taiwan)	2
New Zealand	2	Sydney, New South Wales	21	Greek	1
Sri Lanka	2	Cobram, Victoria	21	Spanish	1

SSM Facebook growth over 12 months = 19 per cent

- Total likes = 2,446.
- Biggest spike in 'likes' coincided with the 2017 Mother's Day Promotion.

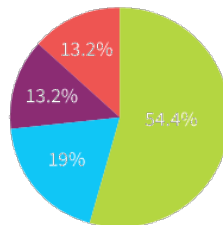


Website:

- Over 7,385 visits across the 12 months, over 24 per cent returning again.

Acquisition

- Organic Search - 54.5%
- Social - 19%
- Direct - 13.2%
- Referral - 13.2%



- Desktop visits 40 per cent (down from 48 per cent)
- Mobile/Tablet visits 60 per cent (up from 52 per cent)
- Over 54 per cent on an Apple device, over 18 per cent on a Samsung device
- 3 most popular pages: Events, Businesses, Magic of Christmas.

3 Highest Website traffic via Facebook posts

- December - Facebook drove 679 clicks to Blue Santa locations
- May - Facebook drove 416 clicks to the Mother's Day webpage
- January - Facebook drove 314 clicks to the "Fun Starts Here" page

Shepparton Show Me Mobile Stage



The Thompson Kia mobile stage kept popping up around the streets of Shepparton. Besides being used for SSM campaigns and sponsored events it was also used in many community events.

Christmas Campaign

For the three weeks leading up to Christmas Day the van was decked out with Christmas trees and decorations bringing the Santa Show to various retail precincts in Shepparton. Santa is Coming video was played on the screen showing various retail areas.

Shepparton Running Festival

The van was used as the presentation stage to hand out the awards for the Running Festival. It was also utilized throughout the day for backing music and public addresses.

KidsFest

The Show Me van was set up at the entrance to 2016 KidsFest with background music being played throughout the course of the weekend.

Heritage Rally

A three piece band played from the mobile stage at the Emerald Bank venue.

Twilight Markets

The successful Shepparton Twilight Markets at the Victoria Park Lake used the Thompson Kia as a main stage for performers.

Challenge Shepparton

Triathletes were happy to see the van set up at the foot bridge at Aquamoves. Besides being all colourful the latest tunes helped them get closer to the line.

Aquamoves

The van was set up next to the outdoor pool as part of a social morning for members.

Shepparton Motor Museum

To celebrate the museum's birthday and motor show the Shepparton Show Me mobile stage was set up with almost continual performances on show.





Emerald Bank Leisure Land

The annual Heritage Rally proved extremely successful again. The van was used as the stage for various live performances.

Mad Cow Mud Run

An early start for the van being used as the stage for the DJ, sponsors exposure and home base for the Mad Cow Mud Run compares.

Careers Day Out

The SSM van was used at the entrance of the Show Grounds with music welcoming students.

Hospice Rally

With the van clad with Great Things Happen Here and the face of Charles Wooley it was an ideal opportunity to take to the towns of central Victoria. The 30 sec hero TVC and business vignettes were shown at each location.

Shepparton Albanian Harvest Festival

Another great event at the Show Grounds. The van was used as a spruiking point and continuous music.

Winter and Summer City Markets

The Shepparton Show Me mobile stage was used to promote traders specials and to play background music over the two days.

Beach Volleyball World Tour

The van provided the stage for various music performances over the three days at Victoria Park Lake.

Fryers Food Festival

The van was a stage for musicians on the Saturday evening event.



Annual Campaigns

Winter City Market – August 2016

26 and 27 August 2016



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.

Objective:

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

Target markets:

Primary:

- Families with kinder and primary school aged children
- Young adults (males and females)
- Adolescents

Secondary:

- Traders

Tactics:

Provision of discounted shopping and variety of retail and food stalls to create a market atmosphere. Through initiatives such as roving entertainment, a multicultural food tent, local music, free children's rides, and a petting zoo, a family orientated atmosphere was created encouraging shoppers to stay longer and enjoy the overall experience.

Cost:

\$30,000

Attendance:

Approximately 20,000 people over the two days of the event.

Outcomes:

It is estimated that 20,000 people visited the Mall over the two days.

The Winter City Market event is significant for the region as it boosts the local economy; especially in the retail sector.

Through the sponsorship of Shepparton Show Me, the Economic Development Department were able to deliver all outcomes and the benefits as detailed in the application. A focus was applied to using local entertainment, having free children's rides and an increased number of stalls, especially those who have a store outside the CBD. This

20

ensured that what was on offer appealed to families and retailers were given the opportunity to capitalise on the significant increase in consumer traffic.

There were print articles in the lead up to the event highlighting what was on offer. An outside broadcast was held on the day with live advertising of promotions and interviews with CBD traders about their businesses, promotions and experience with the event.

The weather was a significant factor in driving attendance and making the event a positive experience. The Mall was filled with stall holders which included:

- Shepparton traders (located outside the CBD)
- External traders
- Food vans
- Essential Services
- Community groups

Father's Day

21 August to 4 September 2016



Objectives:

Father's Day is obviously a celebration honouring fathers and celebrating fatherhood, paternal bonds and the influence of fathers in society. Many Australians observe Father's Day on the first Sunday of September. It is a day for people to show their appreciation for fathers and father figures. Father figures may include stepfathers, fathers-in-law, guardians (e.g. foster parents), and family friends. The Father's Day campaign aimed to:

- To develop a campaign based on Father's Day with the aim of stimulating business for SSM stakeholders.
- To build on previous SSM Father's Day campaigns.
- Encourage increased visitation to Shepparton over the Father's Day celebration period.
- To promote Shepparton as the regional Victorian destination to do business, shop, dine, stay and play.
- To demonstrate support for SSM stakeholders.

Target Market:

- Purchasers of Father's Day gifts and experiences – spouses, sons and daughters (children, young adults, adults).
- Consumers (as detailed above) in Greater Shepparton and regional towns within 200km radius, including Central Victoria (e.g. Bendigo, Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield), Lower Hume Growth Corridor (e.g. Seymour, Wallan) and Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley).
- Young fathers and older fathers.

Tactics:

- Advertising campaign comprising television, radio, web and Facebook.
- Competition "Daggy Dad jokes". An integrated media competition – radio (3SR), SSM Facebook and website. Enter your daggy dad joke to win a \$1,000 Shepparton shopping spree for your dad. Entries taken via the SSM Facebook page and website and a daily entry via a phone call into 3SR breakfast program.

Cost:

\$20,000

Outcomes:

The TVC produced for the Father's Day campaign received great awareness from the public. The feedback from traders and the public was that it is great to incorporate some humour into the marketing rather than a "typical" TVC. The majority of traders commented on strong sales one mall trader having extra sales of "socks and jocks" – a reference to the TVC.

The Magic of Christmas and Boxing Day Sales

December 2016

**Objectives:**

The exchanging of gifts is one of the core aspects of the modern Christmas celebration, making it the most profitable time of year for retailers and businesses throughout the world. The Christmas season incorporates what is referred to as a "holiday shopping season" pre and post-Christmas. The Australian National Retailers Association (ANRA) indicated that Victorians spend almost \$588 million annually at the Boxing Day sales.

As a major feature on the Australian retail calendar, Christmas provides Shepparton Show Me (SSM) with an opportunity to stimulate the economy during this gift giving and celebration time. It is the time of year when retailers (and associated businesses) see their biggest sales, so it makes sense to proportion the SSM marketing budget accordingly.

The objectives of the campaign were to:

- Build on the Magic of Christmas branding and awareness initiated in 2014
- Develop a Christmas campaign with the aim of stimulating business for SSM members.
- 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 via putting the magic back into Christmas.
- Assist in facilitating customer loyalty.
- Demonstrate support for SSM members.

Target markets:

- Women aged 25 – 65 as the primary purchasers of Christmas gifts (spouse, mother and/or daughter).
- Last minute shoppers – primarily men aged 25 – 65 (33 per cent of all shoppers do their purchasing less than 10 days before in waiting for just the right gift ideas and deals.)
- Consumers (as detailed above) in Greater Shepparton and regional towns within 200km radius: Central Victoria (e.g. Bendigo, Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield) Lower Hume Growth Corridor (e.g. Seymour, Wallan), Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley)

22

Tactics:

A significant part of the Christmas campaign was the activation activity, which was a Christmas stage show conducted from the SSM mobile stage. The aim was for the show to travel around Shepparton attracting shoppers to specific area within the SSM boundary.

Another major feature of the campaign was the use again of the SSM 'blue' Santa. One of the advantages of this was being able to engage with potential customers to explain the story of how Santa was originally blue however as part of marketing Coca Cola made him red and this image has prevailed. Again there was a high level of recognition of the blue Santa and his association with SSM.

The stage show featured a video on a big screen of Santa making his way across Shepparton via many shops to reach his destination. The stage show provided entertainment and the opportunity for shoppers to win prizes by having a lucky number that was selected via a spinning wheel. The locations visited by the show were Maude Street Mall, Home Central, Hunter's Hardware, Victoria Park Lake, Super Cheap Auto, Star Bowl, Emerald Bank and Vaughan Central.

Opportunities for photos with Santa were provided within the Mall with a range of children's activities available in the Mall throughout the month. Shepparton Show Me again erected a mobile hut to house Santa photos, charity gift wrapping. Harris Scarfe was home to Santa's Workshop.

The media campaign comprised TV, YouTube and Facebook, radio and in-store displays. As shown in the survey of participants as the campaign progressed the number of people attending the Santa Show increased due to Facebook notifications as to what location the SSM show will be.

All traders were aware of the SSM Christmas Campaign. Stakeholders such as Hunter's Hardware, Fun City, Home Central and the Super Cheap group of shops were grateful that SSM were present.

Cost:

\$44,850

Outcomes:

Over the Christmas campaign period in December – Facebook drove 679 clicks to Blue Santa locations listed on the SSM website.

In terms of the evaluation of the campaign, a survey was undertaken with those in attendance at the Santa shows.

In summarising the data it can be concluded that the SSM Magic of Christmas campaign was influential in encouraging shoppers within Shepparton and surrounding areas such as, Kyabram, Seymour, Benalla, Numurkah, Cobram, Mansfield, Euroa, Nathalia, Finley, Yarrawonga, Wangaratta, Rutherglen, Melbourne and Adelaide.

The Santa is Coming activation using the SSM van was hugely successful. The areas to be visited by Santa were publicised daily which was the driver to get people to each site.

The Christmas campaign also featured a heavy promotion of the availability of Boxing Day shopping in Shepparton. It is suggested that the campaign contributed to the increase in Boxing Day sales.

SSM has been responsible for promoting Boxing Day over the past four years, prior to this there has not been a focus on this as a retail opportunity. This year only two shops in the mall were closed, and various shop owners said the event was a great success. After four years of promotion, customers are now aware of the value of shopping locally on Boxing Day and are making the most of this opportunity. Some mall retailers commented that they closed before they planned as they were completely exhausted.

Fun Starts Here

School Holiday periods



Objectives:

- Get families to prioritise Shepparton in their planning for school holidays.
- Promote Shepparton as a family destination.
- Get families to spend money in Shepparton.

Target markets:

Children, young people and parents located in Greater Shepparton and regional towns within 200k radius, including Central Victoria (e.g. Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield), and Lower Hume Growth Corridor (e.g. Seymour, Wallan) and Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley).

Tactics:

School holidays occur four times during the year, where parents and families are looking for activities to keep children entertained and occupied. It is at this time that parents are willing to spend money to ensure their children are entertained and kept busy.

Shepparton is a very family friendly destination and offers a wide range of activities for children, young people and families to enjoy. There is an opportunity for Shepparton Show Me to collectively market these offerings to the SSM target markets. Families within the SSM targeted geographical area would be encouraged to plan their school holidays and spend locally. This would also provide SSM to specifically support the entertainment industry. This industry has not been specifically supported by SSM previously.

In addition it is likely that other SSM members/sectors would indirectly benefit from this campaign as when coming into Shepparton to participate in activities children and families usually spend money on food and retail shopping. Accommodation providers may also benefit if families decided to stay overnight.

Cost:

\$50,000

Outcomes:

The social media competition run over the school holiday period attracted entries from Mansfield, Finley, Yarrawonga, Seymour and all areas within. Actually had an entry from Africa!

All entertainment venues were happy to be involved with The Fun Starts Here and happy to give vouchers. The Visitor Centre had numerous enquiries regarding activities in Shepparton due to the TVC.

Summer City Market

24 and 25 February 2017



Objectives:

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

Through the sponsorship of Shepparton Show Me, the Economic Development Department were able to provide all Shepparton Show Me stakeholders the opportunity to participate by taking up stalls in the CBD, with all site and insurance costs being met.

Through other initiatives such as roving entertainment, a multicultural food tent, local music, free children's rides, and a petting zoo, a family orientated atmosphere was created encouraging shoppers to stay longer.

Greater Shepparton City Council's Economic Development Department co-ordinate the Summer City Market.

Target Markets:

In the past the Summer City Market has attracted shoppers from regional Victoria and southern New South Wales, bringing 'new money' to Shepparton benefiting accommodation, restaurants and tourist attractions.

Shoppers attend the Summer Market as family groups, individual shoppers, children with parents and older children after school - all being a target market for the retail sector.

The target audiences will be reached through a strategic marketing plan, building upon the successful Summer City Market branding campaign which was managed by Alchemy Media (Australia) Pty Ltd.

Tactics:

While the offer of retail items is a key component of the market, there is also a focus on using local entertainment and free children's rides to drive shoppers into the CBD. This ensured families were attracted to the CBD and created the opportunity for retailers to capitalise on the significant increase in consumer traffic.

An invitation was sent to the Shepparton Show Me database inviting them to participate in the CBD for Summer City Market.

Cost:

\$30,000

Outcomes:

Between 15,000 and 20,000 visitors to the CBD across the two days of the market.

A total of 48 stall holders exhibited in the mall including:

- Shepparton traders (located outside the CBD)
- External traders
- Essential Services
- Community groups

The Summer City Market event is significant for the region as it boosts the local economy; especially in the retail sector.

A focus was applied to using local entertainment, having free children's rides and an increased number of stalls, especially those who have a store outside the CBD. This ensured that what was on offer appealed to families and retailers were given the opportunity to capitalise on the significant increase in consumer traffic.

The Shepparton Show Me mobile stage was used to promote traders specials and to play background music over the two days.

Mother's Day

5 to 14 May 2017

**Objectives:**

The celebration of Mother's Day is a major feature on the Australian retail calendar, providing Shepparton Show Me with an opportunity to stimulate the economy during this gift giving and celebration time. Mother's Day is the second-biggest consumer-spending holiday, behind Christmas.

Key objectives of the campaign are:

- To develop a campaign based on Mother's Day with the aim of stimulating business for Shepparton Show Me members.
- Encourage increased visitation to Shepparton in the lead up to and over the Mother's Day celebration period.
- To promote Shepparton as the regional Victorian destination to do business, shop, dine and play.

Target market:

Mothers themselves in influencing the purchasing decisions: Mum categories - working, domestic, stylish/fashion focused, natural, crafty, sporty, gardening, pet-loving, adventure-seeking, new mum - of course mums can be a combination.

- Purchasers of Mother's Day gifts and experiences - spouses (husbands, partners), sons and daughters (children, young adults, adults), women buying for their own mothers and/or mother-in-laws
- Consumers (as detailed above) in Greater Shepparton and regional towns within 200km radius, including Central Victoria (e.g. Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield), and Lower Hume Growth Corridor (e.g. Seymour, Wallan) and Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley).

Tactics:

- Continued application of the Shepparton Show Me Mother's Day branding.
- Advertising campaign comprising television, radio, web and Facebook.
- A competition to win a \$1,000 Shopping Spree. The competition applicants were encouraged to post an image of a great Mother's Day gift idea to the Shepparton Show Me Facebook page and then click on the link to the SSM website to complete their entry form.

Cost:

\$20,000

Outcomes:

The TVC when published on Facebook was very well received. By featuring a local person in the commercial it generated fantastic chatter which helps with organic reach, which in turn drives web traffic.

Overall, the Mother's Day competition had 146 entries.

Competition applicants heard about the campaign via:

- TV - 65 per cent
- Social - 41 per cent
- Radio - 11 per cent
- Newspaper - 2 per cent

The winning entry enjoyed a SSM Spending Spree throughout the city. The spree was documented on Facebook with videos and photos of the various businesses visited. Interesting to note as in previous similar competitions the winner did not solely shop retail. She actually used some to pay off new carpet.

End of Financial Year

1 to 30 June 2017



Objectives:

In the development of the Marketing Strategy, the committee identified that the EOFY provides the opportunity to run parallel campaigns in promoting the services of the Shepparton financial sector, while encouraging people to capitalise on the EOFY sales that occur in Shepparton rather than spending online or out of the area.

- Leveraging EOFY sales to drive business for SSM members - consumers and business (buy now and get your tax deduction before June 30).
- Take advantage of advice and spend locally - great prices, products and service.
- Counteract online shopping.
- Promote Shepparton Financial Services Industry leading up to tax time - targeting businesses and individuals.
- To create a campaign that can be actioned by a large quantity of Shepparton Show Me members.

Target market:

Business owners (agri-business, commercial, professional, industrial).

Consumers. Located in Greater Shepparton and regional towns within 200km radius, including Central Victoria (e.g. Echuca), Northern Victoria (e.g. Benalla, Wangaratta, Mansfield), and Lower Hume Growth Corridor (e.g. Seymour, Wallan) and Riverina Region of New South Wales (e.g. Deniliquin, Albury, Finley).

Tactics:

- EOFY Shepparton Show Me branding device - "Lock in the money" device.
- Messaging based on "locking in", "take advantage" and "get your financial advice here in Shepparton".
- Advertising campaign comprising television, radio, print, outdoor advertising, web and Facebook.
- "Lock in the money" window decal for Shepparton Show Me to display, indicating their participation in the campaign.

Cost:

\$20,000

Outcomes:

The Government tax incentive to purchase goods and business related equipment prior to June 30 was highlighted through the marketing. The three car dealers surveyed reported exceptional sales in June. Two accounting firms were questioned about the campaign. They were well aware of the campaign but unsure if new business was a result of this.

Sponsorship and Events

CBD Fun



Organisation:

Greater Shepparton City Council, Economic Development.

Objectives:

- Increase in visitation to the Maude Street Mall.
- Improve atmosphere in Mall.
- Increase visitation to the region.
- Entice shoppers to come into the Shepparton CBD and spend money.

Sponsorship amount:

\$20,000

Target markets:

Families and children from Shepparton and surrounding catchment to shop in Shepparton during the school holidays.

Tactics:

- Predominately focused on school holiday activities.
- Press advertising in the Shepparton News and The Adviser for maximum exposure.
- Utilised the Shepparton Show Me Facebook page.
- Provided traders with posters to display in their shop fronts.
- Hosted activities targeted to children which promotes family orientated activities and visits to the Mall.
- Regular consultation with CBD traders for their valued input.

Outcomes:

CBD Fun events held in School Holidays in the Maude Street Mall.

Activities focused on young children and families

- Jumping Castles
- Craft workshops
- Live music

The events added a positive atmosphere and the activities provided young families with a reason to visit the CBD. Also increasing the time spent by young families in the CBD.

Shepparton Running Festival

28 August 2016



Organisation:

Shepparton Runners Club.

Objectives:

- Encourage community participation in running for adults and children of different ages and abilities
- Promote Shepparton Runners Club
- Showcase Shepparton
- Provide a regional event for elite athletes
- Run a successful running festival comprising a marathon, half marathon, 10km, 5km and 2km run

Sponsorship amount:

\$5,500

Outcomes:

The Shepparton Running Festival was very successful. Total attendance was 950 people which has grown from the previous year.

Participants came from:

- Melbourne - 21 per cent
- Greater Shepparton - 23 per cent
- Regional - 33 per cent
- NSW - 7 per cent

Participants stayed at:

- Hotel/Motel - 20 per cent
- Caravan Park - 5 per cent
- Private/own home - 25 per cent,
- Stayed for the day - 29 per cent

Shepparton's Annual Heritage Weekend

3 and 4 September 2016



Organisation:

Emerald Bank Leisure Land.

Objectives:

- To increase visitation to Greater Shepparton by drawing exhibitors and their families/supporters to the event.
- To offer a unique event to attract visitation from outside the Greater Shepparton area.
- To increase purchase/consumption of local goods and services as the event will generate interest in the Shepparton retail and hospitality areas.

Sponsorship amount:

\$3,000

Outcomes:

Approximately 1,200 visitors attended the Heritage Market on Saturday 3 September and on Sunday 4 September at Emerald Bank Leisure Land there were an estimated 2,500 people.

The Shepparton Motor Museum recorded over 540 visitors through its doors on the day and was up on visitation on the previous year.

An estimated 500 people attended the Antique Aircraft Fly In and GV Aero Club Open Day on the Sunday, with the majority transported over with shuttle buses from Emerald Bank to the airport.

Through surveys conducted on the Sunday at Emerald Bank we were able to ascertain the following:

- 53 per cent of visitors were from the Goulburn Valley
- 25 per cent were from surrounding towns
- 20 per cent were from Intrastate
- 2 per cent were from Interstate
- 36 per cent of the Intrastate & Interstate visitors stayed between two and eight days in accommodation.

Extra activities undertaken whilst in Shepparton were:

- Shopping in the Mall
- Visited the Chocolate Apple Factory, Victoria Park Lake, SPC Factory Sales and Go Jump.

How visitors found out about the event:

- 35 per cent TV
- 21 per cent Word of mouth
- 8 per cent Facebook
- 12 per cent Radio
- 4 per cent Electronic Billboard
- 2 per cent Shepp News
- 10 per cent Repeat Visitors
- 2 per cent Emerald Bank Email
- 6 per cent Passing By

The businesses at Emerald Bank benefited greatly from the 2,500 visitors attending on the Sunday, making it one of the biggest trade days of the year for them. The retail stores reported increased sales on the day, and all claim good follow up business from return customers in the weeks after.

Clubs involved and some of the exhibitors reported very good exposure for their products and services.

This year saw the introduction of the Heritage Market on the Saturday in the Maude Street Mall and even though it didn't attract as many people as we had hoped, it has potential to grow and improve over time.

KidsFest

17 and 18 September 2016



Organisation:

Greater Shepparton City Council.

Sponsorship amount:

\$10,000

Background:

KidsFest is an annual two-day festival aimed at families with children aged up to 12 years old. 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.

Objectives:

Over 10 years, KidsFest has evolved and grown into a premier children's event providing thousands of people with an amazing experience, and generating significant tourism to the Greater Shepparton area.

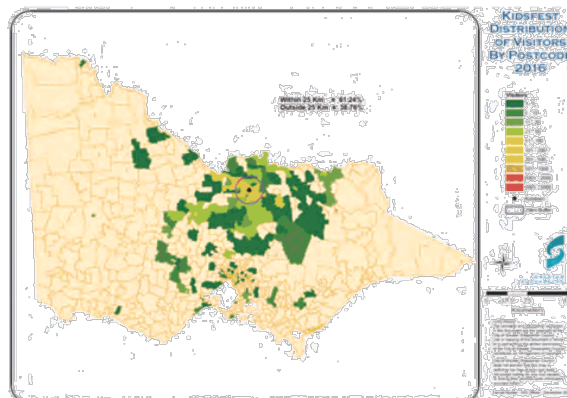
The festival comprises two stage areas which play host to entertainment acts, under cover area for craft displays and activities, an area dedicated to sports programs and sporting personalities, an outdoor beach volleyball court with a full program of activities, a sideshow alley, trade stalls, as well as continuous roving entertainment and general display areas.

- To position KidsFest as a children's festival of State significance
- To position Greater Shepparton as a family friendly destination with a variety of activities suitable for children of all ages
- To increase the length of stay in Greater Shepparton by extending the duration of KidsFest from two days to at least two weekends during the September School Holidays
- To enhance KidsTown's reputation as regional Victoria's Best Adventure Playground

Outcomes:

The key outcomes of KidsFest 2016 were:

- An estimated attendance of 5067 people over two days
- Approximately 39 per cent of visitors were from outside the Greater Shepparton area
- Approximately 13.09 per cent of visitors were interstate
- Total attendances were lower than KidsFest last year, due to a long wet winter and minor flood warnings.



Shepparton Agricultural Show

7 and 8 October 2016

**Organisation:**

Shepparton Agricultural Society.

Objectives:

- Showcase the significance of the Agricultural industry to the community.
- Widen the appeal of the Shepparton Agricultural Show.
- Create a unique experience for visitors.
- Provide more value for money for attendees.
- Contribute to the wider community on a social, emotional, historical and economic capacity.
- Highlight that “great things happen here” and have done so for over 140 years.
- Engage the wider community in an organic marketing strategy.

Sponsorship amount:

\$5,000

Target markets:

Families and multicultural groups

Outcomes:

A large number of families attended the show in 2016. The estimated attendance was 17,000, an increase in ticket sales of approximately 41.7 per cent on the previous year.

Many new attractions and activities were included in the 2016 Shepparton Show and an increased focus was put on ensuring the event increased professionalism, which included but was not limited to, the event being kept neat and tidy at all times, the flow of people engaged in the show becoming more efficient and as a result the general overall experience was lifted.

Examples of new attractions and experiences included; 140th Anniversary Parade, free camel rides, paint fight and free entertainment, Transformers, blacksmith display, working dog display, whip cracking and performing horse animal nursery and petting zoo, ACDC tribute band, devonshire teas, circus skills workshops.

Shepparton Business Awards

21 October 2016



Organisation:

Shepparton Chamber of Commerce.

Objectives:

To promote the business community as a whole and identify local businesses doing well.

Sponsorship amount:

\$6,000.

Outcomes:

A record breaking number of nominations were received for the 2016 White King-Pental 95 3SR FM Business Awards, with 112 outstanding local businesses and individuals across Greater Shepparton nominated for excellence in their fields. Over 450 people attended the gala business awards evening.

A SSM Committee member participated in the assessment of applications for the best Marketing/Advertising campaign. The worthy winner was Cardamone Real Estate. Cardamone Real Estate has a sophisticated approach to marketing as reflected in the high level of planning and evaluation that is undertaken on a consistent basis which has yielded clear results. The business has an in-depth understanding of their markets which ensures that activities are targeted, dynamic and effective. The pinnacle of the marketing is the Real Estate Friday program on radio which is clearly a winning formula that generates real results and is a clear point of difference in the way that real estate is marketed within the Goulburn Valley. The focus and investment in marketing undertaken by Peter, Lindi and the team warrants recognition and they were deserving winners of the Best Marketing / Advertising Campaign.

Out in the Open Festival

3 - 6 November 2016



Organisation:

Goulburn Valley Pride Inc.

Objectives:

Community festivals can increase feelings of belonging to a community, create connections, bring diverse people and organisations together, both through the festival planning and festival events, and build social inclusion, which has been linked with improved mental health and wellbeing.

For Greater Shepparton to enjoy the same cultural, artistic, tourism and financial benefits that these other regions do. Over the four days hundreds of locals and visitors enjoyed 15 events that celebrated community diversity, encouraged conversations, break down stereotypes, and helped Shepparton live up to its reputation of being a diverse city.

Sponsorship amount:

\$1,600

Outcomes:

It was estimated 800+ people attended the Carnival Day event. The weekend's 13 events engaged with 1,000+ people.

The festival consisted of a health/wellbeing forum at La Trobe University and a Carnival day on the first weekend in November (3 – 6 Nov) at the Queens Gardens. Other events occurred throughout the CBD during the weekend at venues including The Aussie, The Deck, Peppermill Inn, Village Cinema, Lemon Tree Café, Wesley Church, Noble Monks and more. Shepparton Show Me's funds assisted with our local promotion/marketing.

196 attendees were surveyed and it was found that 61 per cent were from the Greater Shepparton region, 36 per cent were from Melbourne and surround and 3 per cent travelled interstate.

66 per cent of respondents stayed in Shepparton overnight.

100 per cent of people surveyed said they would attend next year.

Victorian Open Bowls Championships

5 - 11 November 2016



Organisation:

Shepparton Park Bowls Club.

Objectives:

- Provide a world class hosting level on what is probably the best bowling venue in Victoria.
- Aim to have around 1500 visiting bowlers, their families, friends and other spectators visit not only SPBC, but also the various other bowling clubs in the district

Sponsorship amount:

\$4,800

Target markets:

The primary target of the event is bowlers from around Victoria, as well as NSW, Queensland and Tasmania. Bowlers from anywhere around the world are eligible to enter. There is no age limit to entrants, and events are open to both men and women bowlers

Outcomes:

The event grew by nearly 20 per cent on last year's event with a record number of 1487 event entrants, resulting in over 2600 match players plus visitors and spectators staying from two to eight nights in the area, as well as dining and shopping in the area; it is estimated that the economic benefit to the Greater Shepparton area would be well in the order of \$2 million.

The event was also successful in showing the premium bowling facilities on offer, and it has been acknowledged that the city's undercover green is of world standard.

St Georges Road Food Festival

6 November 2016



Organisation:

Greater Shepparton City Council.

Objectives:

- Showcase diversity of food within Shepparton
- Profile the businesses along St Georges Road
- Stimulate economic activity in the food retail sector
- Attract people to Shepparton
- Encourage return visits and increase visitation

Sponsorship amount:

\$3,000

Target markets:

- broad audience of all ages and demographics from our local community and attract visitation from other areas including but not limited to Bendigo and Albury.

Outcomes:

It is estimated that between 4000 - 5000 people attended the St Georges Road Food Festival between the operating times of 11am – 4pm.

This event is important as it showcases the different cultures within the Shepparton community, allowing the opportunity to come together and celebrate our diverse and rich culturalism.

This event has a strong focus on Shepparton's multicultural food with an emphasis on using local entertainment and offering inclusive children's sporting activity.

Retailers in this precinct are given the opportunity to showcase their offering to a new cliental and capitalise on the significant increase in consumer traffic.

Also in attendance were our local Victoria Police, CFA, Worksafe and GOTAFE personnel as they see the event as a great opportunity to make and build relationships with our communities in a fun and relaxed environment.

The St Georges Road Food Festival was filled with a total of 22 stall holders which included nine food vendors representing the following cultures:

- | | | | |
|--------------|--------------|---------|--------------|
| • Philippino | • Sri Lankan | • Greek | • Bangladesh |
| • Indian | • Turkish | • Thai | • Afghan |

The event engaged Rotary Club of Mooroopna (Satellite Club) to collect postcodes at both entries. 90 per cent were from Greater Shepparton and 10 per cent were from Regional Victoria, Interstate, Melbourne, Bendigo and Geelong.

Overall reports from traders were positive, with success determined by the amount of food being sold and consumed.

Challenge Shepparton

12 and 13 November 2016



Organisation:

McPherson Media Group.

Objectives:

- Build participant and spectator numbers to ensure long term growth and financial stability for the event
- Offer an exciting, diverse and inclusive program of events over the weekend
- Showcase Shepparton as a destination
- Provide local businesses/retailers with the opportunity to leverage from the weekend
- Provide a world class triathlon event for the local community
- Engage with Greater Shepparton's community and sporting groups providing them with the opportunity to get involved and fundraise from an elite sporting event

Sponsorship amount:

\$25,000

Outcomes:

Competitors - 1264

Visiting entourage - 1896

Volunteers, staff, VIP and spectators - 2552

Total - 5712

50 per cent of people surveyed indicated they were Melbourne based, while 34 per cent are based in regional Victoria.

76 per cent of people surveyed indicated they stayed in accommodation in Shepparton. Most people indicated they stayed for at least one night although some stayed for up to four nights.

The event delivered a brilliant competitor and spectator experience. A revised venue layout improved the interaction between competitors, spectators, food vendors and the retail expo.

Competitors experienced a world class triathlon course via Challenge Shepparton and given it's the opening triathlon event for the season; it provided the perfect opportunity for athletes to prepare for later national and international events.

Fryers Food Festival

19 November 2016



Organisation:

Love Your Local Twilight Markets.

Objectives:

- Providing extra foot traffic to Fryers Street and surrounding traders
- Showcase the cultural diversity of Shepparton through food

Sponsorship amount:

\$10,000

Outcomes:

The estimated attendance for the Fryers Food Festival was between 10,000-12,000 people.

Although there was no data collected from this event, it was noticed that accommodation in Shepparton was almost fully booked.

Fryers Food Festival showcased local, regional and state-wide producers of fine wines, beer, cider, cheeses, pantry products and much more.

EJ-EH Holden Nationals

25 - 27 November 2016



Organisation:

Spring Car Nationals Pty Ltd.

Objectives:

- Provide a safe and controlled environment for our entrants to participate and enjoy themselves.
- Provide a safe friendly environment for entrants and spectators alike to enjoy the event.
- Provide opportunities for various local businesses to participate from the increased number of visitors to the area over the weekend to showcase their own wares

Sponsorship amount:

\$5,000

Outcomes:

Over 28,500 visitors and 578 Entrants in total with 96 EJ-EH Holden's in attendance

Entrants that came as far as Cairns, Ceduna and with many also from NSW and the ACT overall we were happy with the outcome as most have already indicated that they will be returning in 2017.

Event visitors were 63 per cent local, 21 per cent intrastate and 14 per cent interstate

Event entrants were 16 per cent local, 33 per cent intrastate and 51 per cent interstate

Visitors stay was; one day 81 per cent overnight stay 13 per cent and two night stay 6 per cent

Entrant stay was; one day five per cent overnight stay 36 per cent two night stay 42 per cent and more than a two night stay was 17 per cent.

Entrants were surveyed on what other sights and activities were undertaken during their stay, out for lunch or dinner were 86 per cent compared to take away four per cent or stay at their accommodation to prepare or cook their own meals 10 per cent.

Entrants were also asked whether they visited other attractions within the region; 67 per cent yes, 33 per cent no.

Shepparton Shake-Out

3 - 5 February 2017



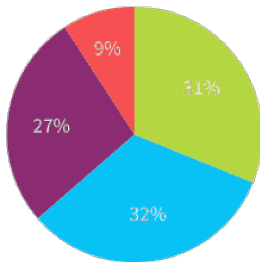
Organisation:
Rockabilly King Productions

Sponsorship amount:
\$20,000

Outcomes:
The Shepparton Shake-Out is a 1950's Lifestyle Festival for all ages. This event included both Rockabilly and Rock & Roll performers including international artists, dance performances, pin-up competition and classic cars in a festival atmosphere complete with food vendors and trade stalls.

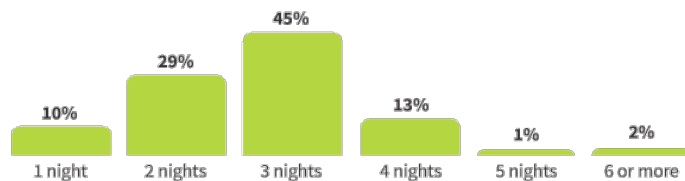
Attendance at the event was 2500, including 500 pre-sold tickets.

Whilst local attendance was not as high as anticipated the pre-event sales data shows 70 per cent of attendees were from Regional Victoria or interstate. The post event survey shows 46 per cent of respondents spent \$500 or more on their visit – a considerable benefit to local traders. 82 per cent of survey respondents indicating they were 'likely' or 'very likely' to revisit Greater Shepparton.



■ Melbourne - 31%
■ Interstate - 32%
■ Regional Victoria - 27%
■ Greater Shepparton - 9%

From pre event tickets sales
(sample size approx. 500)



From post event survey (sample size 110)

Some of the cities visitors traveled from:

- Brisbane, Collingatta, Townsville (Queensland)
- Williamstown (South Australia)
- Perth, Strathalbyn, Geraldton (Western Australia)
- Burnie (Tasmania)

Nitro Athletics

4, 9 and 11 February 2017



Sponsorship:
\$25,000

Objectives:
To introduce Melbourne people to the new Shepparton tourism brand.

Tactics:
During the three events tourism ambassadors were promoting Shepparton to the Nitro crowd through a social media competition and handing out products produced in Shepparton.

VIP Activation showcasing Shepparton local businesses.

Outcomes:

	Saturday 4 Feb	Thursday 9 Feb	Saturday 11 Feb
Attendance	7039	6722	9107 (sold out)
	300 VIP	327 VIP	350 VIP
TV Viewing – Channel 7	413,000 (national) 6th highest rating program	134,000 (national) 20th highest rating program	348,000 (national) 7th highest rating program

Being involved in Nitro sent a clear message of just how serious Greater Shepparton is in attracting and supporting state-wide, national and international events in positioning Shepparton as the regional sporting capital. It further provided a tangible way in which to activate the Great things happen here campaign within the metro market which we were yet to do.

Our involvement also provided the opportunity to introduce Melbourne people to the new Shepparton tourism brand.

The VIP activation saw the creation of a Greater Shepparton expo with the likes of the following businesses participating:

- Tallis Wine
- Snakes and Ladders
- Bunbartha Beef
- Olive Grove
- Pental
- Longleat Wines
- PomLife
- Finer Fruit
- Belstack Strawberry Farm
- Unilever
- Cheeky Grog
- Chocolate Apple Factory
- Avonlea Flowers
- Higgins Bakery
- SPC

Shepparton Motor Museum Annual Motor Show

19 February 2017



Organisation:

Shepparton Motor Museum & Collectibles (SMMC)

Objectives:

The objectives are to increase visitor numbers to the SMMC, as well as to the region. Large events such as this one, create significant spikes in annual visitor numbers to the museum, and it also gives the museum an opportunity to showcase what's on offer throughout the rest of the year ie: themed exhibitions that change three to four times per year.

Sponsorship amount:

\$4,000

Target markets:

The target market will be motoring enthusiasts and families, local, intrastate and interstate, which we will reach through a number of different outlets, including: social media, radio, television, print media as well as the electronic billboard, which will attract visitors well beyond our region.

Outcomes:

The SMMC Annual Motor Show was attended by approximately 1,600 people which is an increase on last year's event.

Statistics were obtained from our visitor survey (conducted during the event) which showed 35 per cent of visitors lived locally, 26 per cent were from the Goulburn Valley, 31 per cent intrastate and 4 per cent interstate, out of the 35 per cent (intrastate & interstate visitors) 11 per cent stayed 1 or more nights in Shepparton.

It was also discovered from these surveys that some of the extra activities undertaken by these visitors while in Shepparton were: visiting the Chocolate Shop, Victoria Park Lake, Dookie Pub, visiting family and friends, with the most activities mentioned being for lunch and shopping.

The businesses at Emerald Bank benefited greatly from the SMMC Annual Motor Show making it one of their biggest trade days of the year.

The Shepparton Motor Museum & Collectibles seeks to increase its customer base, by holding events such as the Annual Motor Show to continue to attract locals, intrastate and interstate customers to the museum.

Shepparton Tradies and Farmer's Day

24 February 2017



Organisation:

Shepparton United Football Netball Club

Objectives:

Networking event for trades and farmers. An event that brings a variety of skills and education of these areas of business, an outlet for them to come together, learn, network and enjoy their areas of employment and business amongst likeminded people. Giving the opportunity to showcase and promote what is on offer in these important areas of business and connect local business with trades and farmers.

Sponsorship amount:

\$8,000

Outcomes:

It is estimated that 650 people attended the Shepparton Tradies and Farmer's Day. All Site Holders reported a very successful event. The layout, publicity, and stall numbers have all were improved from the previous year. Attendees were introduced to numerous trades.

Beach Volleyball Triple Crown World Tour Series – 2017 and 2018

4 - 5 March 2017



Organisation:

Greater Shepparton City Council

Objectives:

- To promote Shepparton on the world stage.
- To stimulate economic activity for Shepparton and the region.
- To promote Shepparton as an attractive regional event destination.
- To showcase the broad range of activities and attractions available to visitors and encourage return visits and extended stays.
- To profile Shepparton’s sporting, cultural and recreational facilities.
- To enhance the capacity of local clubs, associations and the business community to host such a large scale significant events.
- To promote our country lifestyle.

Sponsorship amount:

\$22,500

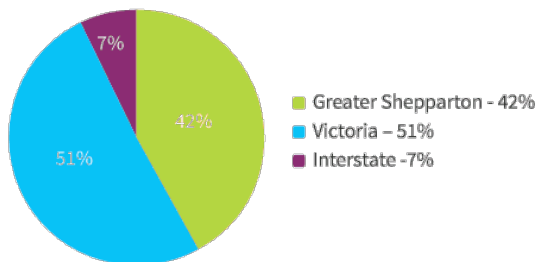
Target markets:

- Beach volleyball enthusiast and families

Outcomes:

In excess of 6000 people passed through the Beach Carnival and Beach International Volleyball over the three days. Entry was free to day one of the qualifying matches while on the finals day, Volleyball Australia sold just over 500 tickets.

The following outlines the breakdown of visitation from data collected with ticket sales:



Some of the cities these attendees came from included:

- Sunbury
- Highton
- Pakenham
- Henley Beach, SA
- Mentone
- Werribee
- Manly, NSW
- Seventeen Miles Rock, QLD
- Port Melbourne
- Cranbourne
- Banksia, NSW
- Perth, WA

In addition to the attendees the following countries were represented from the 35 competing teams:

- Germany
- Austria
- USA
- Japan
- Canada
- Sweden
- New Zealand
- Italy
- Australia

In addition to the Beach Volleyball event a Beach Carnival was also created to complement the competition schedule. This was well received by locals and visitors with the variety of food trucks, pop up bars, amusement rides, live music and entertainment pleasing a family friendly audience and showcasing the Victoria Park Lake precinct as a premier events centre.

The Volleyball Australia staff and teams stayed in our region between with three and seven nights/days, with the Canadian teams arriving on the Tuesday before the event, with most other teams arriving on the Thursday.

In addition around 50 surveys were compiled in the Beach Carnival area with some key highlights including:

- People spent between 100 and 250 predominately during their visit to Greater Shepparton.
- Very likely to recommend the event to others.
- Loved the music, volleyball, food and bars.
- Most visitors stayed between one and three nights (not including teams).

The event was broadcast via:

Live streaming – Over 10,000 views with key engagement in countries such as Canada, USA, Germany, Netherlands, New Zealand and Japan.

TV Broadcast 7Mate – a 1 hour highlights package was showcased on Channel 7 Mate. In addition coverage on the Shepparton event was on four other Inside Volleyball programs on Channel 7 Mate in the lead up to the event.

TV Broadcast Fox Sports – A one hour telecast of the men's and women's finals was played on an hour delay on Fox Sports 5 channel. There were also an additional two replays of this that following week.



Shepparton Albanian Harvest Festival

26 March 2017



Organisation:

Albanian Moslem Society Shepparton Inc.

Objectives:

- To position the Shepparton Albanian Harvest Festival as an iconic Albanian event of national significance.
- To encourage members of the Shepparton Albanian community to showcase their heritage and develop stronger connections with the broader Victorian community.
- To increase attendance to the Festival from visitors outside of Greater Shepparton by 20 per cent annually (equates to approximately 600 extra visitors who reside outside of Greater Shepparton).
- To enhance Shepparton's reputation as a culturally diverse food destination.

Sponsorship amount:

\$4,000

Target markets:

Families within a 200km radius of Shepparton, with a focus on Melbourne specifically.

Outcomes:

It was estimated around 4,200 people attended the 2017 Harvest Festival, a significant increase to last year's estimated attendance of 3,000 people.

The event resulted in increased visitation directly into Shepparton's CBD. It promoted harmony between groups of people from different cultural backgrounds, which further enhances Shepparton's reputation as a premier location to "play and stay", as well as diversifying the range of events that feature on the Greater Shepparton events calendar.

A survey was undertaken on the day to determine where our audience came from, how long they stayed, and whether they undertook any other activities whilst in the region.

758 surveys were recorded – 63 per cent of those surveyed were visitors to Shepparton, 37 per cent locals (Greater Shepparton). 54 per cent of visitors stayed overnight, mostly one night only.

The majority of visitors outside of Greater Shepparton were from Melbourne, although there were people from as far as Adelaide, Brisbane and Mareeba, QLD.

Buses travelled from Melbourne specifically for the event and stayed in Shepparton for two nights. There were also groups from Adelaide and Geelong that travelled especially for our festival.

Greater Shepparton Basketball Association events

**Organisation:**

Greater Shepparton Basketball Association

Objectives:

The sponsorship application comprised an array of events: The Annual Junior Tournament is a three day event with the aim of securing a minimum of 70 teams to participate, while contributing an estimated \$4m into the economy over the next two years.

The objectives of the events are to run fun healthy activities for better living and lifestyles for the community through major sporting events.

Sponsorship amount:

\$15,000

Outcomes:

The GSBA has a proven record of providing events to the city and in doing so provides a return to the business community through direct cash injection but also through indirect dollar on value \$2 Million each year.

Shepparton Show Me 41st Annual Junior Tournament was held 2 - 4 December, 2016. Over 1,000 competitors were in attendance, most stayed in accommodation for two nights. The economic impact injected into the local community is estimated at \$1.2M.

The Basketball Victoria Country Championships were held on the 18 - 19 February. Over 600 competitors participated and this generated around \$800,000 to \$1M return for the local economy. Most participants and their families stayed two nights. Competitors came from all areas of Victoria.

The VACSAL tournament was held 11 - 13 March, 2017. Over 800 competitors participated in the tournament, coming from all around Victoria. This event generated \$800,000 to \$1M economic benefit to the local economy.

Two Gold Nugget Camp's were held in September and October 2016. Participants in these events stayed overnight. Over 220 athletes attended from the surrounding areas. In future, this event will be held over two nights.

Communications

Shepparton Show Me Member Communication Plan

A Shepparton Show Me member Communication Plan was developed and formed part of the 2013 – 2018 Marketing Strategy.

The aim of the Communication Plan is to assist Shepparton Show Me to achieve its strategic direction in the areas of providing leadership, collaboration and Informing. The focus of the plan is increased engagement, support and communication with Shepparton Show Me Members, as marketing initiatives will only be successful if the members actively participate in and support the activities.

In the 2016/2017 financial year the following initiatives from the Communication Plan were undertaken:

“Show Me Update” Adviser Column

A monthly column in local newspaper the Shepparton Adviser provided a regular method for communicating with members. In 2016/2017 the column featured:

- Up and coming events
- Outcomes and achievements
- Business tips and opportunities

Monthly E-news

Shepparton Show Me delivered a monthly E-newsletter to members following each ordinary meeting to advise what decisions the committee made that would impact the business community.

The E-newsletters encouraged members to attend networking opportunities and maximise or leverage up and coming events in Shepparton.

Financial Report

Shepparton Show Me 2016 - 2017 Annual Report
Marketing and Communications - Financial Report

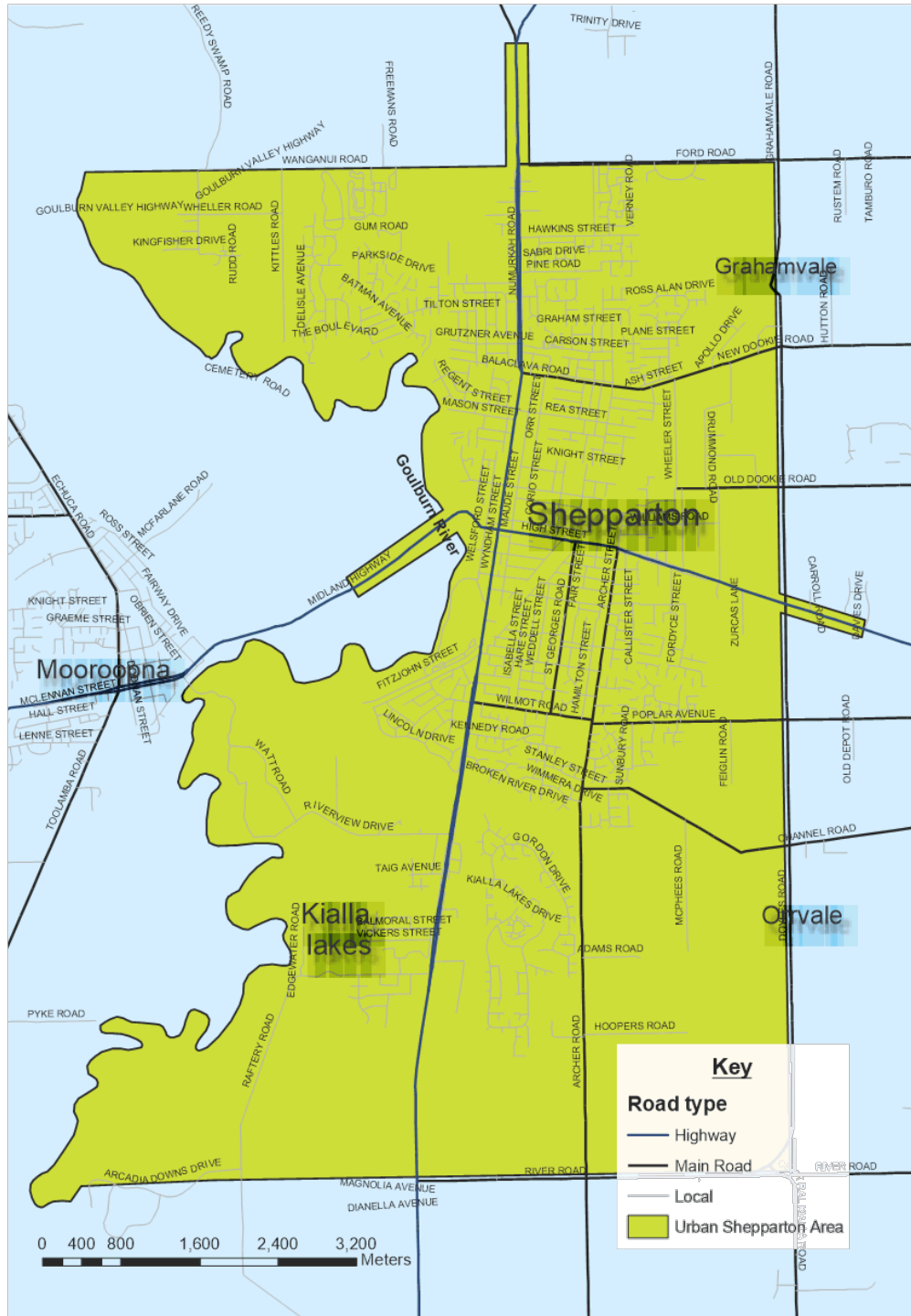
Unaudited Budget vs Actual to 30 June 2017

Table 1: Income	
July 2016 - June 2017 SSM levy	\$642,133.00
July 2015 - June 2016 SSM levy carry over	\$26,730.24
Total income:	\$668,863.24

Table 2: Expenditure	
Marketing & Promotions	\$284,850.36
Sponsorship	\$179,103.62
Operational (e.g. salaries, oncosts, meeting expenses)	\$140,871.58
SSM member communication	\$14,459.04
Mobile stage operations & marketing resources	\$5,317.88
Total expenditure:	\$624,602.48
Balance/unspent funds:	\$44,260.76

Contribution Area Map

Shepparton Show Me 2016 - 2017 Annual Report
 Marketing and Communications - Contribution Area Map





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