

ATTACHMENT TO AGENDA ITEM

Ordinary Meeting

17 December 2019

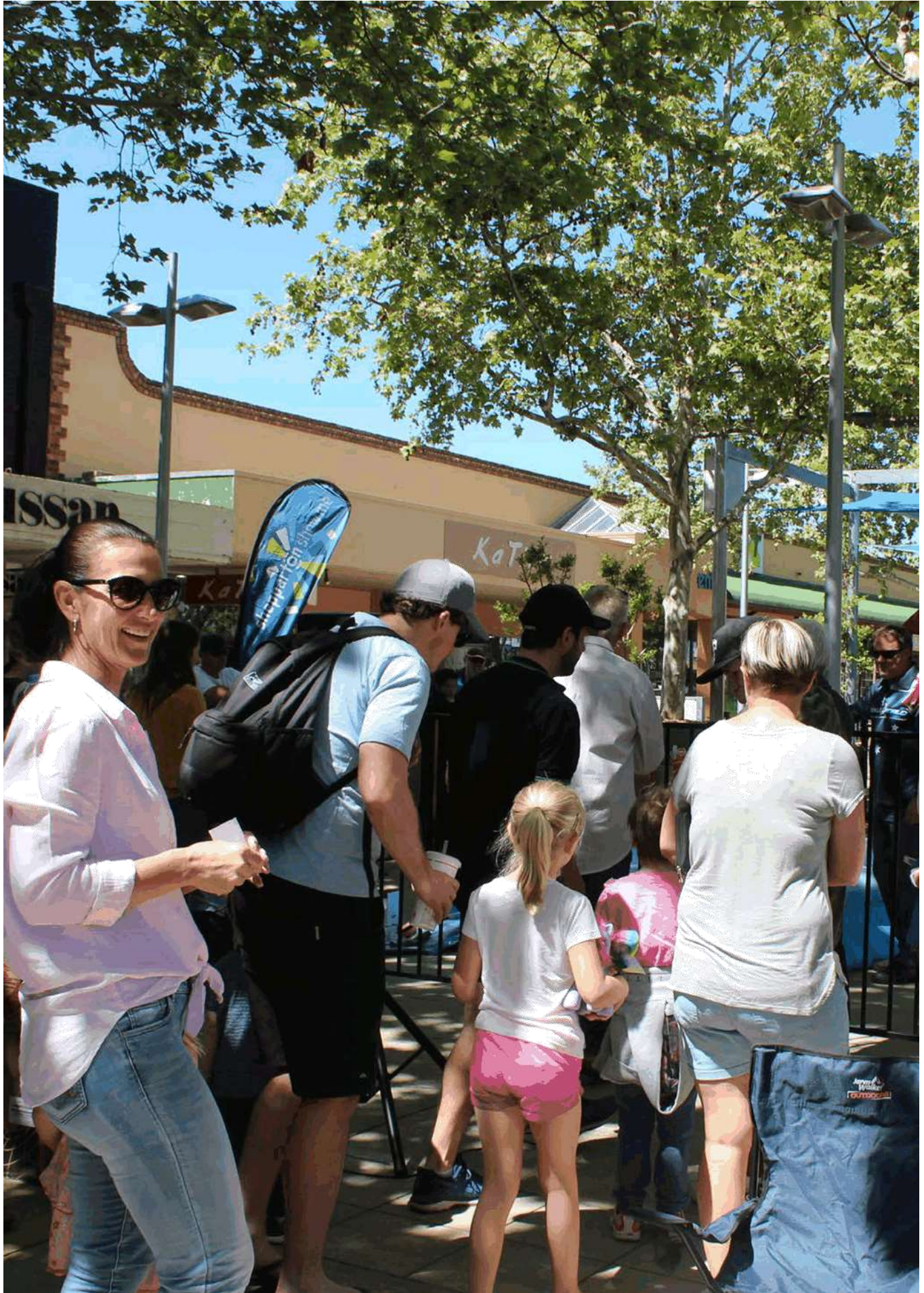
Agenda Item 10.4 Shepparton Show Me 2018-2019 Annual Report

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Annual Report 2018 - 2019





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Vision, Mission & Direction

Shepparton Show Me 2018 - 2019 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.

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History

Shepparton Show Me 2018 - 2019 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% brand recognition in the catchment area.

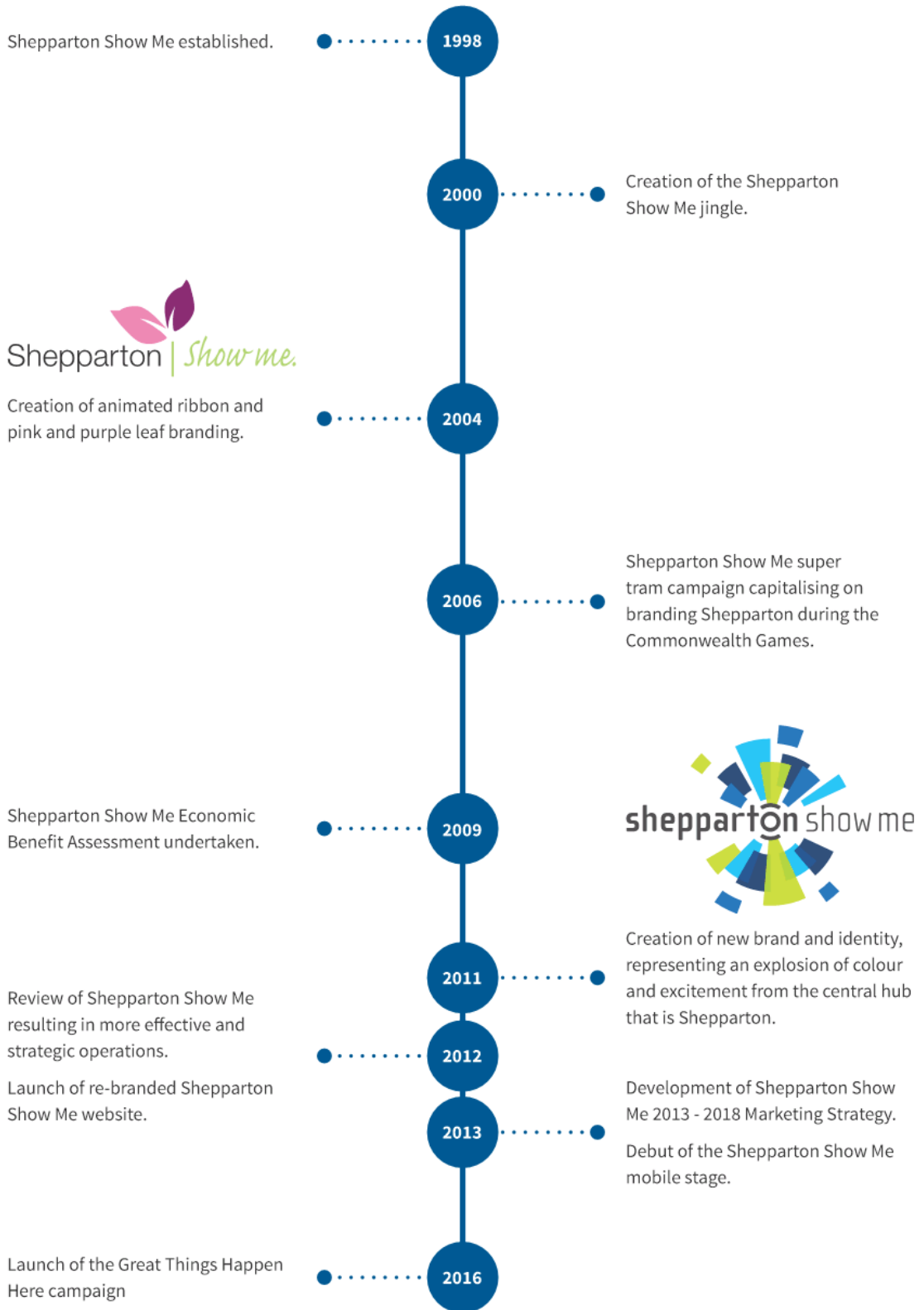
In December 2011, the current Shepparton Show Me logo was launched, representing a virtual explosion of colour and excitement from the central hub that is Shepparton - the heart of regional Victoria.

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 2018 - 2019 Annual Report



Chairperson's Report

Shepparton Show Me 2018 - 2019 Annual Report

Over the last twelve months the Shepparton Show Me committee has continued its commitment to Greater Shepparton through our own initiatives and sponsorship of many local events to attract business for our stakeholders. Working with local businesses and community groups has only further strengthened our message that Shepparton is the premier place in regional Victoria to shop, dine, stay and enjoy the many great things our city has to offer.

With both our incoming and ongoing committee members, I'm excited for what we can accomplish in the next twelve months for Shepparton.

Our many sponsored events have been extremely successful and attracted a great number of people 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.

Sponsored Events in 2018/19 included Shepparton Running Festival, Shepparton Business Awards, Lexus Melbourne Cup Tour, Fryers Food Festival, Lady Boss Event, Challenge Triathlon, A League Soccer, Greater Shepparton Basketball Association, Mechanika, Country Week Tennis, Tennis Seniors Championships, BMX Nationals, U/14 Basketball Championships, An Evening with Sir Bob Geldof and Shepparton Italian Festa.

Shepparton Show Me has continued our marketing campaigns for Retail and Service providers to leverage from our investment. The following campaign promotions all contribute to strengthen local businesses; the Winter and Summer City Markets, Mother's Day, Father's Day, End Of Financial Year and Christmas and Boxing Day. The Fun Starts Here campaign is aimed at school holiday periods, has been a great success bringing people from outside the Greater Shepparton region to shop and use our local services.

In October, Shepparton Show Me hosted the inaugural Spring Expo, held in the Maude Street Mall which was a huge success. This event gave a wide range of our stakeholders from the industrial and agricultural sectors the opportunity to showcase their business in the heart of the city.

Shepparton Show Me introduced a new event to the calendar with the Summer Styling fashion spectacular hosted by celebrity Lauren Phillips in November. Over 40 local businesses were engaged and participated in the fashion show event.

Shepparton Show Me has continued to support the Great Things Happen Here campaign. The national and international promotion of Greater Shepparton has not only restored confidence in our area, it has now started to attract investment to the region.

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

We thank our outgoing committee members for their active participation, leadership and enthusiasm while serving on the Shepparton Show Me committee. We have seen the execution of several successful initiatives during their time and their contribution has been greatly appreciated. I wish Chris Reisner and Olivia Smith all the best for their future endeavours.

I would like to thank our ongoing committee members Stephen Schneider, John Montagner, Cr Les Oroszvary, Cr Dinny Adem and Council staff Geraldine Christou, Fiona Le Gassick, Anthony Nicolaci, Mat Innes-Irons and Laura Church.

In 2019, we welcome new committee member Zane Foott and welcome back Simon Quattrocchi, Andrew Pogue, Kristina Marko and Helen Sofra. I am sure with this mixture of new talent and experience 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.

Shane Sali
Chairperson

Committee

Shepparton Show Me 2018 - 2019 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

Shane Sali – Chair

Owner Manager Traffik, Shop 221 and Arcade Fashions
Term ends July 2020

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 twenty 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 forty 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."



Andrew Pogue – Deputy Chair

Sales Consultant, Kevin Hicks Real Estate
Term ends September 2019

After a career spanning 27 years in media, sales, marketing and management, Andrew moved into real estate in 2016. Andrew has previously been appointed to the positions of General Manger of various radio stations and Sales Manager at Shepparton News for McPherson Media. Andrew has also served on several boards including the Rotary Club of Shepparton Central, Mighty V Marketing Group and Greater Shepparton Expo Committee.

Andrew grew up in the Goulburn Valley and then spent more than two decades living and working in different areas of NSW and Victoria.

"I'm passionate about Greater Shepparton and have loved every minute of living here since returning to the area in 2006. Shepparton is a vibrant regional city with many great things to offer."



Kristina Marko - Treasurer

Marketing and Engagement Advisor, La Trobe University

Term ends September 2019

Kristina is a local Shepparton girl and has completed her undergraduate studies in 2012 with a Bachelor of Commerce. Kristina is currently completing a MBA and has now obtained the position of Marketing and Engagement Advisor at La Trobe University's Shepparton campus. Kristina previously worked in Melbourne as a graduate accountant and at Greater Shepparton City Council as an Executive Assistant.



"I am extremely passionate about the gift of education and retaining young professionals to the regional city of Shepparton. People are my passion. I thrive off building relationships with people to be able to help them achieve the best version of themselves."

Simon Quattrocchi

Owner - GV Finance Brokers

Term ends September 2019

Simon and his wife Fran have operated GV Finance Brokers for the past 17 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."

John Montagner

Owner Next Office Tech

Term ends July 2020

John is the owner of Next Office Tech; formally named Solar City Office Equipment, a business he co-founded 30 years ago. John manages a team of 29 staff and has grown the business to become one of the largest office equipment suppliers in rural Victoria and Southern New South Wales.

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 eighth 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 well received, along with the Summer and Winter City Markets. Great Things Happen Here has been another outstanding campaign, drawing businesses to Shepparton and creating awareness of why Shepparton is the place to eat, play and stay."



Helen Sofra

Owner/Manager, Collins Booksellers

Term ends July 2019

Helen has extensive experience in the hospitality and retail sectors working for some iconic Shepparton businesses over the years. In 2006 Helen and husband Joe along with daughters Chelsea and Georgia purchased Book City which was re-named to Collins Booksellers in 2011. The book industry and retail in general are enduring major challenges and our business, along with other local businesses, have needed to evolve and adapt to remain relevant. Shopping local is more important than ever and Shepparton needs a thriving retail sector and a vibrant welcoming CBD to attract more shoppers to our region.

"For me being able to serve on the Shepparton Show Me Committee for the past 2 years and have the opportunity to promote the great regional city we live in has been both a privilege and a pleasure."



Stephen Schneider

Owner, Stephen's Jewellers

Term ends July 2020

Stephen has worked across many fields of excellence in Wholesale, Corporate and Sales for the past 40+ years. Stephen has undertaken many external training programs and gained a great deal of technical, theoretical and important practical skills such as brand management, strategic planning, corporate governance, corporate and small business management and marketing.

"It is an honour to contribute to the evolution of the strategies put in place by the Shepparton Show Me Committee, working with fellow Shepparton Business enthusiasts and Greater Shepparton City Council's Economic Development team all eager to contribute to growing the prosperity of our community as a whole."



Chris Reisner

Owner, Butter Factory Café

Term ends July 2019

Chris is originally from Germany and moved to Australia in 2010.

Chris was previously the Manager of the Aussie Hotel in Shepparton for 4 years and also served as a committee member on the Shepparton Chamber of Commerce and Industry and Tourism Greater Shepparton Committees.

Chris recently took ownership of the Butter Factory Café and business is thriving.

"There is something positive in every situation. You may just have to adjust your view."



Olivia Smith

Manager Communications and Marketing, Civilmart

Term ends July 2019

Olivia is currently the Marketing & Communications Manager for Civilmart, which is part of the Copulos Group in Shepparton. She has extensive experience in branding and membership based marketing as well as Tourism and Travel Marketing, promoting regional destinations for over 15 years.

"I believe it is crucial for local industry to get involved with our local council and committees such as Shepparton Show Me. As a community, we can all work together on strategies that help Shepparton prosper."



Greater Shepparton City Council Representatives (Voting)

Cr Les Oroszvary

Councillor,
Greater Shepparton City Council

Les is a Police Prosecutor with 38 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."



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."



Geraldine Christou

Director Sustainable Development,
Greater Shepparton City Council

Geraldine's role oversees the Building and Planning Department, comprising Strategic and Statutory Planning; the Economic Development Department, comprising tourism, events, business and industry attraction and development, business incubation, grants, international relations and visitor experience and the Environment Department encompassing Environmental Health and Sustainability and Environment.



Having grown up in Shepparton and raised a family here, Geraldine is very passionate about the community in which she lives. Geraldine has extensive experience in local government, having worked in the sector for over 16 years, following 12 years in the private sector ensuring a thorough understanding of the challenges that business and industry face and has subsequently developed strong connections with the sector, working with them to facilitate new investment, growth and implement sustainability measures and maintain global competitiveness.

Geraldine has strong links to our community, representing Council on a number of boards and committees including Shepparton Show Me, La Trobe University Regional Advisory Board, Higher Education and Skills Working Party, Rail Freight Alliance and the Food Bowl Inland Rail Alliance and has been a strong advocate on a number of key regional issues including passenger, high speed and inland rail, CBD revitalisation, water security and works actively with the Greater Shepparton Lighthouse Project on engaging youth in education.

Geraldine is working hard to ensure that the level of infrastructure and services for our community support sustainable growth of the municipality and that we are effectively marketing our key attributes both domestically and internationally to increase inbound tourism and open up export markets for business and industry.

"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."

Greater Shepparton City Council Representatives (Non-voting)

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 2012, she was the Business Development Manager at GOTAFE. Fiona's experience includes strategic and business planning, strategic 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 delivery of a once in a life time opportunity to hear from iconic political activist and musician Sir Bob Geldof right here in Shepparton. The event hosted by Greater Shepparton City Council in partnership with GV BRaIN and sponsored by Shepparton Show Me (SSM), saw Sir Bob discussed his personal journey to a sold out crowd at Eastbank.

The opportunity to host Sir Bob is one of the many legacies of the Shepp Square (Federation Square) event held in April 2018.

SSM has been working in partnership with Greater Shepparton City Council to attract a large scale music event to the region, and late in 2019 were excited to announce that Red Hill Entertainment have been appointed to take on this opportunity, which will see the inaugural Land Of Plenty music festival delivered in November 2019.

Of great significance was the appointment of Sparrowly Group to co-ordinate the development of the next five year marketing strategy for SSM. Following a comprehensive consultation process and in-depth analysis, it is exciting to have a new direction that will see SSM evolve and deliver even more targeted, dynamic and relevant services going forward.

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

"We are extremely fortunate to have such passionate, energetic and committed local business people who are willing to take the time to strategically support the prosperity of Shepparton. It is a pleasure and honour to work with the members of SSM and I would like to thank them for being so generous with their time. The Committee also needs to be commended for being bold and brave as we embrace the new SSM Marketing Strategy that will see a new direction for SSM into the future."

Anthony Nicolaci

Manager Economic Development, Greater Shepparton City Council

Anthony commenced his career in economic development and tourism via his studies which included a Bachelor of Business Management majoring in marketing and Bachelor of Arts in Sports Management. Since graduating, Anthony has continued to grow his knowledge and expertise in the economic development sector through his employment, professional development and involvement in economic development, events, tourism committees and associations. He has held positions at Essendon Football Club, Racing Victoria Limited and various roles at the Greater Shepparton City Council in economic development, sport and recreation, major events and visitor economy portfolios for over a decade.



Anthony's current role as Manager of Economic Development at Greater Shepparton City Council comprises tourism, major events, event facilities, business and industry attraction and development, business incubation, grants, international relations and visitor experience.

"I'm really passionate about Shepparton being recognised as a leading regional city not only in Victoria but regional Australia and will continue to work hard in partnership with SSM to roll out the red carpet to local business, potential investors and visitors as we strive to achieve our ambition to increase our economic stimulation for the region."

Staff

Mat Innes-Irons

Another big year for Shepparton Show Me! Twelve months packed with strategic campaigns, events and sponsorships ensured that Shepparton was always top of mind.

A new initiative for Shepparton Show Me was the Spring Expo filling the Maude Street Mall with everything from outdoor sports, home renovations, camping and caravanning, food, fishing and kids entertainment. AFL commentator and all round larrikin, Rex Hunt, fronted the expo marketing but was unable to attend on the day due to ill health. The Spring Expo was followed up with the inaugural Summer Styling which transformed the Mall into a classy exhibition space and fashion runway. TV personality, Lauren Phillips, hosted the evening. Special thanks to the Shepparton Show Me committee who helped out on the night.

The Christmas Campaign delivered by Shepparton Show Me continues to grow in popularity. The big man in the Blue Suit has helped to share happiness throughout Shepparton retail areas.

Greater Shepparton has built the reputation of being the regional sporting hub with Shepparton Show Me supporting many events in our city. Country Week Tennis, Seniors Tennis, A League Soccer, Shepparton Running Festival, Challenge Shepparton and numerous basketball tournaments bought thousands of participants and supporters to our city.

Our hospitality sector continues to thrive with many getting on board the Fryers Street Food Festival. This event show cases the diversity of cuisines and beverages we have in our area. In celebrating our local producers, food outlets, products and people a Greater Shepparton Cook Book is being developed for release in the New Year.

A lot of time has gone into developing the next five year Marketing Plan for Shepparton Show Me to cement our future direction.

Greater Shepparton - Great Things Happen Here has had Shepparton in the spotlight and we are continuing to develop new strategies.

"There never seems to be a dull moment in Shepparton. There are always events, large and small, and I am happy that Shepparton Show Me are able to assist in making them happen. I look forward to the new Marketing Strategy and working with the committee to continue to make Shepparton the place to stay, dine, play, stay and do business".

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

Laura Church

**SSM & Marketing and Communications Administration Officer,
Greater Shepparton City Council**

Laura has a background in the retail sector for 10 years before starting with Greater Shepparton City Council almost three years ago. Laura is responsible for all administrative tasks involved with SSM including organising SSM committee meetings, taking meeting minutes, placement of advertising and assisting the SSM Marketing Co-ordinator.

"It has been a pleasure working with the Shepparton Show Me committee. There is a great mix of committee members from different industry sectors and their active involvement allows Shepparton Show Me to benefit all areas of business in Shepparton. I thoroughly enjoy being involved and I'm excited to see what the committee will achieve in the next year."



Operations

Shepparton Show Me 2018 - 2019 Annual Report

Operations

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

Committee Appointments

August 2018

As a result of recommendations from the Shepparton Show Me review, on 21 August 2018 new committee members were appointed by Greater Shepparton City Council.

Shane Sali, Traffik, Shop 221 & Arcade Fashions, Stephen Schneider, Stephen's Jewellers and John Montagner, Next Office Tech, were welcomed onto the committee for a period of two years expiring on 21 July 2020.

Olivia Smith, Civilmart, was welcomed onto the committee for a period of 12 months expiring on 16 July 2019.

Annual General Meeting

October 2018

The SSM Annual General Meeting held October 15, 2018, saw three new office bearers be appointed and the 2017/2018 SSM Annual Report be 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 – Chris Reisner – Butter Factory Cafe

Due to personal reasons Chris Reisner and Simon Quattrocchi stepped down from their office bearer positions, with Chris submitted his resignation as a Shepparton Show Me committee member on the 12 March 2018 and Simon resigned from the Chairperson position on 18 February 2019 although still remaining an active committee member.

A Special Meeting was called to be held on the 12 March 2019 to appoint new office bearers. The election of office bearers saw the appointment of the following positions:

- Chair – Shane Sali – Traffik, Shop 221 and Arcade Fashions
- Deputy Chair – Andrew Pogue – Kevin Hicks Real Estate
- Treasurer – Kristina Marko – La Trobe University

Shepparton Show Me 2018/19 Marketing Plan Endorsed

The Shepparton Show Me committee crafted and endorsed the 2018/19 Shepparton Show Me Marketing Plan aligned to the five-year Marketing Strategy (2013 - 2018).

The Shepparton Show Me 2018/19 Marketing Plan provided details of the actions and activities over a 12 month period with the aim of positioning Shepparton as the premier place in Northern Victoria to do business, shop, dine, play and stay.

Marketing & Communications

Shepparton Show Me 2018 - 2019 Annual Report

Marketing and Communications



Key areas of the 208/19 Marketing Plan included:

Strategic Projects

- Greater Shepparton Great Things Happen Here
- Spring Festival
- Iconic Music Event
- Winter Activation

Annual Campaigns

- Fun Starts Here
- Father's Day
- Christmas and Boxing Day
- Mother's Day
- End of Financial Year (EOFY)

Events

- Fryers Street Food Festival
- Summer City Market
- Winter City Market

Operational Projects

- Appointment of SSM Committee Members
- Annual Report production
- Appointment of creative, production and media placement services contractor
- Appoint a marketing consultant to develop the next five-year SSM marketing strategy
- Communication with SSM members
- On-going management of the SSM mobile stage



Shepparton Show Me 2019-2023 Marketing Strategy

SSM has had a five-year marketing strategy in place since 2013 with a refreshed five year marketing strategy now needed to set the direction and priorities of the SSM initiative until 2023.

In July 2018, Shepparton Show Me called for expressions of interest to undertake the task of developing the 2019-2023 SSM Marketing Strategy. Six applications of high standard were received with Sparrowly Group being awarded the opportunity to deliver the 2019 – 2023 Marketing Strategy via a competitive EOI process.

Following extensive research, consultation and analysis undertaken by Sparrowly Group, the 2019 – 2023 Shepparton Show Me (SSM) Marketing Strategy has been developed and now endorsed by the Shepparton Show Me Committee.

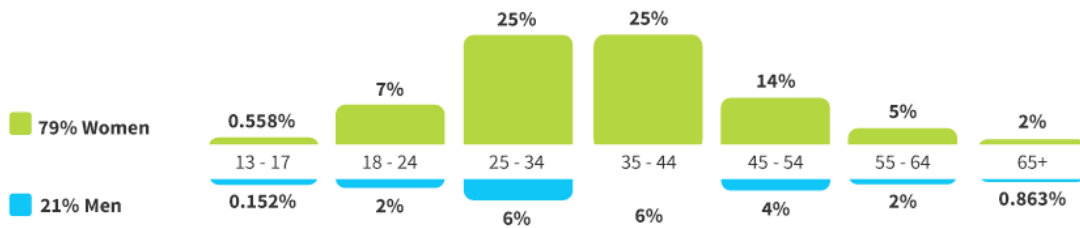
Shepparton Show Me All Things Social

Shepparton Show Me Online

Facebook

Who likes the page (our fans)

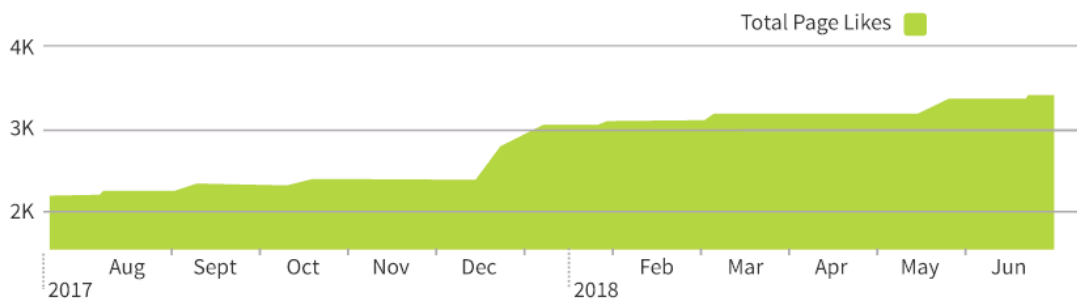
- It is encouraging that our Facebook fans are purchasers; we continue to be on target.



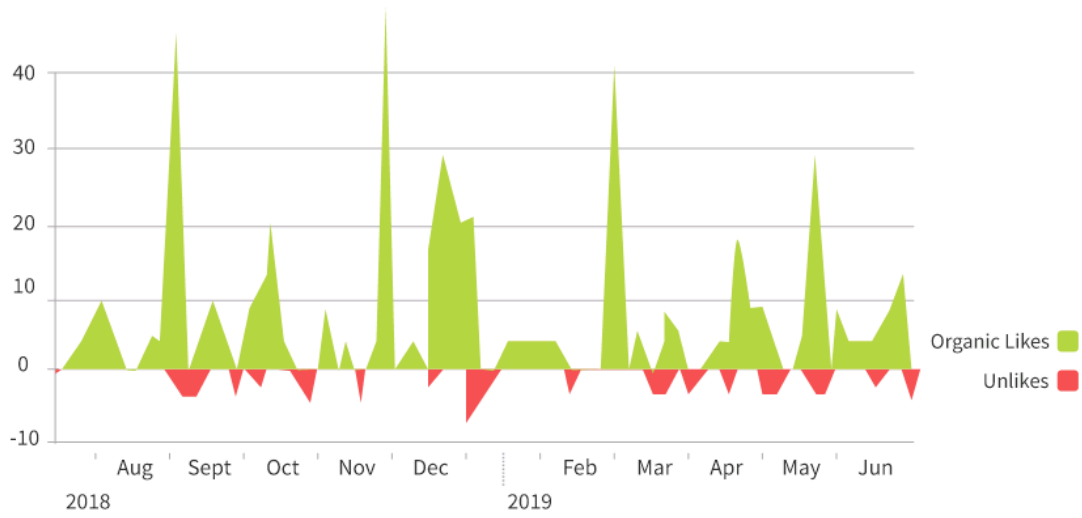
Country	Fans	City	Fans	Language	Fans
Australia	3,864	Shepparton, Victoria	2,055	English (US)	2,655
USA	11	Melbourne, Victoria	649	English (UK)	1,233
United Kingdom	10	Mooroopna, Victoria	121	Arabic	10
Canada	7	Kyabram, Victoria	113	French (France)	6
New Zealand	5	Tatura, Victoria	84	Italian	5
Italy	4	Numurkah, Victoria	61	Turkish	3
Malaysia	4	Cobram, Victoria	56	Simplified Chinese	3
Taiwan	3	Benalla, Victoria	40	Indonesian	2
Inida	3	Bendigo, Victoria	33	Thai	2
Iraq	3	Echuca, Victoria	32	Traditional Chinese	2

SSM Facebook growth over 12 months = 12.63%

- Total likes = 3,942
- Biggest spike in 'likes' coincided with the 2018 Christmas campaign and Summer City Market 19



Shepparton Show Me 2018 - 2019 Annual Report
 Marketing and Communications – Tactical Initiatives



In comparison to last year’s page likes, there are more spikes meaning campaigns are more successful when it comes to Facebook likes.

Highest education level of our Facebook likes is University (69%)

52% of people who like the Shepparton Show Me page are married.


The other pages our followers have liked are

- Emerald Bank Leisure Land
- Great Things Happen Here
- Market Meats
- Riverside Plaza

Most successful posts in the last year:

Shepparton Show Me
Published by Karlee Ventre [?] · 24 September 2018 · 🌐

WIN A FUN FAMILY WEEKEND IN SHEPPARTON! To win, just like our page, share this post and comment with your FUNNIEST Family photo! Best photo as judged by us will win overnight family accommodation, dinner at one of our many great eateries (to \$100 value) and vouchers to a host of our fun things in Greater Shepparton! Also our favourite photos will be shared across our Facebook and Instagram pages! Ends Friday 5 October, head to sheppartonshowme.com.au for the full terms and conditions.



10,773 People reached **614** Engagements [Boost again](#)

Performance for your post

10,773 People Reached

5,473 3-second video views

123 Reactions, comments & shares 🗨️

47 Like	39 On post	8 On shares
1 Love	1 On post	0 On shares
46 Comments	36 On Post	10 On Shares
29 Shares	26 On Post	3 On Shares

491 Post Clicks

163 Clicks to Play 🎵	0 Link clicks	328 Other Clicks 🗨️
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NEGATIVE FEEDBACK


2 Hide post	1 Hide all posts
1 Report as spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

Second biggest post:

Shepparton Show Me
Published by Rock Cornobee [?] · 9 May · 🌐

If you shop in Shepparton this Thursday, Friday and Saturday, Mat might surprise you with a free Mother's Day gift!



4,980 People reached **1,658** Engagements [Boost Post](#)

👍👎🗨️ 108 17 Comments 13 shares

Performance for your post

4,980 People Reached

3,544 3-second video views

234 Reactions, comments & shares 🗨️

163 Like	92 On post	71 On shares
21 Love	15 On post	6 On shares
3 Haha 😂	3 On post	0 On shares
34 Comments	26 On Post	8 On Shares
13 Shares	13 On Post	0 On Shares

1,424 Post Clicks

226 Clicks to Play 🎵	0 Link clicks	1,198 Other Clicks 🗨️
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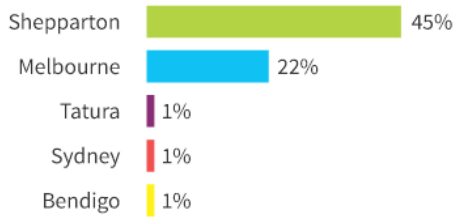
NEGATIVE FEEDBACK

1 Hide post	1 Hide all posts
0 Report as spam	0 Unlike Page

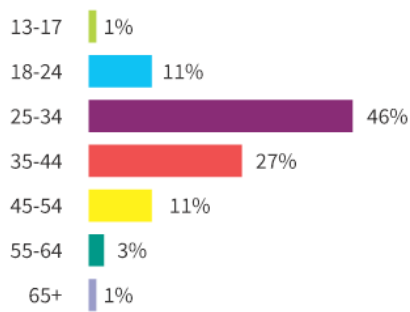
Reported stats may be delayed from what appears on posts

Instagram audience: Instagram was created on 7 September 2018. SSM managed to build it up to 1231 followers in 9 months.

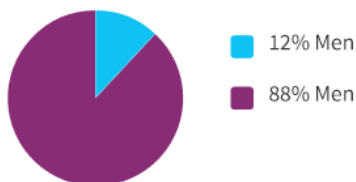
Top Locations



Age Range



Gender



Sophie Cachia’s takeover managed to increase our followers to over 1000 followers – an increase in Biggest posts on Instagram:

WIN SOPHIE CACHIA'S ULTIMATE SHEPPARTON EXPERIENCE!

PRIZE PACKAGE INCLUDES

- An overnight stay at the Farmhouse at Belstock Strawberry Farm
- Enjoy a meal for the whole family at Lemon Tree Cafe
- A pamper package from Wellspringe Day Spa
- Stay in fashion with a voucher to spend at Traffic Boutique
- A Shepparton gift pack with local produce and vouchers for a range of Shepparton based entertainment.

Follow us on Instagram to find out more!
@sheppartonshowme

shepparton show me

136 7 0 4

Interactions 109
Actions taken from this post

Profile Visits	84
Website Clicks	23
Get Directions	2

Discovery 2,811
Accounts reached
63% weren't following you

Follows	4
Reach	2,811
Impressions	4,141
From Profile	2,102
From Home	1,889
From Hashtags	124
From Other	26

LADY BOSS

Shepparton - Sunday November 18th

Mel Greig Christian Hull Sophie Cachia

Tickets on sale NOW @ladybossevents_

Insights

Posted on 11/01/18, 9:55pm

304 96 0 7

Interactions 35
Actions taken from this post

Profile Visits	35
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Discovery 1,462
Accounts reached
78% weren't following you

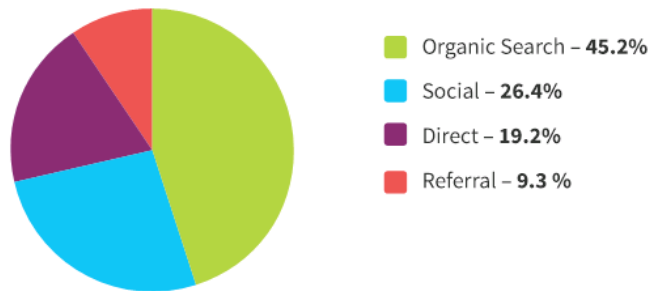
Follows	14
Reach	1,462
Impressions	1,953
From Profile	1,387
From Home	347
From Hashtags	86
From Other	133

Shepparton Show Me Website Stats

1 July 2018 to 30 June 2019

Website:

- Over 5,335 visits across the 12 months.
- Acquisition



- Desktop visits 34.25%
- Mobile/Tablet visits 65.75%
- Over 65% on an Apple device, over 25% on a Samsung device
- 3 most popular pages: Win Sophie Cachia's Ultimate Shepparton Experience, Events, Businesses.

3 Highest Website traffic via Instagram & Facebook posts

Instagram drove 890 clicks to the Win Sophie Cachia's Ultimate Shepparton Experience

Facebook drove 170 clicks to the Summer City Market

Facebook drove 134 clicks to Fun Starts Here



Shepparton Show Me Mobile Stage

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.

Shepparton Heritage Rally

Emerald Bank hosted their annual Heritage Rally where the SSM van was used as a stage for announcements and as a stage for entertainers.

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.

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.

Shepparton Albanian Harvest Festival

This was 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.

Fryers Street Food Festival

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

Thompson Motor Group Sale

It's a bit hard to knock back a request from the owner of the Kia Thompson mobile stage. Over two days the Multipurpose Pavilion was used as a pop up car yard. The mobile stage was used for background music.

Out In The Open

The van was used as the main stage for this outdoor festival.





St Georges Road Food Festival

One FM Community Radio utilized the SSM van to broadcast from at this street festival.

GoFish

Nagambie Lakes hosted a 4 day fishing and entertainment event where the Thompson Kia was set up as a mobile Shepparton Visitor Centre.

Hospice Car Rallye

This two day event is a major fund raiser for Goulburn Valley Hospice. The van carried all the auction and promotional items as well as playing Great Things Happen Here TVC's and videos at morning tea and lunch stops.

Tour De Cure

The second last leg of this fund raising bicycle tour departed Shepparton's Lake after a light breakfast. The van played Great Things Happen Here videos and also acted as a pop up fruit stall handing out locally grown Modi apples.

Richmond Football Club

The van was used as a backdrop to the promotional visit by the Richmond Football Club in the Maude Street Mall.

Motor Mechanika

The Shepparton Motor Museum was host to the Motor Mechanika highlighting some of the auto craftspeople we have here. The van was used for the launch of the display.

Lady Boss

With around 400 ladies mainly from outside of Shepparton we saw a great opportunity to deck out the van with plants and fresh produce and talking up the tourism aspects of Greater Shepparton

Gone Fishing

One FM used the van at Vic Park Lake for music and announcements.

Shepparton Show Me Spring Expo

To celebrate spring the Maude Street Mall was filled with handyman tools, boats, caravans, fishing and outdoor goods, kids entertainment and more. The Thompson Kia played host to many fun eating competitions with foods from local cafes, restaurants and SPC Factory Sales.

Billabong Nursery Open Day

The van was used for announcements and background music for the day.

Light Up the Night

This annual fundraiser and awareness night was held at Vic Park Lake where the van was set up with music pumping throughout the night.



Annual Campaigns

Winter City Market

24 and 25 August 2018

Background:

The Winter City Market is a long standing annual event, for which Shepparton Show Me is an ongoing major financial contributor.

The event is coordinated by Council's Economic Development department in consultation with local businesses and Shepparton Show Me.

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 at the key end-of-season retail period. 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. The event provides businesses the opportunity to clear end-of-season stock at discounted prices while showcasing incoming season products.

Through the partnership 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 interactive activities, local music, free children's activities, a family orientated atmosphere was created encouraging shoppers to stay longer.

Greater Shepparton City Council's Economic Development Department co-ordinate the Winter City Market. CBD Place Manager – Tim Russell co-ordinated the event.

Target markets:

The Winter City Market attracts shoppers from regional Victoria and southern New South Wales, bringing 'new money' to Shepparton benefiting accommodation, restaurants and tourist attractions.

Shoppers attend the Winter 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 Winter 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. Activities and entertainment offers reason for shoppers to spend more time in the CBD – increasing their exposure to local businesses.

An invitation was sent to the Shepparton Show Me data base inviting them to participate in the CBD for Winter City Market.

Cost:
\$30,000

Outcomes:
It is estimated that between 10,000 and 15,000 visitors to the CBD across the two days of the market.

There were 45 stallholders at the Winter Market – including 20 new exhibitors. Stallholders included

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

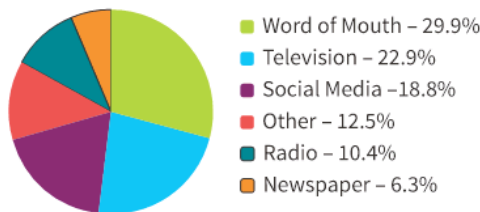
The Winter City Market event is significant for the region as it boosts the local economy; especially in the retail sector.

A focus was applied to using local entertainment, having free children’s activities 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 Chamber of Commerce and Industry introduced a new initiative offering 3 hours of free parking in the top two floors of the Care-Park Multi Deck car park. Shoppers were able to take advantage of the free parking on both Friday and Saturday which was extremely well received.

Results:
50 visitors were surveyed about how they found out about the Winter City Market.

Marketing



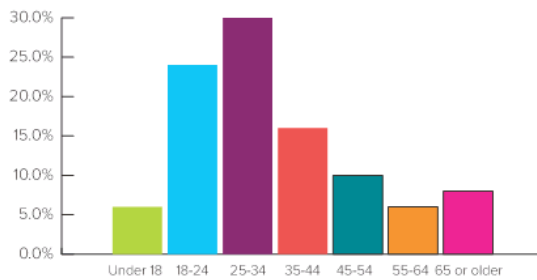
Word of mouth was the most commonly reported method of finding out about the Market followed by television and social media.

Attraction to the Market:



Sales and promotions continue to represent the most significant attraction to the Markets. This is in –line with the marketing strategy which emphasises the retail component of the event and the opportunity for shoppers to access discounts and promotions. Food vendors were the second-most reported attraction followed by children’s activities.

Age:



The age range captured in the survey represented a good mix of visitors with the most of the respondents being between the ages of 25-34. This is in line with the children’s activities and events offered - creating a family atmosphere.

Data collected from SpendMapp shows a spike on the weekend of the Winter City Market in the categories of department stores and clothing & dining and entertainment. There is an increase in spend although it is only slightly above average in comparison to the previous and following weekends.



Social media insights:

Organic Reach: The number of people who had Shepparton Show Me's Winter City Market posts enter their screen. Posts include statuses, photos, links, videos and more.

32,375

Organic Impressions: The number of times your Shepparton Show Me's Winter City Market posts entered a person's screen through unpaid distribution

53,862

Engaged users: The number of unique people who engaged in certain ways with your Shepparton Show Me's Winter City Market posts, for example by commenting on, liking, sharing, or clicking upon particular elements of the post

2,141



Father's Day

19 August to 2 September 2018

Objectives:

Father's Day is 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 and Instagram.
- Competition "Daggy Dad Jokes". Enter your daggy dad joke to win a \$500 Shepparton shopping spree for your dad. Entries taken via the SSM Facebook page and website and a daily entry via a phone call into Triple M breakfast program.

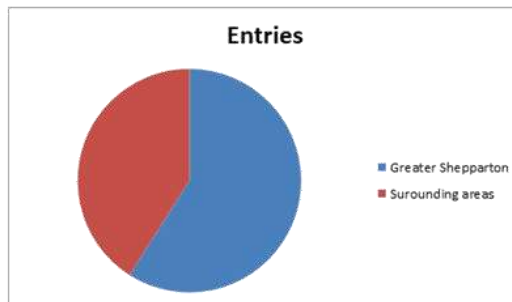
Cost:

\$15,500

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 Daggy Dad Jokes worked well with 91 entries into the competition. 41% of entries were from outside of Shepparton in places such as Cobram, Deniliquin and Kyabram.



Data from SpendMapp confirmed a slight increase in spend in the week leading up to Father’s Day, the highest spend being the Friday 24 August (\$2.68M).



In terms of spending the data shows there has also been a slight increase in spend from 2017 (\$2.48m) to 2018 (\$2.68m) at the peak shopping time.



Social media:

Shepparton Show Me produced five ‘Daggy Dad Jokes’ videos using local talent to be posted throughout the campaign period . The videos were very well received with our audience.

Organic Reach: The number of people who had Shepparton Show Me’s Father’s Day posts enter their screen. Posts include statuses, photos, links, videos and more.

8,170

Organic Impressions: The number of times your Shepparton Show Me’s Father’s Day posts entered a person’s screen through unpaid distribution

12,527

Engaged users: The number of unique people who engaged in certain ways with your Shepparton Show Me’s Father’s Day posts, for example by commenting on, liking, sharing, or clicking upon particular elements of the post

630



Shepparton Show Ho Ho Me and Boxing Day Sales

December 2018

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 \$786 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:

- 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:

Primary

- 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% of all shoppers do their purchasing less than 10 days before in waiting for just the right gift ideas and deals.)

Secondary (as influences of purchasing behaviour and engaging in activities on offer)

- Children aged 5 – 12 years
- Youth aged 13 – 24 years

Targeted Geographical Location:

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)

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 campaign 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 local 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, Super Cheap, Clark Rubber, Star Bowl, Emerald Bank, Billabong Nursery and Vaughan Central.

Shepparton Show Me partnered with Greater Shepparton City Council and the Shepparton Chamber of Commerce and Industry to install a carousel which operated in the Maude Street Mall between December 1st 2018 and January 5th 2019 – excluding Christmas Day. The activity attracted 10,992 people over the 35 days of operation.

Other activities co-ordinated by Economic Development throughout December included:

- Pop Up Christmas Photo Booth
- Live Musical Entertainment
- Community Choirs and Carols
- Community Group Performances
- Charity Gift Wrapping
- Face Painting & Roving Entertainers

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

All traders were aware of the SSM Christmas Campaign. Fiore's Bakery (Vaughan Central) reported an increase in sales when the show was held nearby.

Budget: \$50,000

Outcomes:

In terms of the evaluation of the campaign, a survey was undertaken with those in attendance at the Santa shows. While the first shows attracted smallish crowds the numbers increased substantially as the campaign progressed. A total of 15 days of activities including Santa's Workshop, Santa photos and Santa's Coming mobile stage show.

The 'Santa is Coming' activation had just shy of 2,400 people attend the 15 shows over the December period.

The first show in Maude St Mall Wednesday 5th December at 11:00am attracted 80 people with 40% seeing the location on Facebook.

The Maude St Mall show on the final Saturday attracted around 250 people. Of the 18 people surveyed, 70% had followed Facebook to find our location and 30% just happened to be there.

Vaughan Central was visited 3 times with attendance numbers increasing each time. The last show there on the lead up to Christmas Day attracted 60 people. Of these almost 100% had been to the show at various locations a number of times checking Facebook each morning.

The majority of visitors to the show and surrounding shopping precinct were from within Shepparton and surrounding areas such as Bendigo, Kyabram, Seymour, Benalla, Numurkah, Deniliquin, Cobram, Euroa, Echuca, Nathalia, Finley, Yarrowonga and Seymour.

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 five years, prior to this there has not been a focus on this as a retail opportunity.

Social Media:

There was a heavy use of social media in terms of daily promoting the location of the Santa is Coming shows.

Organic Reach: The number of people who had Shepparton Show Me's Christmas campaign posts enter their screen. Posts include statuses, photos, links, videos and more.

36,439

Organic Impressions: The number of times your Shepparton Show Me's Christmas campaign posts entered a person's screen through unpaid distribution

52,095

Engaged users: The number of unique people who engaged in certain ways with your Shepparton Show Me's Christmas campaign posts, for example by commenting on, liking, sharing, or clicking upon particular elements of the post

1,965



The 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. Shepparton Show Me saw the opportunity 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.

Advertising via TVC, radio and social media for the Fun Starts Here campaign directed families to the SSM website where a full list of activities were displayed, linking them directly to the businesses/activities of their interest.

In addition it is likely that other SSM members/sectors will 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 might also benefit if families decide to stay overnight.

Budget:

\$50,000

Outcomes:

A social media competition was run over the Spring school holiday period attracting over 40 entries. Entrants were asked to like the SSM Facebook page, share the competition post and post their funniest family photo. The competition post on Facebook was one of the most highly engaged with posts of the year with 10,773 people reached, 491 post clicks and 123 reactions, comments and shares.

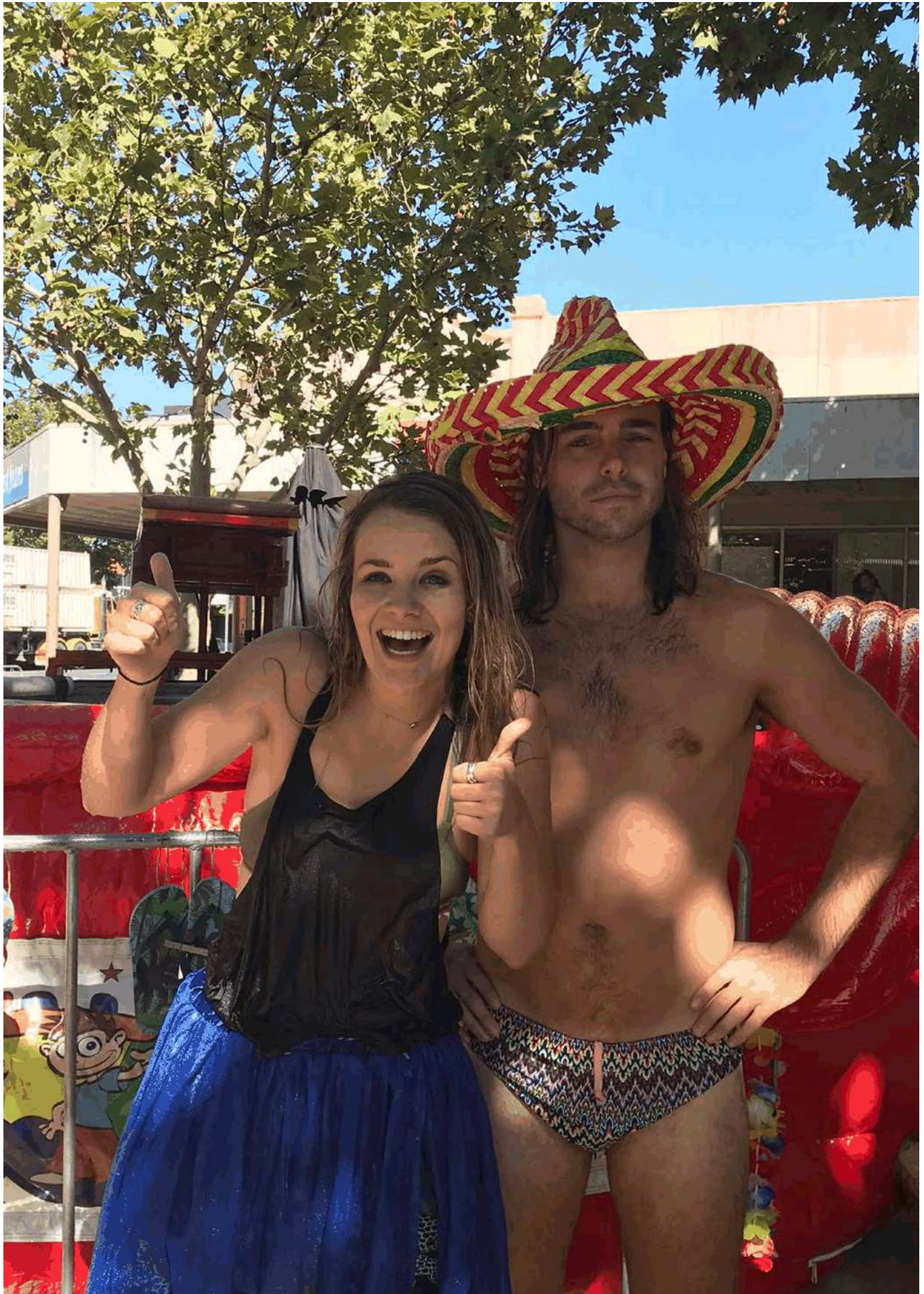
The winning family stayed at the Courtyard Motel. They dined at The RSL's Restaurant and utilized vouchers from I-Play, Go Jump, Aquamoves, Star Bowl and Riverside Mini golf and Shepparton Motor Museum.

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 advertising campaign.

Part of the budget allocation was allocated to the Winter Fun Zone activation located in the Maude Street Mall from 27th June – 14 July 2019. Thousands of people from local and surrounding areas enjoyed ice skating and other children's activities. A full report on the Winter Fun Zone will be included in the 2019/2020 SSM Annual Report.

Data collected from SpendMapp shows some of the highest peaks in spending in the category of dining and entertainment in Shepparton occur during the school holiday periods as indicated below.





Summer City Market

22 and 23 February 2019

Background:

The Summer City Market is a long standing annual event, for which Shepparton Show Me is an ongoing major financial contributor.

The event is coordinated by Council's Economic Development department in consultation with local businesses and Shepparton Show Me.

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 at the key end-of season retail period. 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. The event provides businesses the opportunity to clear end-of-season stock at discounted prices while showcasing incoming season products.

Through the partnership 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, food vendors, local music and free children's activities, 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. CBD Place Manager – Bonnie McIntosh co-ordinated the event.

Target Markets:

The Summer City Market attracts shoppers from regional Victoria and southern New South Wales, bringing 'new money' to Shepparton benefiting accommodation, restaurants and tourist attractions.

Shoppers attended 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. Activities and entertainment offers reason for shoppers to spend more time in the CBD – increasing their exposure to local businesses.

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

Cost:

\$30,000

Outcomes:

It is estimated that between 10,000 and 15,000 visitors to the CBD across the two days of the market.

40 Stallholders 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.

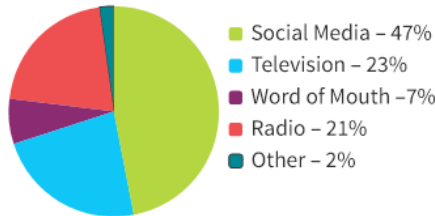
A focus was applied to using local entertainment, having free children's activities (including a dunk tank and sand pit) and an increased number of stalls, especially those who have a store outside the CBD. A new addition to the event included a food hub and seating area. This ensured that what was on offer appealed to families and retailers were given the opportunity to capitalise on the significant increase in consumer traffic.

The Shepparton Chamber of Commerce and Industry again offered 3 hours of free parking in the top two floors of the Care-Park Multi Deck car park. Shoppers were able to take advantage of the free parking on both Friday and Saturday which was very well received.

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

Results

Visitors were surveyed at the Shepparton Show Me marquee in the centre of the Mall across both days of the Market. In all 64 surveys were completed - the results of which are outlined below.

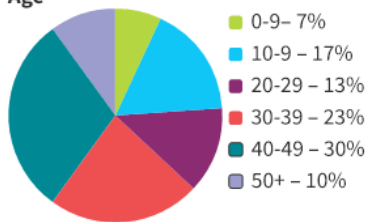


Social Media was the most commonly reported way of finding out about the markets by respondents at 47% with Television coming in second at 23%.

Overall, the spread was fairly equal amongst respondents for marketing channels – reflecting the broad approach to marketing the event.

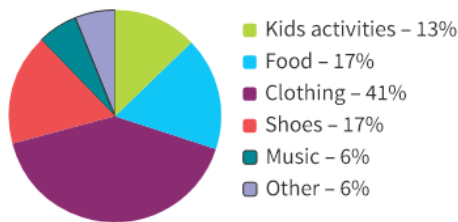
Those that reported “Other” included seeing the event on a flyer, finding out through working in the CBD and knowing that the Market is on each year at the same time.

Age



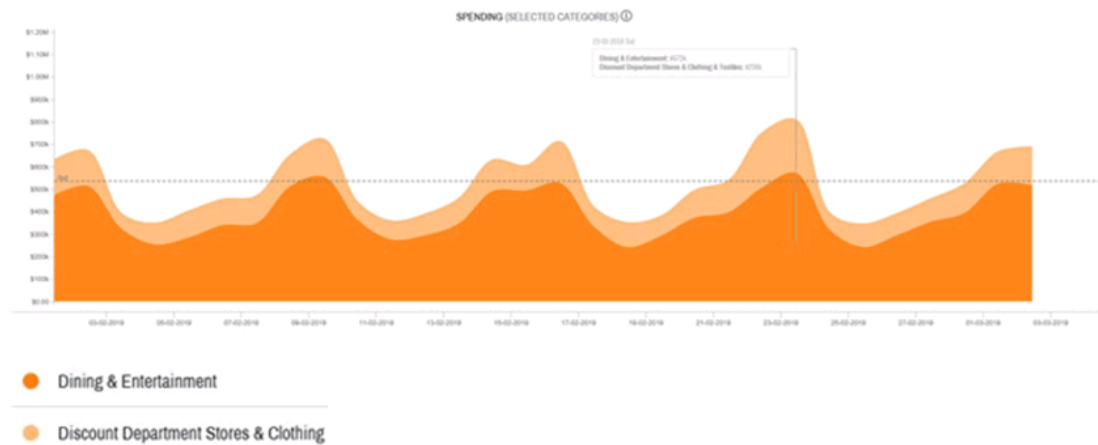
The survey captured feedback from a broad spread of age demographics. The presence of these age groups at the Market confirms its appeal to a broad demographic with the range of activities and retail experiences on offer throughout the CBD area.

Reason for attendance



Overwhelmingly 41% of attendees came to the Summer City Market to shop for clothing, 17% came for shoes while another 17% decided to attend for the food on offer.

Data collected from SpendMapp shows a spike on the weekend of the Summer City Market in the categories of department stores and clothing & dining and entertainment. There is a definite increase in spend in comparison to the previous and following weekends.



Social media insights:

Shepparton Show Me engaged local businesses to feature in videos to be posted to the Shepparton Show Me Facebook page.

Organic Reach: The number of people who had Shepparton Show Me’s Summer City Market posts enter their screen. Posts include statuses, photos, links, videos and more.

32,762

Organic Impressions: The number of times your Shepparton Show Me’s Summer City Market posts entered a person’s screen through unpaid distribution

51,871

Engaged users: The number of unique people who engaged in certain ways with your Shepparton Show Me’s Summer City Market posts, for example by commenting on, liking, sharing, or clicking upon particular elements of the post

3,418



Mother's Day

7 to 12 May 2019

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:

- Leveraging Mother's Day to drive business for SSM members.
- Counteract online shopping.
- Position Shepparton as regional Victorian destination to do 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 radio, web and Facebook.
- Social media videos featuring SSM Marketing Co-ordinator.
- Giveaways at various shopping precincts.

Cost:

\$8,000

Outcomes:

The 2019 Shepparton Show Me Mother's Day campaign promoted Shepparton as the place to purchase the perfect gift for "Mum" by showcasing the diverse range of gifts and experiences available for all types of mums.

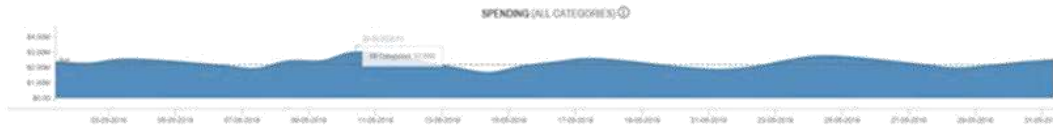
\$1,000 worth of fresh flowers were purchased from local florists were handed out to unsuspecting female shoppers over three days in the Maude Street Mall, Shepparton Marketplace and Riverside Plaza. Some videos were made for social media showing the joy simply giving flowers brings.

Vouchers from Shepparton businesses were also purchased and gift wrapped. Female shoppers were selected at random to draw out of the Show Me bag and win a voucher. Both local traders and the lucky winners were very grateful that Shepparton Show Me were spreading joy throughout the city.

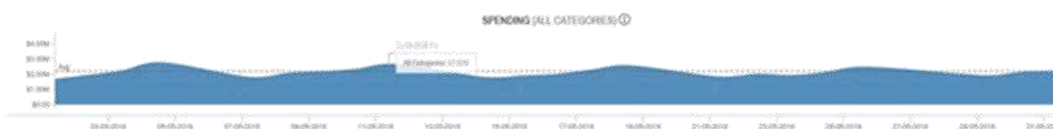
The promotional posts on social media were highly engaged with due to local people featuring in them and our audience checking to see where the SSM Marketing Co-ordinator would be heading to do the giveaways, creating more foot traffic in the various shopping locations the SSM Marketing Co-ordinator visited.

Data collected from SpendMapp has shown there was a significant increase in spend in Shepparton in the week leading up to Mother's Day, peaking on Friday 10 May at \$2.99M. This is an increase on last year's spend in Shepparton which peaked at \$2.62M.

2019:



2018:



Social Media insights:

Organic Reach: The number of people who had Shepparton Show Me's Mother's Day posts enter their screen. Posts include statuses, photos, links, videos and more.

17,046

Organic Impressions: The number of times your Shepparton Show Me's Mother's Day posts entered a person's screen through unpaid distribution.

25,109

Engaged users: The number of unique people who engaged in certain ways with your Shepparton Show Me's Mother's Day posts, for example by commenting on, liking, sharing, or clicking upon particular elements of the post.

2,279





End of Financial Year

1 to 30 June 2019

Objectives:

The End of Financial Year (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.

- Inspire shoppers to make EOFY purchases in Shepparton.
- Maximise stay in Shepparton to leverage exposure to business offering
- Drive business for SSM members.
- Position Shepparton as the place in northern Victoria to do business, shop, dine, stay and play.

Target market:

- Women and men aged 20-60
- Young families
- Consumers (as detailed above) in regional towns within 200km radius, particularly those already using Shepparton services, in order to increase frequency of visit and spend. Geographic locations include:
 - Central Victoria (e.g. Echuca)
 - Northern Victoria (e.g. Benalla, Wangaratta, Mansfield, Cobram, Yarrawonga)
 - Lower Hume Growth Corridor (e.g. Seymour, Wallan, Euroa)
 - Riverina Region of New South Wales (e.g. Deniliquin, Finley).

Tactics:

- EOFY Shepparton Show Me branding device - "Stake Your Claim" device.
- Advertising campaign comprising television, radio, web and Facebook.
- Mobile billboard advertising
- 30 sec social media videos

Cost:

\$18,800

Outcomes:

The Shepparton Show Me End of Financial Year campaign was promoted throughout out the month of June to encourage consumers from local and surrounding areas as detailed above. The Government tax incentive to purchase goods and business related equipment prior to June 30 was highlighted through the marketing. The campaign was promoted via TV, radio and online via the Shepparton Show Me Facebook page and website.

Three social media videos were produced featuring local business with the key message being to shop in Shepparton before the end of financial year and 'Stake Your Claim'. The videos were not boosted although received a lot of engagement – reaching a combined 7,936 people and 302 interaction (likes, comments and shares of the posts). The TVC was also posted although received minimal engagement 1,051 people and 3 interactions. This shows our online audience is more receptive to content featuring local businesses/people.

Data from SpendMapp indicates an increase spend in Shepparton in 2019 vs. 2018, peaking on the 7 June at \$2.86M. Only a slight increase from the June 2018 peak at \$2.70M.

2019 spend:





Shepparton Spring Expo

13 October 2018

Background:

Spring is the time when people emerge from winter ready to be active, outdoors and clean up in preparation for entertaining over the warmer months. DIY and gardening become a major focus.

Objectives:

- Inspire visitors and residents to participate in local entertainment activities.
- Inspire shoppers to make spring time purchases in Shepparton.
- Drive business for SSM members.
- Provide an opportunity for businesses located outside of the CBD to showcase their products/services in the heart of town.
- Position Shepparton as the place in northern Victoria to do business, shop, dine, stay and play.

Target Markets:

- Late adolescent/Young adults
- Women 25 – 55 years
- Mother's/ Father's/carers
- New home owners
- DIYers
- Outdoor enthusiasts
- Consumers (as detailed above) in regional towns and villages within 200km radius, particularly those already using Shepparton services, in order to increase frequency of visit and spend. Geographic locations include:
 - Central Victoria (e.g. Echuca, Bendigo)
 - Northern Victoria (e.g. Benalla, Wangaratta, Mansfield, Cobram, Yarrawonga)
 - Lower Hume Growth Corridor (e.g. Seymour, Wallan, Euroa)
 - Riverina Region of New South Wales (e.g. Deniliquin, Finley).

Tactics:

A tender process saw Alchemy Media appointed to project Manage the Shepparton Spring Expo and Summer Styling Events.

Advertising campaign comprising television, radio, social media, billboard advertising and posters.

The Spring Expo event showcases local businesses products and services in a central location as a one-stop-shop for customers to get their Spring inspiration. A key focus being leisure activities, outdoor activities and goods, DIY and gardening.

Products on display:

- Gardening tools and equipment.
- Outdoor furniture, barbecues and outdoor kitchens.
- Lawn mowers, whipper snippers/brush cutters, trimmers, edgers, blowers, generators, chainsaws
- Pools and spas.
- Leisure equipment - fishing and ski boats, jet skis, canoes, 4x4, camping, fishing equipment and golf.
- Leisure vehicles – road and mountain bikes, motorcycles and SUV.
- Food offerings.

Other activities which drew a large crowd included Rubber Duck Races, eating competitions, fishing demonstrations and cooking demonstrations.

Budget: \$110,000 (Spring Expo and Summer Styling combined)

Outcomes:

Alchemy Media engaged 31 local businesses to be involved at the Spring Expo Event.

- | | | |
|--------------------------------|--|-----------------------------|
| • Boats & More | • Ken Muston | • McPherson Mazda |
| • Trellly's Outdoor | • Thompson Motor Group | • Bunnings |
| • Solar City Marine & Caravans | • BMW / Renault | • Aquamoves |
| • Halsal Honda | • Leigh Egan Cycles | • Barca Love |
| • BBQ Gaore | • AJ's KTM, Suzuki, Can Am and Triumph | • Wendy's |
| • Ultimate Fasteners | • SPC Factory Sales | • G.V. Party Hire |
| • Aussie Disposals | • Wallace Marine | • Shepp City Fencing |
| • John Deere / Stihl | • MyRide | • Party Time Jumping Castle |
| • Bertolli's | • Peter Lorenz | • Konigs Kawasaki |
| • Clark Rubber | • Poolside | • Hudson Coffee |
| • Darryl Twitt Motors | | |

In terms of attendance, it was noted by Alchemy Media that approximately 1,800 attended the Spring Expo over the six hour period. Peak times were 10am, 12noon and 1.30pm.

Where did attendees travel from?

MC's at the event would ask people how far they'd travelled and where they came from, answers included...

- Finley
- Tocumwal
- Cobram
- Yarrawonga
- Numurkah
- Echuca
- Seymour and Kilmore
- Bendigo



Who attended?

- Young families
- Mothers with toddlers and prams
- Fathers and their children
- Young couples 25 plus
- Older couples
- Outdoor families
- Fishing and hunting types 30 years of age plus

Feedback from attendees expressed they particularly liked that the event was free and the entertainment provided. Children were generally younger and joyfully active in and about stakeholder’s products and services and happy to climb on stage, on a bike, pick up a fishing rod or to play their part in the Rubber Duck Races.

Stakeholders were engaging with each other and it has been learnt that strong business relationships were secured and or advanced as a result of the Spring Expo event.

Stakeholders reported sales of mowers, boat, caravans were secured directly from the Spring Expo event.

Although the Spring Expo event was a success, the data collected from SpendMapp has shown that there was a decrease in spend in Shepparton on the event date in 2018 (\$2.88M) from 2017 date (\$3.07M) as indicated below.

2018:



2017:





Summer Styling Fashion Event

29 November 2018

Objectives:

To develop a high-end ticketed Gala fashion show event.

- Inspire visitors and residents to participate in local entertainment activities.
- Attract and secure volume retail sales for SSM stakeholders.
- Provide an opportunity for businesses to showcase their products/services in the heart of town.
- Position Shepparton as the place in northern Victoria to do business, shop, dine, stay and play.

Target Markets:

- Late adolescent/Young adults
- Women 25 – 55 years
- Consumers (as detailed above) in regional towns and villages within 200km radius, particularly those already using Shepparton services, in order to increase frequency of visit and spend. Geographic locations include:
 - Central Victoria (e.g. Echuca, Bendigo)
 - Northern Victoria (e.g. Benalla, Wangaratta, Mansfield, Cobram, Yarrawonga)
 - Lower Hume Growth Corridor (e.g. Seymour, Wallan, Euroa)
 - Riverina Region of New South Wales (e.g. Deniliquin, Finley).

Tactics:

A tender process saw Alchemy Media appointed to project Manage the Shepparton Spring Expo and Summer Styling Events.

The advertising campaign comprised of television, radio, social media and billboard advertising.

Shepparton Show Me activated space and promoting the upcoming Summer Styling Event to the target demographic at the Lady Boss Event.

Budget: \$110,000 (Spring Expo and Summer Styling combined)

Outcomes:

The Maude Street Mall was transformed from a busy shopping precinct by day to a sophisticated and elegant high-end fashion event location by night. 120 people attended the Summer Styling fashion event which showcased a broad range of Shepparton's fashion retailers. Everything modelled on the evening could be purchased locally. People were smiling and enthusiastic as they entered the prestige car garden where local retail businesses showcased their products and enjoyable entertainment was provided including dancers and an art demonstration.

TV star and fashion icon Lauren Phillips hosted the evening and reviewed each of the models complete looks and how to put them together. People cheered and encouraged the models as they strolled down the catwalk.

Event Mangers, Alchemy Media, engaged over 40 local businesses to be involved at the Summer Styling event and feedback received from the local businesses involved was very positive.

Data collected from ticket sales showed that the majority of attendees were from Greater Shepparton.

“Over the last few weeks, I have had many of the women who attended the Summer Styling Event visit my business for services with such positive feedback. All hoping the event is held annually.”

Did the event increase sales for your business?

“I think speaking from my personal perspective; yes it did with immediate sales. We threw our hat into the ring to be involved, and a week later our own annual In-store shopping event provided me with an additional \$20k increase compared to the same day the previous year that we held the event. This was a nationwide record in retail sales for our supplier Aveda. (Our average retail product is \$50). We have also secured new guests to our business as a result with bookings.

- Wellsprings Day Spa owner, Kylie Trevaskis.

“We were able to take details of interested clients in our high fashion ranges and were pleased with the amount of engagement that we were able to achieve on the night. It was particularly pleasing to be able to showcase the quality of fashion items we have available locally that some participants may have not been aware of.

I would certainly participate again in future.”

- Graham Hill Eyecare Director, Mark A. DePaola

Social Media insights:

A few promotional posts featured Ellie Chaney from Hit FM

Organic Reach: The number of people who had Shepparton Show Me’s Summer Styling posts enter their screen. Posts include statuses, photos, links, videos and more.

4,040

Organic Impressions: The number of times your Shepparton Show Me’s Summer Styling posts entered a person’s screen through unpaid distribution

9,646

Engaged users: The number of unique people who engaged in certain ways with your Shepparton Show Me’s Summer Styling posts, for example by commenting on, liking, sharing, or clicking upon particular elements of the post

480





Sponsorships, Partnerships and Events

Melbourne Cup Tour

3 August 2018

Organisation:

Greater Shepparton City Council – Economic Development

Objective:

- Community engagement
- Create atmosphere in the Maude Street Mall for businesses to leverage

Sponsorship amount:

\$3,570

Outcomes:

The Lexus Melbourne Cup Tour reaches Australian and International destinations in the lead up to the Melbourne Cup. Greater Shepparton City Council successfully secured a visit as part of the tour through competitive tender process.

The visit was supported with a series of events and activations throughout the day including a visit to the Tarcoola Lifestyle Village, Gowrie Street Primary school visit, Shepparton Harness Racing Club and the public display in the Maude Street Mall accompanied legendary race caller by Bryan Martin.

Digital marketing campaign outcomes:

- 12,675 total users reached across Facebook & Instagram
- 5,600 organically reached via Facebook event (10% based in Melbourne)
- Real-time coverage on the day reaching minimum of 4,500 users



Shepparton Running Festival

25 & 26 August 2018

Organisation:

Shepparton Runners Club

Objectives:

- Raise the profile of the event
- Build participant and spectator numbers to ensure long term growth and financial stability
- To be inclusive by offering multiple distances for all ages and abilities
- Provide a regional event experience for elite athletes
- Showcase Shepparton as a destination
- Provide local businesses/retailers with the opportunity to leverage from the event
- Engage with Greater Shepparton's diverse community encouraging participation, offering training and contributing to our community well-being

Sponsorship amount:

\$3,500

Outcomes:

Total participants 780 (from total registrations 853)

Estimated supporters 1794 (based on each participant bringing 2.3 supporters)

Estimated total attendance for the 2018 event - 2,574

The marketing campaign resulted in a positive athlete and spectator experience, meeting and at times exceeding their expectation. The Shepparton Running Festival attracted an increase 24% of entries from 687 in 2017, to 853 in 2018 and the event organisers received overwhelming positive feedback from everyone involved.

The event saw a 25% increase in attendance and a 4% increase from Interstate whilst Greater Shepparton and regional visitation stayed steady compared to 2017. In the past their audience has demonstrated a loyalty to the event for two, three years plus. It is suspected that the new audience will most likely do the same. There were strong visitation figures with 24% of the audience coming from Melbourne and metropolitan areas and 42% originating from other regional areas outside Greater Shepparton.

Results from the survey indicated that 49% of meals that were consumed were in cafes, 30% in restaurants, 29% fast food options and 16% in pubs. 25% said they went retail shopping whilst in Shepparton and 7% visited factory sales outlets.

Shepparton Runners Club introduced a new event registration system that gave them accurate data on their entrants point of origin, their demographic, why they decided to enter, where they sourced the event and more.

Data from registrations:

42% originated from outside the Greater Shepparton region

24% originated from Melbourne and metropolitan areas.

25% increase in overall attendance compared to 2017

4% increase in Interstate registrations compared to 2017

54% of our registrations were female and 47% were male

53% of the athletes had not participated previously in the Shepparton Running Festival. A 40% increase in Marathon entries and 20% increase in Half-Marathon entries. After delivering a comprehensive marketing plan and taking into account the origin of their participants the Shepparton Runners Club believe there has been significant increase in economic benefit.

Participants average length of stay in Shepparton:

52% stayed one night

37% were day trippers and arrived on the morning of the event

11% stayed two nights

Apart from attending the event participants:**Ate out in Shepparton**

- 39% ate out twice

- 28% ate out once

- 17% ate at home or friends place

- 11% ate out four times

- 5% ate out three times

Visited local attractions and activities and these included:

- went shopping

- shopped at factory sales outlets

- visited Aquamoves leisure centre

- visited Shepparton Art Museum

- visited the Mooving Art Cows



U/14 Basketball Championships 2018

1 – 6 October, 2018

Organisation:

Greater Shepparton City Council

Objective:

- To stimulate economic activity for Shepparton and the region. This includes local business sectors such as accommodation, hospitality, dining, entertainment, retail and tourist attractions.
- To promote Shepparton as an attractive regional event destination on a national and world scale
- To showcase our facilities and attractions available to visitors and encourage return visits and extended stays
- To profile Shepparton's sporting 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
- Build strong relationships with key sporting bodies to bring repeat events back to Shepparton and the redeveloped Shepparton Sports Precinct

Sponsorship amount:

\$5,000

Outcomes:

Attendance for the week was 1300 including players, coaches, team managers and spectators, with the stadium a capacity for finals day.

There were 24 teams competing in the event, each featuring 10 players and 5 officials per team. Teams are travelling from NSW (4), Queensland (3), South Australia (3), ACT (1), Tasmania (2), Western Australia (3), Northern Territory (1) Regional Victoria (2), Metropolitan Melbourne (4) and Shepparton (1). The vast majority of these teams were in Greater Shepparton from Friday, September 29 and leaving our region on Sunday, October 7.

A total of 84 per cent stayed in our region for a total of six days or more, arriving on September 29 and departing on October 7. Visitors travelled from all over Australia for the championships, with 95 per cent from out of Greater Shepparton and 74 per cent from interstate.

Pool matches were streamed via the Basketball Australia Facebook page with one of the play off matches viewed by more than 10,000 and the gold medal match attracted nearly 9,500 viewers.

The family of the players competing in the championships visited a number of the tourist attractions in the region.



A-League

12 October 2018

Organisation:

Greater Shepparton City Council

Objectives:

- To stimulate economic activity for Shepparton and the region
- To promote Shepparton as an attractive regional event destination on a national and world scale
- To showcase our new facilities and attractions available to visitors and encourage return visits and extended stays
- To profile Shepparton's new sporting 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
- Build strong relationships with key football (soccer bodies) to bring repeat events back to Shepparton and the redeveloped Shepparton Sports Precinct

Sponsorship amount:

\$10,000

Outcomes:

The total attendance at the event was around 1,800 patrons.

The following is a breakdown of where patrons travelled from to attend the A-League friendly between Melbourne City and Western Sydney Wanderers

- Penrith
- Wodonga
- Craigieburn
- Packham
- Mornington

- Brunswick
- Coolaroo
- Coldstream
- Lilydale
- Cobram
- Whittlesea
- Jerilderie

There were a number of other activation activities that took place that was separate to the patrons who purchased tickets to the game. That included the following:

- Curtain raiser involving a selected squad from Bendigo Amateur Soccer League (15-20 year olds) v Goulburn Valley Suns U16s = 68
- McDonald's half-time games = 65
- SJSA ticket allocation = 100
- CBD activation = Over 100
- School clinics = Over 500
- Coach the Coach = 24
- VIP function = 210
- Volunteers/Mascots = 91
- Competition giveaways = 22

Data was collected during the event via the Riverlinks Box Office who collected post codes. Data was collected on where people came from that purchased tickets on the night at the gate.

This is something that can still be improved for next year. The following categorises the ticket data:

A-League attendance breakdown

- Local - 68%
- Interstate - 5%
- Victoria 27%

The objectives were achieved in the following ways:

- To promote Shepparton on the national stage – achieved via social media platforms
- To stimulate economic activity for Shepparton and the region – Various benefits as outlined in question 7 in the contractors used on the event operations.
- To promote Shepparton as an attractive regional event destination – the event showcased Shepparton in a different light. By having the event at what will fast become the iconic Shepparton Sports City enhanced the attractiveness of Shepparton as a place to play, live and visit.
- To profile the region’s sporting facilities at the newly named Shepparton Sports City – a key part of this event was showcasing the city to a broad audience highlighted by using the iconic main pitch as the event venue alongside the newly opened main pavilion





Greater Shepparton Business Awards

Friday 2 November, 2018

Organisation:

Shepparton Chamber of Commerce

Objectives:

This event encourages businesses to strive for excellence and rewards achievement, this ensures that Greater Shepparton is continuously moving towards an even greater place to “work, live, invest, do business and shop”.

Sponsorship amount:

\$6,000

Outcomes:

A record breaking number of nominations were received for the 2018 White King-Pental 95.3 Triple M Business Awards, with 100 outstanding local businesses and individuals across Greater Shepparton nominated for excellence in their fields. Over 440 people attended the gala business awards evening. The worthy winner this year Shepparton Show Me Best Marketing and Advertising campaign was Bill & Beats.

Their marketing strategy has been to target 25 and under for day time business and 35 to 55 for evening trading. They have successfully utilised the full range of media opportunities and could demonstrate over 5,500 followers on Facebook and 2000 on Instagram. This is a thriving small business and the owners have put a great deal of thought and effort into their marketing and advertising campaigns.

The Gala Dinner supported and promoted many local industries. Centre pieces were purchased from Shepparton Access who use local ingredients in their sauces, jams and relish. Also fresh fruit from Integrity Fruit & Floral display Renato's florist. Local food and wines were used by caterers. John Deeks the compere stayed overnight and attendees moved on to local nightspots and cafes after the presentation concluded. Show bags for guests were organised locally and promoted cleaning goods from local business Pental.



Challenge Shepparton

10 & 11 November 2018

Organisation:

Fairfax Events & Entertainment

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:

\$20,000

Outcomes:

The Challenge Shepparton Festival delivered a brilliant competitor and spectator experience with an excellent pro athlete field including international athletes.

- Total of 940 registered participants.
- Estimated 3,000+ Spectators over the weekend, including on course around Shepparton, and also at the event Village over the 2 days in which the village was open

Participants came from:

Location	Quantity	%
Melbourne	543	57.76
Victoria (Ex. Melb and CoGS)	170	18.08
City of Greater Shepparton	75	7.98
NSW	75	7.98
QLD	20	2.13
SA	17	1.81
ACT	12	1.28
TAS	10	1.06
WA	9	0.96
International	9	0.96
Total	940	100

Participants stayed:

Bed Nights	Quantity*
0	10.68%
1	43.69%
2	31.07%
3	9.71%
4	2.91%
5	0.97%
6	0.97%

Participant spend:

Spend	Quantity*
\$100 or less	19.42%
\$100 to \$250	23.30%
\$250 to \$500	21.36%
\$500 to \$750	18.45%
\$750 to \$1000	9.71%
\$1000 to \$1500	4.85%
\$2000 or more	2.91%

Dining out	Quantity*
0-1 ate at home/friends place	15.69%
1	19.61%
2	25.49%
3	25.49%
4	5.88%
5	2.94%
6 or more	4.90%

Activities	Quantity*
Factory Sales Outlets (e.g SPCA, Market in the Mall)	11.65%
Shepparton Art Museum	2.91%
Farm Produce Outlets	1.94%
Shopping	21.36%
Aquamoves Leisure Centre	8.74%
Local Wineries	3.88%
Moooving Art Cows	7.77%
SPC Ardmona Kidstown	2.91%
Visitor Information Centre	2.91%
Local Galleries	1.94%
Shepparton Motoring Museum	0.97%
Victoria Park Lake	22.33%
Fun City	1.94%
Inflatable World	0.97%
None – I only came for the event	50.49%





Fryers Street Food Festival

17 November 2018

Organisation:

Love Your Local

Objectives:

- Entice visitors from outer regions to visit the Shepparton
- To position Fryers Street as the premier food destination in Shepparton
- Providing extra foot traffic to Fryers Street and surrounding traders
- Showcase the cultural diversity of Shepparton through food

Sponsorship amount:

\$10,000

Outcomes:

The attendance for the Fryers Street Food Festival was 15,400 people.

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

With over 32 food vendors and 11 produce stalls the Fryers Street Food Festival showcased local, regional and state-wide producers of fine wines, beer, cider, cheeses, pantry products and much more.



Sophie Cachia Social Takeover

17 November 2018

Organisation:

The Talent Collective

Objectives:

Sophie Cachia is a social media influencer and author from Melbourne. Sophie has a huge following on Instagram (in excess of 250,000) and appeared at the Lady Boss Event in 2018. The Talent Collective approached Shepparton Show Me with an opportunity to leverage from Sophie’s visit.

- To promote Shepparton as a destination to ship, dine, play and stay.
- To build SSM social media following on Instagram.

Sponsorship amount:

\$8,000

Outcomes:

Sophie posted on her personal Instagram page directing her followers to the Shepparton Show Me Instagram where she essentially ‘took over’ the SSM Instagram page. Sophie along with her family visited a number of locations/businesses unique to Shepparton, filming short videos (stories) to be uploaded to Shepparton Show Me Instagram page.

In summarising the data the social media take-over was a success in building a greater audience for the Shepparton Show Me Instagram page, gaining an additional 1,000+ followers in one day. The audience has not dropped off since the take-over and continually grows at present.

The take-over was also successful in promoting Shepparton as the regional city to shop, dine, play and stay to SSM’s target market, with over 9,500 Instagram users reached – mostly women aged 25-34.

Insights:

12,672 people viewed the Shepparton Show Me Instagram profile

838 clicks through to the SSM website

735 competition entries

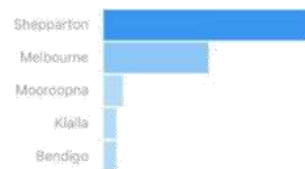
9,588 accounts reached on Instagram (number of unique accounts that have seen any of your posts)

179,467 impressions (total number of times SSM’s posts have been seen)

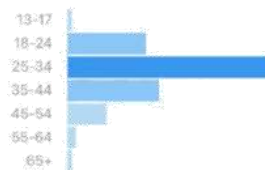
Almost **1,000** new followers

An average of **4,000** people viewed the Instagram stories posted during the takeover

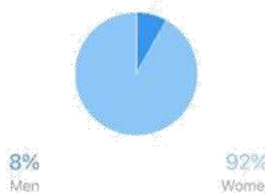
Top locations ⓘ Cities: Countries



Age range ⓘ All: Men Women



Gender ⓘ



Lady Boss Event

18 November 2018

Organisation:

Lady Boss Events

Objectives:

- Showcase small business and local creativity
- To provide quality events to country areas

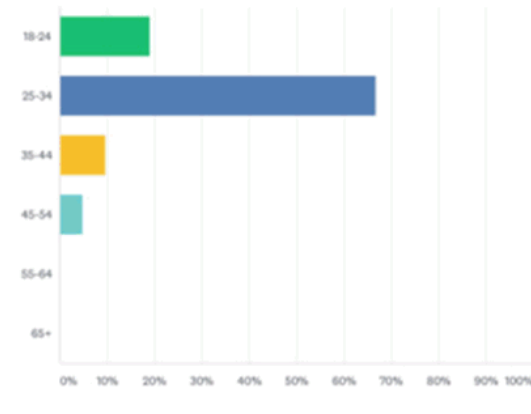
Sponsorship amount:

\$8,500

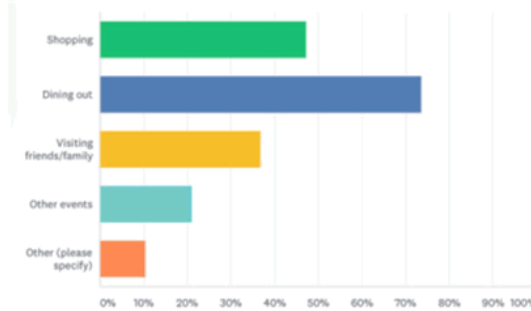
Outcomes:

Total tickets purchased for the Lady boss Event – 420.

65% of event attendees are between 25 – 34 years of age



Activities undertaken while in Shepparton

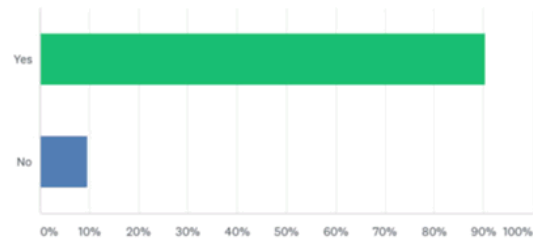


There was a strong correlation between attendees spending time at the Fryers Street Food

Festival and attending Lady Boss Events, which encouraged overnight stay from attendees travelling to Shepparton.

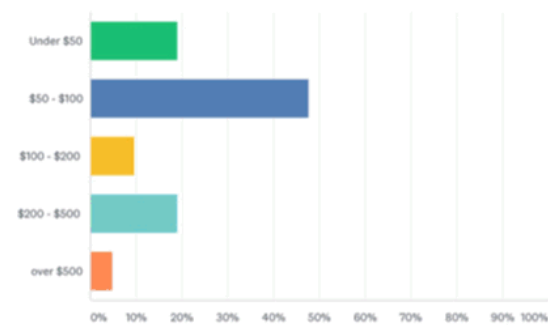
The 'other' category included KidsTown, Belstack Strawberry Farm, visiting Murchison and Dookie, visit SAM and Aquamoves.

Do attendees plan to shop in Shepparton?



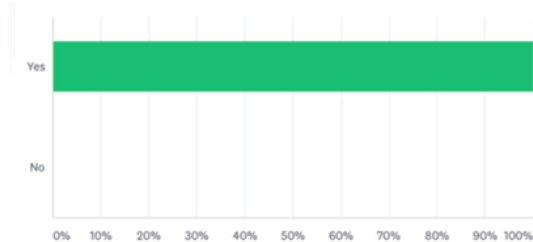
90% of those attending Lady Boss Events indicated they would shop in Shepparton while in town for the event.

Attendee Spend



The ladies who attended Lady Boss Events brought in an estimated \$86,950 in economic spend locally.

Would attendees visit Shepparton again?



A positive trend was that 100% of visitors who came for the event indicated they would visit Shepparton again.

Where did event attendees come from?



67% of attendees came from outside the Greater Shepparton municipality to attend the event.





Tennis Seniors

January 7 – 18, 2019

Organisation:

Greater Shepparton City Council

Objectives:

- To stimulate economic activity for Shepparton and the region. This includes local business sectors such as accommodation, hospitality, dining, entertainment, retail and tourist attractions.
- To promote Shepparton as an attractive regional event destination on a national and world scale
- To showcase our facilities and attractions available to visitors and encourage return visits and extended stays
- To profile Shepparton's sporting 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
- Build strong relationships with key sporting bodies to bring repeat events back to Shepparton and the redeveloped Shepparton Sports Precinct

Sponsorship amount:

\$6,000

Outcomes:

86 teams of six totalling over 500 competitors in the first week and by allowing at least one companion for each competitor it is estimated that approximately 1000 people were in Shepparton and Mooroopna during the first week. In addition, 300 plus players registered for the individual championships in the second week at Shepparton and Mooroopna, at least 35 per cent of competitors who took part in the first week.

Some 20 courts were temporarily built at Mooroopna while 22 existing courts were used in Shepparton.

In summarising the data, in terms of visitation to the area over 90% of attendees were from NSW and WA, a small percentage were from regional Victoria. 88% of the respondents indicated they stayed for 6+ nights. The visitors were asked what attraction they visited whilst in Shepparton - 62% indicated they went shopping. Other main attractions included the Victoria Park Lake, Mooving art and the SPC Factory Sales.

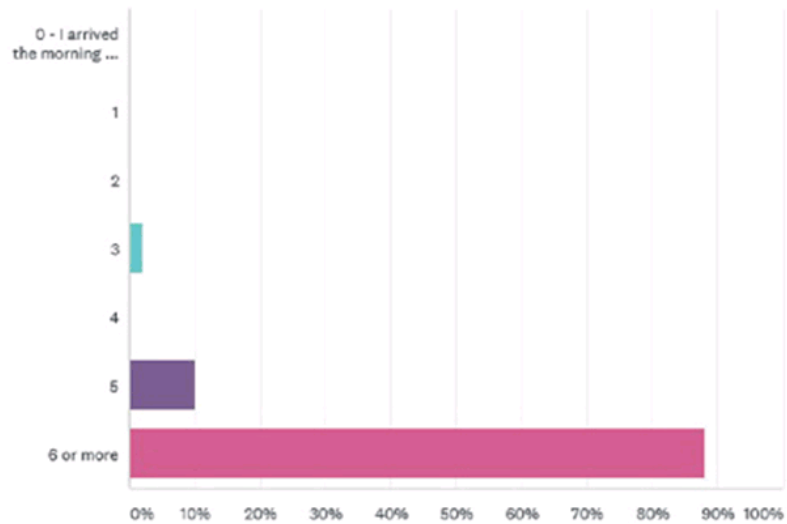
Where do you live

Answered: 41 Skipped: 9



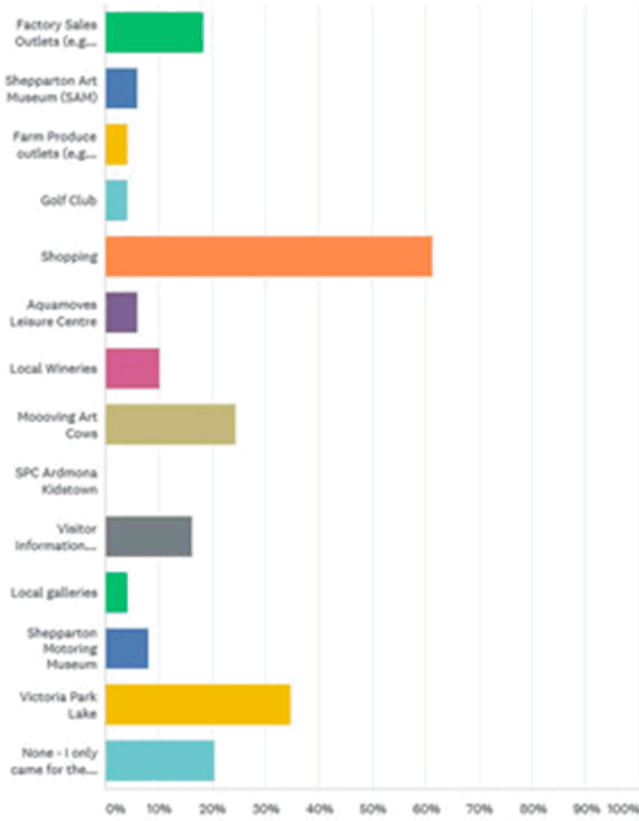
Length of stay (nights)

Answered: 50 Skipped: 0



During your stay did you visit any of the following local attractions whilst visiting Greater Shepparton:

Answered: 49 Skipped: 1





Mechanika

16 February – 17 March 2019

Organisation:

Shepparton Motor Museum

Objectives:

- To increase the knowledge and awareness of Shepparton as the key automotive industry hub in Australia.
- To showcase the internationally renowned restoration skills located in Shepparton.
- To increase the number of special interest visitors to Shepparton.
- To generate repeat business for the automotive sector of Shepparton.

Sponsorship amount:

\$10,000

Outcomes:

Shepparton Auto Mechanika brought together the achievements of the automotive industry in the greater Shepparton area. Shepparton is well known as a hub of automotive interest and excellence.

Auto Mechanika showcased the extensive retail, repair and custom modification businesses of the Shepparton area, highlighting the automotive industry in the region with around 30 local businesses involved. The month long exhibition opened on the weekend of the Shepparton Motor Museum's 7th Birthday Motor Show.

The survey data established that 31% of visitors stayed in Shepparton for more than one night and with 2% staying in Shepparton for over 7 nights.

It was discovered that 32% of attendees heard about Mechanika via word of mouth and 20% from television/radio with online the next highest at 13%.

While attending Mechanika visitors were also going to be shopping, dining, visiting SAM and visiting relatives.

The event page for the Motor Show birthday had a reach of over 54K. Mechanika event page had over 10K reach with 31% of people male from Melbourne. The Mechanika Facebook and Instagram posts had a reach of 49,339. The reach of the Shepparton News extends to Shepparton, Echuca, Benalla, Tatura and Kyabram areas. The Adviser provided us with a reach of 70,000 readers per week. The exposure achieved with Southern Cross Austereo had expected views of 669,100.

Shepparton Show Me support was applied through the use of the Show Me Truck for the Motor Show day as the stage for the MC, entertainment and trophy presentation.

SSM support was also given through our display in the Maude Street Mall on the Saturday morning of the 16th of February, with two cars on display and people talking to the public about Mechanika.



An Evening with Sir Bob Geldof

18 March 2019

Organisation:

Greater Shepparton City Council with support from GV BRaIN

Objectives:

- To provide residents in regional Victoria to have the unique (once in a life time) opportunity to hear from an internationally renowned speaker.
- To continue to position Shepparton as a major regional city.
- To leverage from and continue to reinforce the Great Things Happen Here message.

Sponsorship amount:

\$9,300

Outcomes:

The region experienced a once in a life time opportunity being able to hear from iconic political activist and musician Sir Bob Geldof right here in Greater Shepparton.

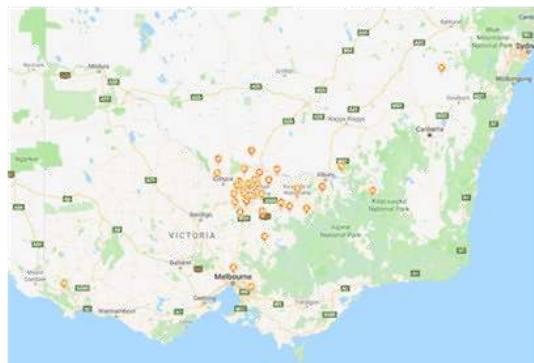
The event hosted by Greater Shepparton City Council in partnership with GV BRaIN and sponsored by Shepparton Show Me, saw close to 700 guests fill Eastbank as Sir Bob discussed his journey leading up to Live Aid and beyond.

The opportunity to host Sir Bob is one of the many legacies of the Shepp Square (Federation Square) event held in April 2018.

The sold out captivated crowd were taken on a journey of Sir Bob's life reminiscing about his childhood, travels and early stage days before sharing antidotes of meeting the pope and starting the benefit concert, Live Aid, which raised billions of dollars towards "making poverty history".

Sir Bob challenged the audience not to accept the reasons why something can't happen by always asking "why not?"

Most attendees were from local and surrounding areas although some travelled as far as Cowra, Corryong, Albury, Wangaratta, Melbourne and Heywood.





Shepparton Italian Festa

6 April 2019

Organisation:

Shepparton Italian Social Club

Objectives:

- To position the Shepparton Italian Festa as an iconic Italian event of state significance and in the future potentially nationally
- To encourage members of the Shepparton Italian community to showcase our heritage and develop stronger connections with the broader community
- Showcase diversity of Italian food and culture within Shepparton
- Stimulate economic activity in the food retail sector
- Attract people to Shepparton
- Encourage return visits and increase visitation
- Stimulate activity and create greater economic awareness of Italian related businesses that operate within Shepparton

Sponsorship amount:

\$7,500

Outcomes:

It was estimated around 7000 people that attended the 2019 Italian Festa.

The event helped achieve some of the following benefits:

- The event helped promote the Italian culture in the region to a broad section of the community (Italian and non-Italian backgrounds)
- Opportunity for Italian based local business and community groups to be involved in a family like festival.
- Helped grow visitation to Shepparton and profile the city as a great events area with a growing food and music reputation.

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.

This outlined 391 completed forms. The results of this included:

- Melbourne area (104) – 26%
- Regional Victoria (41) – 10%
- NSW (4) – 2%
- Other (11) – 3%
- Greater Shepparton (231) – 59%



This included breakdown of Greater Shepparton:

- Shepparton – 153
- Lemnos/Shepp East/ Kialla – 48
- Mooroopna – 18
- Tatura – 5
- Other – 7

From these completed forms (281 completed results) it outlined how people found out about the event with key results including:

- Friends/Family – 114
- Facebook – 64
- Advertising – 55
- Newspaper – 15
- Radio – 8
- Online – 7
- TV – 7
- Signage – 7
- Past event – 4
- Media – 4
- Il Globo – 3
- Travel agent – 2

Post event Council assisted after the event with a survey monkey. This saw 44 survey's filled in. Key themes in feedback including more seating, better layout outside, cheaper activities for kids, more food stalls, better access for people with wheelchairs, seats outside, more music acts to cater for older people, more Italian activities and more pasta!





BMX Nationals

20 - 25 May, 2019

Organisation:

Greater Shepparton City Council

Objectives:

- To stimulate economic activity for Shepparton and the region
- To promote Shepparton as an attractive regional event destination
- To showcase the broad range of family friendly activities and attractions available to visitors
- To profile Shepparton’s world class BMX facility
- To enhance the capacity of local clubs, associations and the business community to host such a large scale national event.
- Encouraging health and well-being for our youth and families; aligning the event with BMX Victoria’s “Victorian More Active” project
- To provide local young people the opportunity to get involved in one of the fastest growing Olympic sports
- To promote the redeveloped Shepparton Sports City

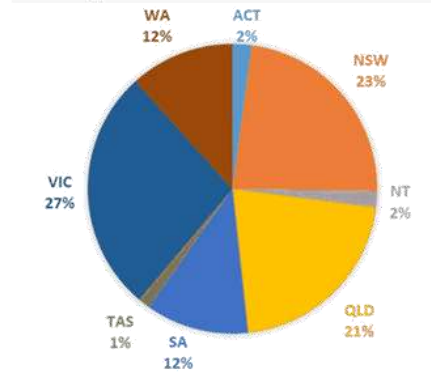
Sponsorship amount:

\$25,000

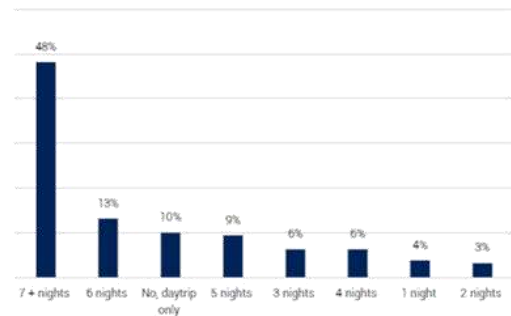
Outcomes:

The event had 1547 entries for the different categories, totalling over 1164 actual competitors that participated in the event at Shepparton. Our participants came from ACT (25), NSW (269), Northern Territory (21), Queensland (247), South Australia (134), Tasmania (16), Victoria (316) and Western Australia (136). A total of 73% were interstate visitors and 63% of the riders who attended the championships were aged between 8-17, indicating a large percentage of them travelled as a family.

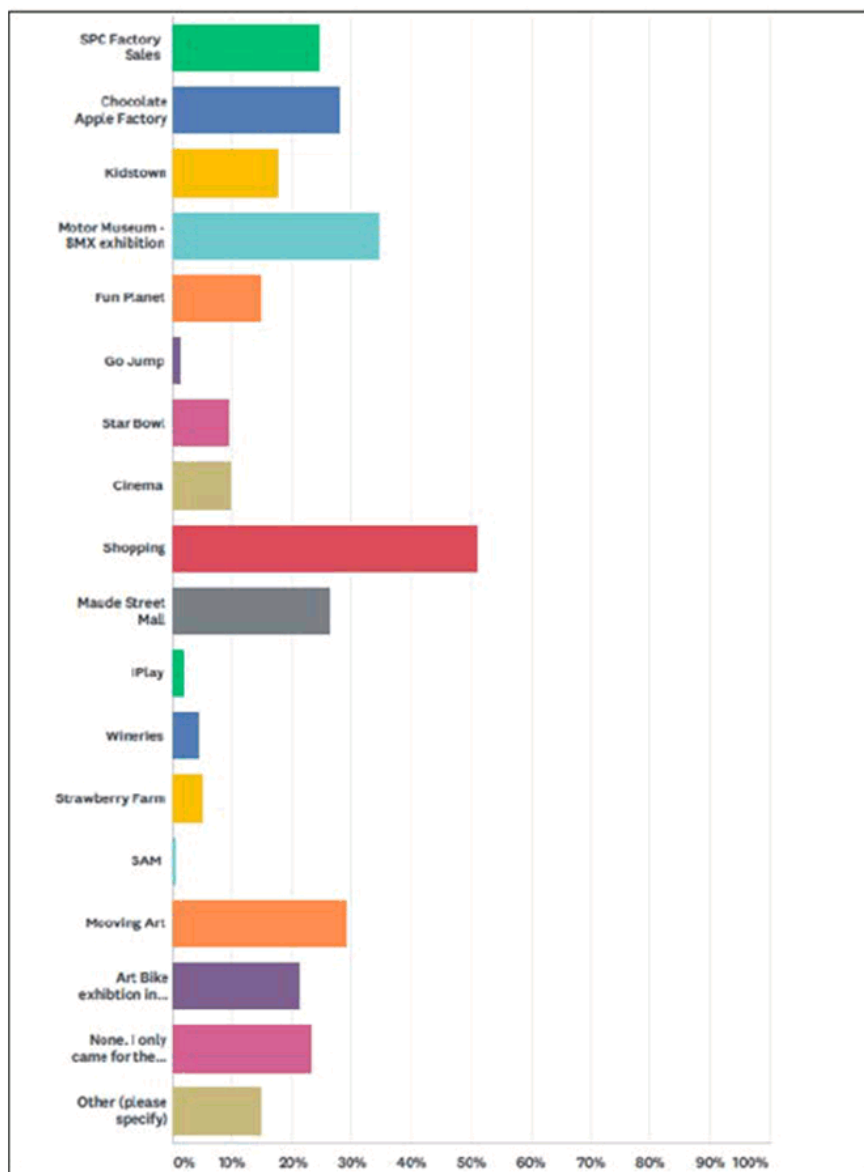
Riders by state:



A total of 90% of attendees stay at least one night while 61 % stayed at least six or more nights.



A total of 77 per cent of the visitors indicated they visited a local tourist attraction or took part in local entertainment such as shopping, cinema and ten pin bowling. The most popular activities were shopping at 51 per cent, while the Motor Museum which featured a BMX exhibition was the most popular tourist attraction with 35 per cent of respondents visiting.



On average each attendee spent \$988 during the trip. The most significant expenses were accommodation at 31%, travel/transport at 17% and shopping at 16%.

- \$1.24 million on accommodation in Shepparton.
- \$666,772 on shopping in Shepparton.
- \$384,813 at Takeaway restaurants in Shepparton.
- \$388,950 on Dining out in Shepparton.
- \$328,293 on groceries in Shepparton.
- \$260,998 at Tourist attractions in Greater Shepparton.

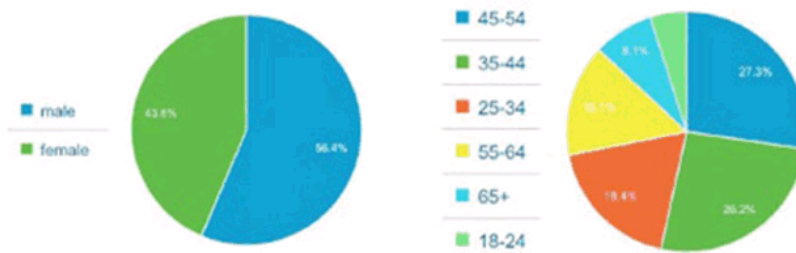
Total: **\$3,945,068.**

BMX Australia spent approximately \$370,000 to deliver the event. A significant amount of this money was spent in Greater Shepparton. BMX Australia utilised the services of up to 40 businesses in Shepparton, generating notable benefits to traders in the area.

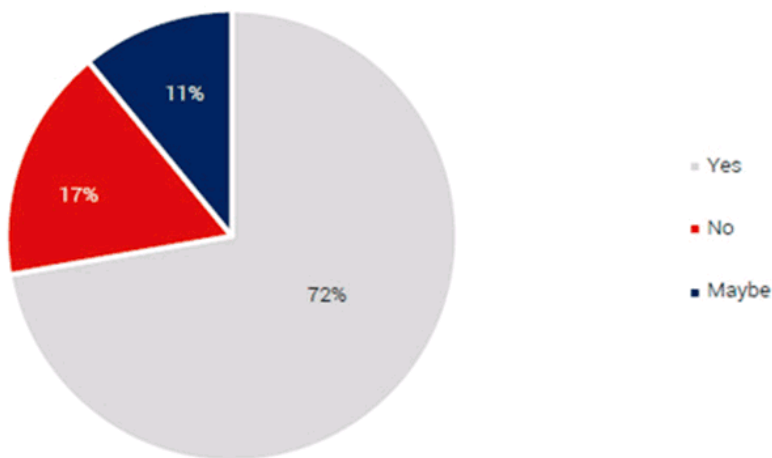
Total estimated economic impact: \$6.4 Million.

The live streaming of the National Championships generated a total viewership of 125,464 with average session duration of 00:05:17. Saturday was the peak day with 29,915 views closely followed by Friday with 29,816.

A total of 41 countries were reached and there was an even spread across male and female viewers. Age demographic was split predominately across the 25-34, 35-44 and 45-54 age brackets.



Of the visitors surveyed 72 per cent indicated that would attend the World Cup event in late January/early February 2020.





Greater Shepparton Basketball Association events

Organisation:

Greater Shepparton Basketball Association

Objectives:

Sponsorship amount:

\$15,000 per year

- 2 year partnership 2017/2018

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.

The Shepparton Show Me 43rd annual Junior Tournament were held 7-9 December in 2018 attracting over 1000 Competitors and 3500 visitors for 2 nights injecting an estimated \$1.2 Mil in the local economy.

Basketball Victoria Country Under 16 and 18 Championships were held on the 17 & 18 February 2018. Over 800 competitors participated with over 2,000 visitors 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 10- 12 March, 2018. Over 1,000 competitors participated in the tournament, along with more than 2,000 visitors coming from all around Victoria. This event generated \$800,000 to \$1M economic benefit to the local economy.

There were also numerous camps and events/games throughout the year.

The range of events each year brings people from outside of our community to the region where they eat, stay and shop while in town!

GSBA act as ambassadors of Greater Shepparton and provide recommendations across the area!

National Indigenous Radio Service

Organisation:

National Indigenous Radio Service - AFL Football Broadcast

Objectives:

To promote Greater Shepparton as the city to visit, to live, do business, to eat and shop.

Sponsorship amount:

\$2,000

Outcomes:

Greater Shepparton was promoted in six live half time crosses with Shepparton local and football commentator Peter Cardamone. Each cross consisted of large scale events coming to Greater Shepparton such as the BMX National Championships, BMX Super Cross World Cup, Land of Plenty, Winter Fun Zone as well as festivals such as the Shepparton Italian Festa, Albanian Harvest Festival and Goulburn Vibes.

There were conversations about our local coffee roasters, cafes, bakeries, restaurants, pubs, wineries, breweries and cideries. Promoting the range of fresh fruit and vegetables featured a number of times including Greater Shepparton's presence at Hort Fest in Melbourne, the delegation to Hong Kong for the Asia Fruit Logistica, locally developed and grown Modi apple and new varieties of fruit been grown here. Soil, sun, water and affordability of land for market gardens were highlighted.

The liveability of our region – housing prices, climate, accessibility, education, sporting facilities, professional services were a common theme.

The Indigenous Round gave the perfect platform to highlight not only our local indigenous sporting heroes but musicians, politicians and artists.

Communications

Shepparton Show Me 2018 - 2019 Annual Report

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 2018/2019 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 2018/2019 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 2018 - 2019 Annual Report

Financial Report

SSM Financials July 2018 - June 2019

Unaudited version as at 30 June 2019

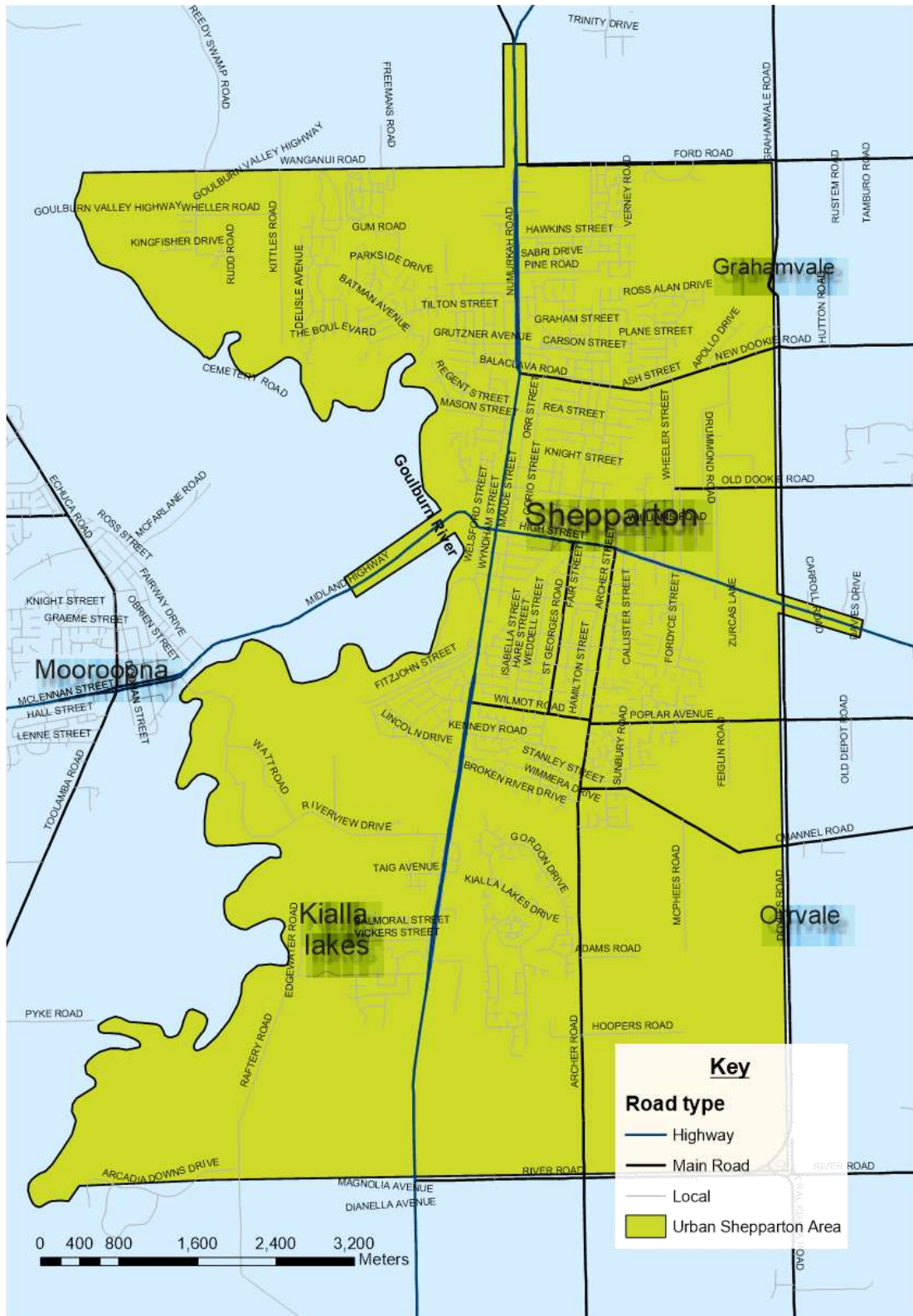
Income	
SSM Budget Bid 2018/19	\$620,000.00
2017/18 residual budget	\$218,462.96
Total Income	\$838,462.96

Expenses	
Marketing	\$375,304.91
Events	\$77,913.99
Sponsorship	\$139,572.31
Operational	\$206,809.50
SSM member communication	\$12,001.64
Total Expenses	\$811,602.35
Total 2019 Budget Surplus	\$26,860.61



Shepparton Show Me Boundary

Shepparton Show Me 2018 - 2019 Annual Report
Marketing and Communications - Contribution Area Map







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