



# Gulpa Gaka Yorta Yorta Woka

(Welcome to Yorta Yorta Country)

This is a bold, independent and bountiful place. A place with proud traditions of striving, morphing, producing and thriving. A place where the established and emerging come together to create a kaleidoscope of experiences.

An unsung hero of feeding and flavouring the nation, and a home for people from all around the world.

The current and ancestral home to the Yorta Yorta peoples, who have built their lives, their communities and their history here, connected to Country, for thousands of years. A regional community that is more than meets the eye. Where over 50 languages are spoken, and where connecting, transforming and celebrating is simply our way of life.

A united place made flavourful through a collection of unique towns and cities, each shining with its own history of cross-cultural growth and local character. Each showing us the brighter, deeper shades and tones of life.

Never boring, sometimes controversial, always vibrantly surprising.

**This is Shepparton & Goulburn Valley,  
regional Victoria's abundant, dynamic cultural capital.**

Come see for yourself.

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# 01 | WHO WE ARE



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## OUR BRAND ESSENCE

Our brand essence is the most singularly essential, motivating and distinctive promise to all our audiences. It articulates the heart and soul of who we are and what we're about, and is supported by the themes that drive our community and experiences - abundance, cultural diversity, layers of stories, embracing complexity, eclectic and evolving tapestry of history and immigration, new perspectives and possibility.

We use it as the concept to inspire our brand foundations, and as the underlying thought that drives the development of our authentic, distinctive and compelling products, experiences and messages.



# KALEIDOSCOPIIC CONNECTIONS



## OUR BRAND VALUES

Our values are the expression of what we stand for as a destination, guiding how we operate as a brand and what matters to us as a community in connection with our visitors.



Recognising, cultivating and celebrating the unique way our community continues to evolve and grow through connection to the stories and history of our First Nations and multicultural communities; committed to cohesive cultural diversity, and using this to inspire, entertain and educate.

## SHARING THE MAGIC OF DIVERSITY

## CREATING CONNECTIONS

Supporting our people to connect better with one another, and with our visitors, to amplify our stories, foster deeper relationships, and encourage new perspectives.

Applying our region's hardworking, entrepreneurial and abundant spirit to how we collaboratively and committedly evolve and innovate our visitor experience.

## BEING WHOLEHEARTED

## OUR SIGNATURE PILLARS

Our signature pillars are the three, core promises we make to all our audiences about what is most distinctive, authentic and compelling about us in terms of offer and experiences. All our stories, content and messaging should sit within one, two or all three of these pillars. They should prioritise where we invest our time, money and resources now, and into the future.

# The Most Culturally Diverse & Inspiring Region



This is our history and evolving present day, bringing us diverse cultural offerings from our First Nations communities, our galleries, museums, culturally and historically significant landmarks to cafes and restaurants, music, food festivals, educational programs and centres, cultural tours, and community events. Brought to life by nourishing natural surrounds, we are a place where people come to thrive and share their experiences, knowledge, and traditions.

# A Region of Unique, Connected Townships



Our towns reveal nuance in our larger regional story, connected by the Goulburn river and its stories of living on the land and immigration. From war history, protected reserves, trucking, agriculture industry, immigration, and Indigenous significance – each town tells a different part of the story about how our landscape has nourished communities throughout time, and still does today.

# Fun & Festivity All Year Round



Our beautiful, accessible natural environment has always brought people together to connect and share their gifts and resources, all year round. Experience it in our events calendar, offering an exciting and stimulating range of different activities and experiences that brings people from all over together to share sport, food, music, and art. We're a place that loves to celebrate and bring colour into the everyday in a refreshing natural setting.



## OUR BRAND ATTRIBUTES & BENEFITS

### ATTRIBUTES

What people encounter

These are the tangible attributes and experiences our brand offers our visitors.

We take our list of signature and supporting features and refine them into core brand and product attributes:

- Evolving cultural offers and events
- First Nations communities, culture and stories
- Multicultural community life
- Local produce and food artisans
- Flourishing, accessible, seasonal environment
- Connection of historically and culturally significant townships



### EXPERIENTIAL BENEFITS

What people experience

This is the experiential benefit felt as a result of our attributes, something we can confidently and consistently promise to our visitors.

**Be surprised, delighted and enriched by a kaleidoscopic destination of community, culture and character, connecting you to a richer, more colourful story and experience of regional Victoria.**



### EMOTIONAL BENEFITS

What people feel

These are the distinctive and motivating emotional benefits that are felt as a result of our attributes and their experiential benefits.

When all the elements of our brand come together, and are expressed in the most compelling, captivating and audience-centric way, the effect will be:

**Intrigued, enriched and connected**



**OUR BRAND ATTRIBUTES & BENEFITS**

**EMOTIONAL BENEFITS EXPANDED**



**INTRIGUED**

By the spectrum of human stories, spirit and colour. The evolving nature of our people and place. The histories, landmarks, and present day cohesion revealing perspectives we only encounter through enquiry and exploration.



**ENRICHED**

An invigorated understanding of people, community, heritage and nature expands our sense of self. We leave with a richer knowledge of Victoria, eyes opened and inspired to share it with others.



**CONNECTED**

Social connection on a micro and macro scale. Empathy from feeling connected to a larger story of First Nations country, diverse cultures, migration, surviving, adapting, making the most of and celebrating life. A sense of being in this kaleidoscope of life together.



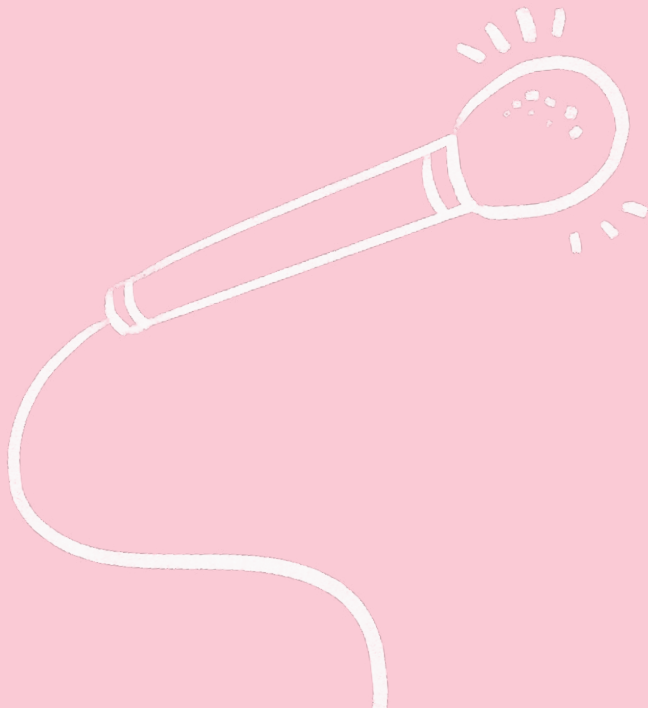
## OUR BRAND PERSONALITY

Our brand personality articulates how we express our story and interact with our audiences.

It guides how we embody our essence and express our story in all our interactions and communications, so that we provide a consistently distinctive and compelling experience through our brand.



**ENTREPRENEURIAL**  
**REFRESHING**  
**SPIRITED**  
**SOCIABLE**



**OUR BRAND PERSONALITY**

**PERSONALITY DIALS**

Our personality traits can be treated like dials, turned up or down depending on the activity, channel and message.

# ENTREPRENEURIAL

Is: Open, dynamic and progressive  
 Isn't: Opportunistic, risky

# REFRESHING

Is: Natural, enriching and unconventional  
 Isn't: Frenetic, zen-like, too 'green'

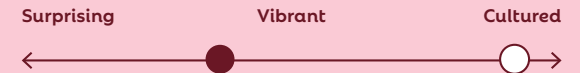
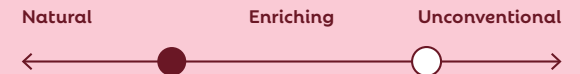
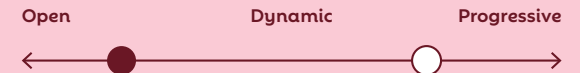
# SPIRITED

Is: Surprising, vibrant and cultured  
 Isn't: Childish or provocative

# SOCIABLE

Is: Communal, friendly and celebratory  
 Isn't: Populist, superficial or pretentious

WE CAN USE OUR DIALS TO PLOT DIFFERENT LEVELS AND TYPES OF COMMUNICATION EXPRESSION, FOR EXAMPLE:



● Easy Breakers School Holidays Campaign      ○ Launch of new flagship SAM exhibition

**OUR BRAND-ON-A-PAGE**

Here are our brand foundations on one page, acting as both an inspiration and a checklist for all our Shepparton & Goulburn Valley activities.

**OUR BRAND ESSENCE****OUR BRAND VALUES****OUR BRAND ATTRIBUTES****OUR BRAND BENEFITS****OUR BRAND PERSONALITY****OUR SIGNATURE PILLARS****SUPPORTING ATTRIBUTES****OUR EMOTIONAL BENEFITS****KALEIDOSCOPIIC CONNECTIONS****Sharing the magic of diversity • Creating connections • Being wholehearted**

First Nations communities, culture and stories - Evolving cultural offers and events - Multicultural community life - Local produce and food artisans - Flourishing, accessible, seasonal environment - Connection of historically and culturally significant townships.

Be surprised, delighted and enriched by a kaleidoscopic destination of community, culture and character, connecting you to a richer, more colourful story and experience of regional Victoria.

**Entrepreneurial • Refreshing • Spirited • Sociable****PILLAR 1****THE MOST CULTURALLY DIVERSE & INSPIRING REGION**

This is our history and evolving present day, bringing us diverse cultural offerings from galleries, museums, culturally and historically significant landmarks to cafes and restaurants, music, food festivals, educational programs and centres, cultural tours, and community events. Brought to life by nourishing natural surrounds, we are a place where people come to thrive and share their experiences, knowledge, and traditions.

**PILLAR 2****A REGION OF UNIQUE, CONNECTED TOWNSHIPS**

Our towns reveal nuance in our larger regional story, connected by the Goulburn river and its stories of living on the land and immigration. From war history, protected reserves, trucking, agriculture industry, immigration, and Indigenous significance – each town tells a different part of the story about how our landscape has nourished communities throughout time, and still does today.

**PILLAR 3****FUN & FESTIVITY ALL YEAR ROUND**

Our beautiful, accessible natural environment has always brought people together to connect and share their gifts and resources, all year round. Experience it in our events calendar, offering an exciting and stimulating range of different activities and experiences that brings people from all over together to share sport, food, music, and art. We're a place that loves to celebrate and bring colour into the everyday in a refreshing natural setting.

The river, heart of our beautiful, natural landscape - Great seasonal weather all year round - Accessible outdoor activity for all - Fun activities for all budgets and groups - A well-serviced city centre with connection to other great places in our region - A relaxed and welcoming atmosphere - Growing food and beverage offer

We make people feel intrigued, enriched and connected.



## OUR AUDIENCES

We have six attitudinal and behavioural audience profiles that help guide our messaging and campaign development, and selecting channels for our communications.

These profiles are built specifically around what different groups of people want and need from us as a visitor destination, and how we can deliver to those wants and needs.

We have four visitor profiles, and two community/internal profiles outlined on the following pages, with key messaging aligned to our signature pillars for each.



### OUR VISITOR AUDIENCES & MESSAGING

We have four visitor audience profiles, based on what kinds of experiences we have to offer different kinds of visitors.

The following pages outline these visitor profiles and the key messages most relevant for them, aligned to our signature pillars.



# EASY BREAKERS

# FUN-TIME FOLLOWERS



# CULTURAL APPRECIATORS

# BUSINESS VISITORS





## OUR VISITOR AUDIENCES & MESSAGING

### THEY ARE

- Urban individuals, couples, families with children (infant to teens) or small groups of friends looking for an affordable and accessible weekend away together
- Coming to visit family or friends, and looking for extra things to do while in the area
- Relaxed with schedules but also want to make the most of their trip as time away is special (due to financial or time limits)
- Needing to accommodate a range of interests in their group

### THEY WANT

- A varied pace without ever feeling rushed; they like to be mentally and physically stimulated but also appreciate a good amount of down time
- To rely on "sure bets" (especially for the kids) as well as surprising and evolving cultural offerings
- Convenient quality; from cafes and accommodation to getting around and sourcing information, it's easy for them to organise and receive what they need for the foundations of a memorable trip with loved ones
- Varied options for delicious, family-friendly food
- To show their families more of Victoria, learning something new
- An achievable overnight, weekend or short break
- Support in planning their break - easy access to booking and itinerary functions

### WE WANT THEM TO

- Be stimulated by, and enthusiastic about, our city, cultural and natural offerings
- Explore our city, towns and communities with an open mind
- Understand our bigger story and enjoy our overall story and atmosphere
- Engage in cultural educational activities, including learning about and valuing our First Nations heritage and connection today
- Share our destination stories with their friends and family
- Stay overnight and return more often, seeing us as more than a pit-stop or just the place where their family lives

### HOW TO REACH THEM

- Industry partnerships
- Sponsored media content
- Social media targeted posts
- Visitor centre and visitor guide
- Curated itineraries shared online
- Google ad words and SEO leading to our optimised, easy-to-navigate and practical website
- PR/Media stories

## EASY BREAKERS PROFILE



**OUR VISITOR AUDIENCES & MESSAGING**

**EASY BREAKERS KEY MESSAGES**

**THE MOST CULTURALLY DIVERSE & INSPIRING REGION**



- Welcome to regional Victoria's cultural and colourful heart. We're dynamic, bold and full of spirit – with a place for all people and all cultures to make memories and great experiences together.
- Make the most of regional life, with extra flavour and colour. Immerse yourself in our rich and significant First Nations history and stories, our diverse community connections and traditions, and unwind in country Victoria's river landscape balanced with city comforts and unique cultural experiences
- We're constantly evolving and growing through our established and emerging cultures, communities and experiences. Discover what's new and changing on our streets, in our galleries and museums, through our farm-fresh produce and in our abundant park and river lands – as well as returning to your favourite places to eat, unwind, and re-connect with family and friends.
- We're proud to be a thriving home for the Yorta Yorta peoples, as well as people from all over the world, throughout our storied history. Keep an ear out for a friendly "hello" in over 50 different languages. New and seasonal communities are bringing their unique takes on farm and regional life, transforming what regional Victoria has to offer us all.

**A REGION OF UNIQUE CONNECTED TOWNSHIPS**



- We are a region of townships, connected by the Goulburn river and its ancient landscapes, that tell our stories of life, immigration and innovation. Visit our towns to discover all the fascinating and different stories of how people have adapted and thrived here.
- We're a place shaped by our First Nations peoples, as well as new and emerging cultures that have made this region their home. With every era of transformation, our towns have more stories and layers – you can see it in the Tatura Irrigation and Wartime Camps Museum, Mooroopna's Aboriginal History Walk or Murchison's Italian Ossario. Visit us to learn about Victoria's multicultural heritage, and how we have become the region that we are today. (Swap towns out to suit messaging needs)
- We're the region that feeds and flavours all of Australia, thanks to the nourishing river, productive soils and diverse nature. Visit our orchards, wetlands and reserves to discover our thriving environment.

**FUN & FESTIVITY ALL YEAR ROUND**



- It's easy to find both relaxation and fun here or make your own with friends and family. From our food festivals, educational programs, recreational and sporting facilities, cultural tours, playgrounds, and many events to choose from, all to the backdrop of the Goulburn river and bushland.
- Our events calendar is as multifaceted and colourful as we are, and there's always something new for the whole family or group to experience, or something brilliantly familiar to come back and enjoy again and again. Join in on one of our many cultural community festivals and events to sample new flavours, learn about different customs, and discover more about this special part of Victoria.
- We're never short of a reason to meet up, share and celebrate. After all, this has been a place of gathering for thousands of years for the traditional custodians. Whether your love is for sports, music, art, food and wine, kids entertainment, multicultural festivities, or all of the above, you can always stay in your favourite places, eat at your special spots, and meet new people who'll become familiar faces.



## OUR VISITOR AUDIENCES & MESSAGING

### THEY ARE

- Regional and urban visitors travelling with friends for an event or experience
- Ready to spend money but need to know there's "enough to do" to warrant a stay beyond their specific event or experience
- Looking for memorable and stimulating experiences
- Socially-minded people who like to soak up colourful atmospheres, spectacular scenery and delicious food and drinks

### THEY WANT

- A range of "insta-worthy" and accessible activities for everyone in the group that stimulate a spectrum of emotions, from fun and inspiring to relaxing and energised - reasons to stay beyond their specific event/experience
- Something new to try each visit, but combined with the reassurance that their favourites are still on offer
- To interact and celebrate with people from all over the country and the world, in a beautiful natural backdrop
- Affordable and enjoyable dining and accommodation options, from self-serve to special treats
- Communications that make their planning process easy and exciting

### WE WANT THEM TO

- Indulge their new-found sense of curiosity about us, to stay longer and spend more
- Explore the region beyond a single attraction
- Engage with our people, the land and the history, and take pleasure in learning from, and sharing with, our communities
- Be surprised by, and share, their 'insta-worthy' moments
- Actively follow and get involved in our events calendar and share it with friends
- Follow us on social media

### HOW TO REACH THEM

- Social media (primarily Facebook and Instagram), including paid/targeted posts
- Event-based digital campaigns
- Visitor centre/visitor guide
- Industry partnerships and co-run campaigns
- Where budget permits - outdoor and radio for events
- Optimised website

## FUN-TIME FOLLOWERS PROFILE





## OUR VISITOR AUDIENCES & MESSAGING

# FUN-TIME FOLLOWERS KEY MESSAGES

### THE MOST CULTURALLY DIVERSE & INSPIRING REGION



- Welcome to regional Victoria's cultural and colourful heart. Here you'll meet a new crowd of people from all over the world, mingling, sharing and inviting each other into their unique customs, flavours, and stories.
- We're a regional experience with far more than meets the eye. This is where you'll find authentic and down-to-earth regional experiences within a refreshing kaleidoscope of cultures, sounds, scents, colours, and characters in a way you won't find anywhere else in Victoria.
- We are home to some of Victoria's most significant First Nations Community, the Yorta Yorta people, whose elders and community have thousands of years of stories to share.
- We're not a place that can be boxed in. Our dynamic spectrum of things to do and experience – from stimulating outdoor recreation and sports, remarkable arts and culture to joining in on a local event or feasting on delicious world cuisines and local produce - are as diverse and lively as our many cultural communities.

### A REGION OF UNIQUE CONNECTED TOWNSHIPS



- Welcome to our country townships and regional city centre. We're a place surrounded by refreshing and thriving nature, steeped in fascinating histories and buoyed by our towns' bold spirits and their unique experiences of being part of Victoria's most culturally diverse region.
- Each of our towns has a unique take on what it means to be part of our dynamic and colourful place. Explore our whole region to discover an ever-evolving spectrum of fun and memorable experiences – from our festivals, events, museums, galleries to cafes, hikes, and heritage sites – that will open your eyes and mind, make your heart sing and get your body moving. (Can mention specific town attractions here to suit specific message).
- As Victoria's most culturally diverse region, what there is to see and do here is as varied and unique as our people. You'll find iconic landmarks across our towns, from the Aboriginal Street Art Project, Art Silos, Mooving Art, Tatura's Water Tower Art, to stimulating recreational facilities, playgrounds, and adventure and wildlife parks – plus so much more – that expand what's possible in a weekend. (Can change our examples to suit campaign, message, i.e include wineries, food, etc.)

### FUN & FESTIVITY ALL YEAR ROUND



- People come from all over the state, country and world, to meet and share the best in produce, culture, sport, art, music, and more. Come together with good friends, and make new ones, when you pick an adventure from our events calendar.
- Capture more colour in your every day. Our evolving and dynamic events take place across our region and throughout the seasons, offering up favours, colours, stories and local character. Add to your kaleidoscope of experiences and memories with your favourite people, all year round with all the colours of our community.
- Our region has always been a place for people to come together. Immerse yourself in multicultural regional activities and festivities to the backdrop of a Victorian riverside landscape, for the most refreshing regional experience – naturally and culturally.



## OUR VISITOR AUDIENCES & MESSAGING

### THEY ARE

- Drawn to unique and locally relevant cultural experiences, on the look-out for "local gems" to discover
- Seeking to feel immersed in a place and its stories, open to learning something new
- Usually the first to tell their friends about interesting travel experiences
- Motivated to go off the beaten-track but unsure of where to start planning or discovering
- Quality-over-quantity minded

### THEY WANT

- An evolving scene of artisan offers, from art to agriculture
- Country hospitality in colourful, diverse local communities
- Engaging experiences with cultural, historical and natural landmarks
- To discover a richer Australian story, including connecting to and understanding First Nations history and stories
- Authentic multicultural food and cultural events
- Innovative and resourceful businesses providing tastes of what the region has to offer
- Easy to travel to and from Melbourne

### WE WANT THEM TO

- Openness to learning about our people, past and present, including our First Nationals history and connections today
- Seek out culturally diverse educational, art, and food offers
- To show they value our local art, artisan goods and experiences by spending \$
- Stay overnight/weekend
- Share their photos and stories with others

### HOW TO REACH THEM

- Social media (primarily Facebook and Instagram), including paid/targeted posts
- Content driven campaigns to raise awareness and understanding
- Sponsored content in publications
- Outdoor media in Melbourne
- Optimised website

## CULTURAL APPRECIATORS PROFILE



## OUR VISITOR AUDIENCES & MESSAGING

# CULTURAL APPRECIATORS KEY MESSAGES

### THE MOST CULTURALLY DIVERSE & INSPIRING REGION



- Visit us for the most colourful, characterful, fluid and diverse interpretation of regional Victoria - place where connecting, transforming and celebrating is simply a way of life. Here you'll be immersed in the spectrum of our different cultures, traditional first nation's experiences, emerging arts and many events, agricultural traditions, and fascinating, ever-evolving history.
- Our agricultural heritage has shaped us into a colourful and dynamic, productive region. When you visit, you'll find endlessly growing choices for authentic cultural cuisine and local produce. Our diverse communities, artisans and producers bring the best of their flavours, traditions and food to intrigue and stimulate the most adventurous of tastebuds.
- Our land and the stories of its traditional owners, places of cultural significance, their history and heritage are like no other. You can immerse yourself in first nations led arts and culture initiatives, from galleries, to workshops, walking tracks and striking street art, this is and always will be Yorta Yorta land.
- With over 50 languages spoken, and waves of immigration bringing new communities and traditions as far back as World War Two, you can connect with people, cultures and stories from all over the world, get curious about other ways of life, and celebrate what makes us different and brings us together.
- For a regional area, we have quite the unique perspective. We are much more than what meets the eye. Discover intriguing stories of survival and adaptation, enduring human spirit and connection to country at iconic cultural institutions like Shepparton Arts Museum (SAM) and Musuem of Moving Vehicle Evolution (MOVE), local arts and culture centres like Riverlinks and Kaiela Arts, eye capturing street art, historical artefacts in our museums, and more. (Swap out examples per messaging needs)

### A REGION OF UNIQUE CONNECTED TOWNSHIPS



- From our First Peoples' traditions, culture and connection to country, to wartime refugees, diverse agricultural legacies and a robust trucking industry, our towns have different stories to share and local gems to be discovered. Visit us to learn about how these influences have shaped not only this region, but all of Victoria.
- Here you can find local farmers and producers from all over the world growing and creating delicious food and wine that feeds the nation. Discover how our cultural heritage has influenced the farming practices that make us Victoria's abundant fresh food bowl.
- Just like our communities and cultures, our region's natural environment is ever-evolving. Throughout our towns, and in between, we have abundant nature reserves, wetlands and native forest, as well as regenerated and thriving green spaces and parks. Celebrate the natural diversity of our land by visiting the Australian Botanical Gardens in Shepparton, walking along our many forest and river trails, and taking in the fresh country air. (Swap out examples per messaging needs)

### FUN & FESTIVITY ALL YEAR ROUND



- Every culture and community has their own unique way of celebrating and sharing, and we're lucky enough to be the most culturally diverse region in Victoria. All year round, we have food festivals, cultural events and celebrations, and meaningful, traditional holidays to bring us all together. Join in on the fun and expand your perspective of the regional Victorian experience.
- When you join our local events, you get to experience authentic, unexpected regional stories. You can hear it in our music, taste it in our produce, see it in our characters and colours, and feel it in our rhythms and beats.
- As our communities grow and change, so does our events calendar. Discover what's new each time you come to visit by checking out an events calendar unlike anywhere else in Victoria.





## OUR VISITOR AUDIENCES & MESSAGING

### THEY ARE

- Visiting for a conference, event or business activity
- Here for day trips or longer stays
- Somewhat restricted in time available to explore, but wanting to make the most of what they do have
- In need of convenience and good quality, but also keen to get a bit of a taste for local life if time permits
- Less likely to discover destination-based products and experiences on their own, but like to be guided by a trusted source

### THEY WANT

- To unwind after work in beautiful natural surrounds with spectacular waterfront views, good food, wine and interesting people
- Easy, accessible activities to fit in with a restricted schedule - a 'bonus' leisure experience on a work trip
- To see colour, character and culture
- Opportunities to energise and refresh on walking tracks and in parks
- A welcoming atmosphere
- Family friendly options to take advantage of in the future

### WE WANT THEM TO

- Go beyond the hotel and explore our nature, streets, dining options, cultural options and facilities
- Visit our favourite/unique attractions in their spare time as well as seeking out recommendations for a local gem
- Be surprised at the range of things they can do here to refresh
- Connect with our people - their land, history and stories - feel welcome.
- Consider returning with the family, or bringing them on this/their next business trip

### HOW TO REACH THEM

- Event organisers and event collateral
- Visitor centre and visitor guide
- Through our operators' recommendations - accommodation operators in particular
- Optimised website
- Cross promotion with Great Things Happen Here brand channels

## BUSINESS VISITORS PROFILE



**OUR VISITOR AUDIENCES & MESSAGING**

**BUSINESS VISITORS KEY MESSAGES**

**THE MOST CULTURALLY DIVERSE & INSPIRING REGION**



- Welcome to Victoria's most culturally diverse and characterful region. Our bold country spirit and vibrant communities make us quite the refreshing and inspiring place to visit for memorable and enriching business events.
- When you visit us, keep an ear out for "hello" in over 50 different languages. Still, we all have many things in common: a love of good food, interesting conversation, and re-energising relaxation. Return for your favourites, experience something new, and make new connections - the perfect recipe for an unforgettable business event.
- Cultural diversity is at the centre of our colourful heart. Our region's kaleidoscope of heritage, histories and communities brings endless inspiration and possibilities. We love to support businesses and events that celebrate and are inspired by this, and bring in their own colour and perspectives as well.

**A REGION OF UNIQUE CONNECTED TOWNSHIPS**



- Welcome to our region of unique country towns surrounding a dynamic regional city centre, and fed by the flowing Goulburn River and natural surrounds. Each of our towns comes with its own fascinating story about thriving in regional Victoria, with accommodation, food, and experiences to match their unique character.
- Create a standout event utilising one of the following unique facilities: Tatura Park Event & Equestrian centre, The Showgrounds + the McIntosh Centre precinct, Riverlinks Eastbank & Riverlinks Westside. The Greater Shepparton City Councils Business & Major Events team are on hand to assist in the planning and execution of a memorable event.
- Wherever your business event is taking place across our region, you will be immersed in our colour, culture, and character. Explore our different towns for a richer and deeper experience of Victoria. You'll find intriguing agricultural traditions, First Nation's histories, stories and sites of significance, migratory influences on farming and food production, wartime stories and artefacts, and preserved links to our multicultural history - all in a welcoming country atmosphere.

**FUN & FESTIVITY ALL YEAR ROUND**



- Our colourful, educational and stimulating community and cultural events make a great complement to any business trip. Your guests, colleagues, and employees will be inspired by authentic natural, dining and multicultural experiences, that will open their minds and enrich their learning, sharing and networking. (Can be adjusted for more specific audience messaging)
- We're known for our vibrant festivals, events and community activities happening throughout all seasons. If you enjoyed visiting us for work, you'll be even happier to visit us for leisure and pleasure. Check out our year-round and evolving events calendar for more inspiration, colour, and culture.



## OUR COMMUNITY AUDIENCES & MESSAGING

We have two community audience profiles, based on who within our community our brand needs to engage to be successful, and what they need from us.

The following pages outline these community profiles and the key messages most relevant for them, aligned to our signature pillars.



# VISITOR BUSINESSES LOCAL COMMUNITY & CULTURAL GROUPS



## OUR COMMUNITY AUDIENCES & MESSAGING

### THEY ARE

- Locally run businesses servicing and connecting with visitors
- Often providing recommendations and sharing local stories
- Tourism operators and attractions, as well as important support service businesses like accommodation, dining and event venues
- First Nations-run and supported businesses looking to expand their engagement, advocacy and consumer base
- Looking for ways to innovate their offerings and grow visitation

### THEY WANT

- To be supported, engaged and promoted through our central visitor function and campaigns
- Help and guidance with promotions, marketing, and partnerships
- Collaboration and connection with Council and with other businesses to provide a cohesive experience and shared story
- Easy to understand brand messaging that's relevant to their experiences of living and operating here, and simple for them to adopt, adapt and share
- To work together as equals and lift up the region together

### WE WANT THEM TO

- See their place and role in the whole region brand story, connect and have pride in ownership of the brand
- Create excellent and authentic visitor experiences by investing in themselves and their marketing
- Put forward ideas, be involved in campaigns, share stories and recommendations and use our marketing tools and collateral
- Build partnerships for cross-promotion and collaborative events
- Understand procedures, competing needs and stakeholders
- Take initiative and see opportunities more than challenges
- Seek us out for advice and information

### HOW TO REACH THEM

- Email newsletters and bulletins to update on activities and opportunities to collaborate
- Online and in-person events, forums and networking opportunities
- Calls for content and support to create visitor campaigns
- Promotions that direct visitors to businesses
- Our destination website to promote businesses, owners and their recommendations, and events

## VISITOR BUSINESSES PROFILE





## OUR COMMUNITY AUDIENCES & MESSAGING

# VISITORS BUSINESSES KEY MESSAGES

### THE MOST CULTURALLY DIVERSE & INSPIRING REGION



- We are Victoria's most culturally diverse region, offering a kaleidoscope of histories, endeavours, characters and festivities. Together, we're creating a more colourful story and experience of regional Victoria.
- We're proud to be who we are - a place where the established and the emerging continually come together to create an experience unlike anywhere else in regional Victoria. Our operators are champions lifting up our communities. We're here to support and promote your business so you're better able to inspire and connect with visitors and our locals, and share our whole regional story.
- We're here to listen to your ideas, feedback and requests for help, so we can grow and thrive together. We can help with cross-promotion and collaborative events and activities for visitors, as well as helping you with investing in, improving and marketing your business to visitors.

### A REGION OF UNIQUE CONNECTED TOWNSHIPS



- We're a whole, connected region of townships, a city centre, the Goulburn River, abundant agriculture and accessible, natural environments all around. We all have unique experiences and perspectives to bring to our region's colour and character, and no matter how big or small, concentrated or spread out, we all add depth to the overall story.
- We are invested in supporting new and existing visitor experiences across the region, as well as helping to create stronger connections between our towns to make it easier for us and our visitors to move about and experience our whole region. We love our towns and want to help visitors see more of them. We're here to help create region-wide opportunities, activities and events with you to celebrate more of what we have to share with our visitors.
- Your stories makes us what we are, and the more they are shared with visitors, the stronger we become as a region. We can help you promote them and connect with people who will find them as fascinating as we do.

### FUN & FESTIVITY ALL YEAR ROUND



- Our beautiful, accessible natural environment has always brought people together to connect and share their customs, traditions, gifts and resources all year round. We see it in our expanding and evolving events calendar, full of vibrancy, diversity and stimulation.
- Your events helps bring even more colour into our everyday. We can help you contribute to our ever-evolving calendar with your own activities and events, from sport and outdoor fun to food, music and art – and more. Talk to us about starting or hosting a new event, or how to add your special experience to the regional calendar and our promotional schedule.
- Keep up to date with our events calendar to help inspire visitors to make the most of their time in our region, and to come back again. Use our events as a new way to invite visitors to experience what you have to offer, or offer event-specific promotions and packages.



## OUR COMMUNITY AUDIENCES & MESSAGING

### THEY ARE

- Our First Nations peoples and their community groups, services and experiences
- Families with intergenerational history in the region, tree-change residents, people living here for work primarily, as well as first and second generation immigrants
- Bringing their family and friends to the area
- Unsure about our appeal as a tourism destination, or the product we have on offer
- Vital to making the visitor experience a positive one, bringing in their friends and family from all over the state and country
- Prone to feeling disconnected from tourism attractions and campaigns

### THEY WANT

- To have their stories authentically and accurately represented and to support them to make more connections to wider audiences
- To be heard, supported, engaged and valued - they're central to the regional experience and not an inconvenience
- A brand that helps sustainable jobs and economic growth for our diverse communities
- To see parts of their experience and identity in the destination brand
- Positive and culturally aware messages

### WE WANT THEM TO

- Welcome visitors, engage with them and demonstrate to positively engage with our multi-cultural community
- Become product innovators, content creators and storytellers for our visitors - sharing their recommendations, perspectives and insights with us and through our communication channels
- Bring their ideas, issues and concerns to us with a positive, collaborative and problem-solving mindset
- Feel a sense of ownership over the destination brand story
- Visit our tourist attractions and participate in events and activities - to be our advocates

### HOW TO REACH THEM

- Signage and collateral in the towns
- Optimised websites - including Council and Great Things Happen Here
- Customised consultation sessions and approaches for First Nations and cultural groups
- Regular public updates for publishing in local platforms
- Hosting online and in-person community forums and face-to-face interactions, and fostering community groups that act as advisors on culture, opportunities and challenges
- Social media and our website - particularly calls to contribute content or engage in initiatives

## LOCAL COMMUNITY & CULTURAL GROUPS PROFILE



# LOCAL COMMUNITY & CULTURAL GROUPS & KEY MESSAGES

## OUR COMMUNITY AUDIENCES & MESSAGING

### THE MOST CULTURALLY DIVERSE & INSPIRING REGION

- We're a region with many bold and inspiring stories to tell. We say "hello" in over 50 languages. We have been feeding and flavouring the nation for decades. We know there's far more here than what meets the eye, and we're proud to share our dynamic and colourful way of life with people all over Victoria and Australia.
- We are home to the Yorta Yorta peoples with important, inspiring and challenging stories to tell; all of which help everyone have a stronger connection to Country and a commitment to our shared future.
- Your stories make us the special place that we are. We want you to share and celebrate your perspectives and how your culture, customs and traditions help us share the brighter, deeper shades and tones of life in our region.
- We are committed to creating and facilitating tourism experiences that embrace and lift up our local communities and different cultures, and bring in visitors who are here to appreciate all that we are.

### A REGION OF UNIQUE CONNECTED TOWNSHIPS

- We're a united region, bringing colour, flavour and culture through our collection of towns and our dynamic city centre. Each stands out on its own with a unique experience of cross-cultural transformation and local character, and together they bring depth to our larger story of being Victoria's most culturally diverse and inspiring region.
- We want voices from each of our towns to be heard, appreciated and celebrated. Bring us your stories, ideas, and suggestions to make our visitor experiences throughout our region as authentic, unexpected, diverse, colourful and inspiring as possible.
- Our people are innovative, independent, surprising and never dull. That's why there's always something happening, evolving and changing in our towns, from activities for the whole family at Shepparton's Bangerang Cultural Centre, farmers markets throughout the region, seasonal activity in the Australian Botanic Gardens and protected reserves, and mural art being created in streets in our towns and villages. Discover what's in your own backyard so you can share even more with friends, family and visitors. (Can swap specific town examples as needed)

### FUN & FESTIVITY ALL YEAR ROUND

- Our accessible, abundant natural environment and culturally diverse community life go hand in hand to create experiences and events like nowhere else in regional Victoria. We are here to support you and your community in proudly coming together to share and celebrate your gifts, customs, and cultures with visitors and neighbours. Whether that's sport, food, music, art, or spirituality, show us the brighter and deeper tones of life in our region by coming to us with your ideas for community events, activities, and initiatives.
- Our regional events calendar evolves and expands alongside our diverse communities, and changes and grows just like our farms and families too. Experience more colour in the everyday, and discover more about who we are as a region, by trying something new in our community events calendar.





# 02 | BRAND ASSETS



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## BRAND OVERVIEW ASSETS

Our brand assets help our brand feel vibrant, energetic and diverse. Over the following pages, we'll outline our individual assets and how to use each of them, to ensure consistency when our brand is utilised in the world.'

**SHEPPARTON  
& GOULBURN  
VALLEY**

**SHEPPARTON  
& GOULBURN  
VALLEY**

**SHEPPARTON  
& GOULBURN  
VALLEY**

**SHEPPARTON  
& GOULBURN  
VALLEY**

**SHEPPARTON  
& GOULBURN  
VALLEY**

**SHEPPARTON &  
GOULBURN VALLEY**

COME *Celebrate* FOR YOURSELF

COME *Feast* FOR YOURSELF

COME *See* FOR YOURSELF

Where  
'welcomes'  
come in over  
50 languages

Country towns?  
Global village

A place of  
gathering for  
thousands  
of years

# AMERICANE CONDENSED BLACK

Rebrand *Better Night*



## CORPORATE LOGO

There are two main format variations of our Shepparton & Goulburn Valley logo - the portrait and landscape format. As a general rule, for portrait orientation (or taller) communications, the portrait logo should be used, and for landscape orientation (or longer) communications, the landscape logo should be used.

The corporate logo always appears on a white background, in the midnight blue and yellow colour combination, as shown here. It is used on items like our internal stationery, uniform and presentations, and should be used whenever partnering with other brands or logos.

All logos have been provided in print and digital artworked files in the master assets artwork suite. Please only use pre-artworked logos from this suite.

Sometimes we may need to shorten the written version of Shepparton & Goulburn Valley for use in things like hashtags. We can shorten to 'Shepp&GV' in those instances.

Hashtag version: #Shepp&GV

Portrait logo



Landscape logo



Mono logo



Reversed logo



Mono logo



Reversed logo



**CAMPAIGN LOGO COLOUR PAIRINGS**

On campaigns and external promotional communications such as social media or signage, our logo can appear in any of the colour pairings shown here. These colour pairings represent the best and most accessible combinations from the brand's colour palette.

All logos have been provided in print and digital artworked files in the master assets artwork suite. Please only use pre-artworked logos from this suite.



## FAVICON

Here we have shown the favicon, or icon, version of our Shepparton & Goulburn Valley logo. This icon should primarily be used as the identifier for social media accounts, or in the web browser. It may be used in items like merchandise or very small space executions where neither our portrait or landscape logos can legibly fit.

The favicon can appear in our corporate colour combination, or any of the same colour pairings as the campaign logos.

All favicon options have been provided in print and digital artworked files in the master assets artwork suite. Please only use pre-artworked favicons from this suite.



## CLEARSPACE & MINIMUM SIZE

### Clearspace

It's important that our logo is given enough space to breathe, be legible and displayed with pride. In every case, the height of the "SH" is used to define the space that must be left clear around our logo. Please ensure no other logos or visual elements encroach on this space.

### Minimum size

To ensure our logo remains legible, we have defined a minimum size at which it should be displayed. Do not shrink our logo smaller than the size outlined here.

### Clearspace rule for logo

The height of the "SH" defines the clearspace around the logo.



### Minimum size rule for logo



Print: min. 30 mm width  
Digital: min. 354 px width



Print: min. 40 mm width  
Digital: min. 472 px width

## CO-BRANDED LOGO LOCKUPS

When our logos are locked up with partner logos or other organisation's brands, it is important each logo receives adequate space and that both are displayed in proportion to one another.

We always ensure a consistent spacing between each logo and the dividing line, or gap between, as shown here.

If our Shepparton & Goulburn Valley brand is the lead brand for the communication, and/or the rest of the communication features our Shepparton & Goulburn Valley visual identity and tone of voice, then our logo should be placed on the left in any pairing. In instances where we are the support, or secondary brand, the owner of the lead brand can make the decision about where we fall in the order, as long as our 2 x SH separation rules are adhered to.

Please note, in co-branded communications, we always use the corporate colour version of the Shepparton & Goulburn Valley logo, or a reversed out version if appearing on a partner's dark colour background.

The width of the "SH" marks the separation between both logos



Logos are centred

The width of the "SH" marks the separation between both logos



Logos are centred

The width of 2x the "SH" marks the separation between the logos



Logos are centred

**DO'S & DON'TS****DO'S**

- 1 Do use the logo colour combinations from page 30
- 2 Do use the corporate logo on a white background
- 3 Do use the reversed logo on a black background only, or supply to partners for use on their darker corporate colours
- 4 Do use the mono logo on a white background only, or supply to partners for use on their darker corporate colours

**DON'TS**

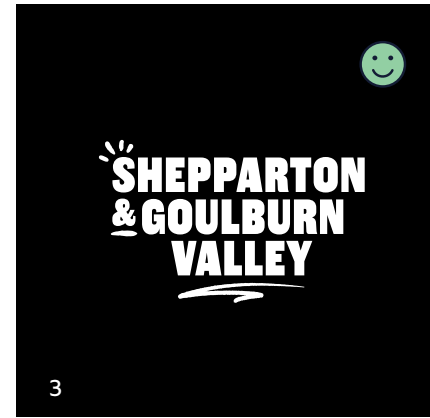
- 5 Don't use a dark logo colour combination on a dark background
- 6 Don't use a light logo colour combination on a light background
- 7 Don't remove the illustrative elements in the logo
- 8 Don't alter the illustrative elements in the logo
- 9 Don't recolour the logo
- 10 Don't use the logo on photography
- 11 Don't use the logo on a colour that's not part of the brand colour palette. If providing the logo to a partner, provide the corporate version plus a reversed out version in case they use on their own colour palette
- 12 Don't squish, distort or change the shape of the logo holding device.



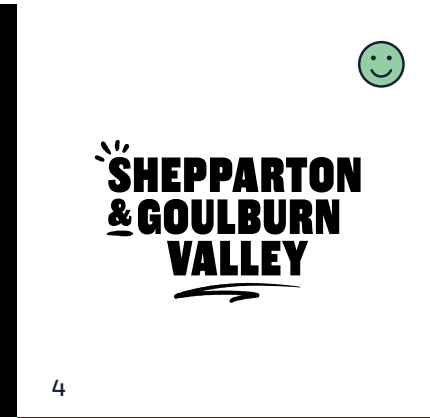
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2



3



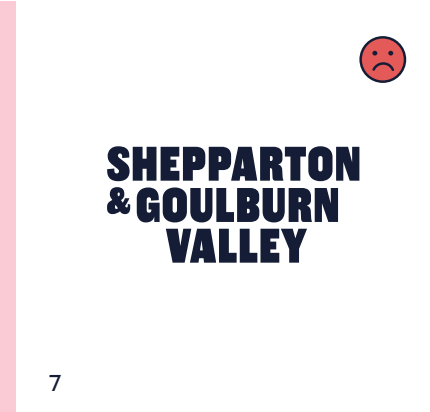
4



5



6



7



8



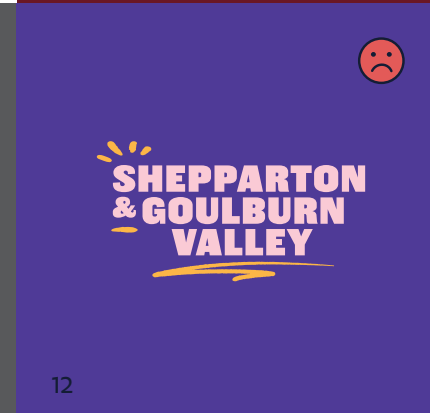
9



10



11



12



# COLOUR PALETTE - WHAT OUR COLOURS REPRESENT

These are our brand colours, colours which are inspired by our communities and brand essence.



Fun & Festive



Relaxed



Cultural



Well-Served



Diverse



Welcoming



Connected





## COLOUR PALETTE

Here we have shown the colour breakdowns for all colours in our palette, for both print and digital executions.

Some colour pairings work together better than others. It is important to create the right amount of contrast, so we have shown the most successful and accessible colour pairings on page 38.

### MIDNIGHT BLUE

CMYK 92 83 48 60  
 RGB 20 28 53  
 HEX 141c35  
 PMS 5255

### MUSTARD

CMYK 0 32 82 0  
 RGB 252 182 71  
 HEX fcb647  
 PMS 1365

### PURPLE

CMYK 85 93 0 0  
 RGB 79 58 151  
 HEX 4f3a97  
 PMS 7672

### PINK

CMYK 0 25 5 0  
 RGB 250 202 213  
 HEX facad5  
 PMS 706

### GREEN

CMYK 83 43 76 40  
 RGB 35 83 63  
 HEX 23533f  
 PMS 554

### MINT

CMYK 44 0 46 0  
 RGB 146 207 163  
 HEX 92cfa3  
 PMS 345

### BURGUNDY

CMYK 34 95 75 48  
 RGB 106 23 37  
 HEX 6a1725  
 PMS 7421
































### RED


CMYK 6 80 63 0  
 RGB 228 90 88  
 HEX e45a58  
 PMS 7418


## COLOUR PALETTE - ACCESSIBILITY


Here are the colour combinations that pass accessibility standards. You should only use these colour combinations in execution.


You can check these colour combinations for accessibility at [colourcontrast.cc](http://colourcontrast.cc)


<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">   <b>YES</b>                  AA Large                  AAA Large                  AA Normal                  AAA Normal             </div> <div style="text-align: center;">   <b>YES</b>                  AA Large                  AAA Large                  AA Normal                  AAA Normal             </div> <div style="text-align: center;">   <b>YES</b>                  AA Large                  AAA Large                  AA Normal             </div> <div style="text-align: center;">   <b>YES</b>                  AA Large                  AAA Large                  AA Normal             </div> <div style="text-align: center;">   <b>YES</b>                  AA Large                  AAA Large                  AA Normal                  AAA Normal             </div> </div>	<div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">   <b>YES</b>                  AA Large                  AAA Large                  AA Normal                  AAA Normal             </div> <div style="text-align: center;">   <b>YES</b>                  AA Large                  AAA Large                  AA Normal             </div> <div style="text-align: center;">   <b>YES</b>                  AA Large                  AAA Large                  AA Normal             </div> <div style="text-align: center;">   <b>YES</b>                  AA Large                  AAA Large                  AA Normal             </div> </div>
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**YES**  
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 AAA Large  
 AA Normal  
 AAA Normal

  
**YES**  
 AA Large

## TYPOGRAPHY

**Americane Condensed Black** is our hero headline font. We use this font for all large headlines and subheadings, in either all uppercase or sentence case. It's recommended that this font is never used at a size smaller than 14pt in both print and digital/web applications, to ensure it's always both legible and impactful. This font is really key to the impact and familiarity of our brand, so should be immediately legible from a distance ie passers by of a billboard should be able to read this headline font from a 30m distance.

**Rebrand** is the font we use for all smaller subheadings and larger blocks of copy. It has been selected for its friendliness and legibility, as well as its various weights, ensuring flexibility of use.

**Better Night** is a personality font that we use in our 'call to action' headlines to add emphasis to active words. While Better Night can be used elsewhere, it's recommended that it is never used for more than 3-5 words together.

All fonts need to be licensed prior to use. Please refer to licensing links and details to the right.

Impact is our system headline font and Arial is our system body copy font. We only use these in applications such as Word or PPT, where we cannot guarantee the recipient of an editable document will have our brand fonts loaded to their computers.

# AMERICANE CONDENSED BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!

**Americane Condensed Black** is free via Adobe subscription:  
<https://fonts.adobe.com/fonts/amicane>

**FOR LARGE  
HEADINGS AND  
SUBHEADINGS  
USE UPPERCASE**

**For subheadings  
use Sentence Case**

System font

# IMPACT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!

# Rebrand

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!

**Rebrand** needs to be licensed via myfonts.com:  
<https://www.myfonts.com/fonts/latinotype/rebrand/>

Light Regular  
**Semibold Bold Heavy**

For body copy  
and subheadings

System font

# Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789?!

# Better Night

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789?!

**Better Night** needs to be licensed via myfonts.com:  
<https://www.myfonts.com/fonts/stripes-studio/better-night/>

For supporting copy  
and call-outs

## ILLUSTRATION STYLE

Our illustration style helps add some flair, flavour and extra personality to imagery and text, where required and appropriate.

We use them to highlight certain aspects of an image in a fun and unique way, especially when we need to use an image that needs some extra oomph.

We have created a starter set of illustrations for each signature pillar, and these can be built on over time.

Importantly, these illustrations are not mandatory to use. Use them only when they add some needed emphasis and energy.

Print and digital versions of this starter set of illustrations are available in the master asset artwork suite.

The most culturally diverse & inspiring region



A region of unique, connected townships



Fun & festivity all year round





## PHOTOGRAPHY STYLE

Our image style feels celebratory, connected, energetic, friendly and diverse - and showcases our amazing community and environment.

When photographing or selecting images from our existing library, it's important all imagery feels natural and 'in the moment'. For example, we'd never show people from our community overly posed or against a studio backdrop. It's important people are always represented fully immersed in the Shepparton & Goulburn Valley community.

Selecting imagery with warm, natural tones and with accents of one, or a few of our brand colours will also help our S&GV imagery feel connected, refreshing and celebratory.





### **TONE OF VOICE**

Our tone of voice, particularly applied in headlines, is designed to surprise and intrigue, inviting our visitors and our community to think differently about our region and come experience for themselves.



**Where  
'welcomes'  
come in over  
50 languages**



**Full on  
flavour,  
hold the  
cookie  
cutter**

**Country towns?  
Global village**



**A place of  
gathering for  
thousands  
of years**



**Where fruitful  
endeavour is all  
in a day's work**



### CALL TO ACTION

We use our 'Come see for yourself' tagline to invite our visitors to challenge their own expectations and try our new experiences.

The active word eg see, feast, celebrate, can be changed to align with the content, context and imagery.



**COME *Feast* FOR YOURSELF**



**COME *See* FOR YOURSELF**



**COME *Celebrate* FOR YOURSELF**



**COME *See* FOR YOURSELF**



## BASIC LAYOUT PRINCIPLES

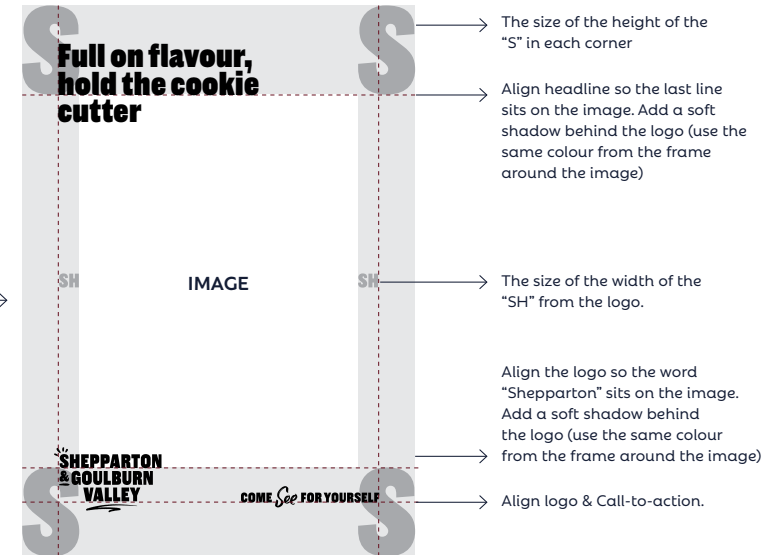
For consistent brand recognition, it's important our logo is always positioned either bottom left (left aligned) or bottom middle (centred) in communications.

Hero headlines should be positioned large and bold in the brand font, Americane Condensed Black, in either all caps or sentence case. Often hero headlines work best when left aligned at the top of communications, either slightly overlapping the image or over a block of colour. However, if over an image, the headline should not obscure faces or important interactions.

Call-to-actions should always be positioned right-aligned in the bottom corner, as demonstrated in these examples.

Illustrations can be used as supportive elements to add interest and energy around an image, or headline (where an image isn't present), however these do not always need to be used. Don't use more than two illustrations per layout. If using more than one illustration element, the line weight of the illustrations should be relatively equal.

1 Layout principle where image is inset in margin.



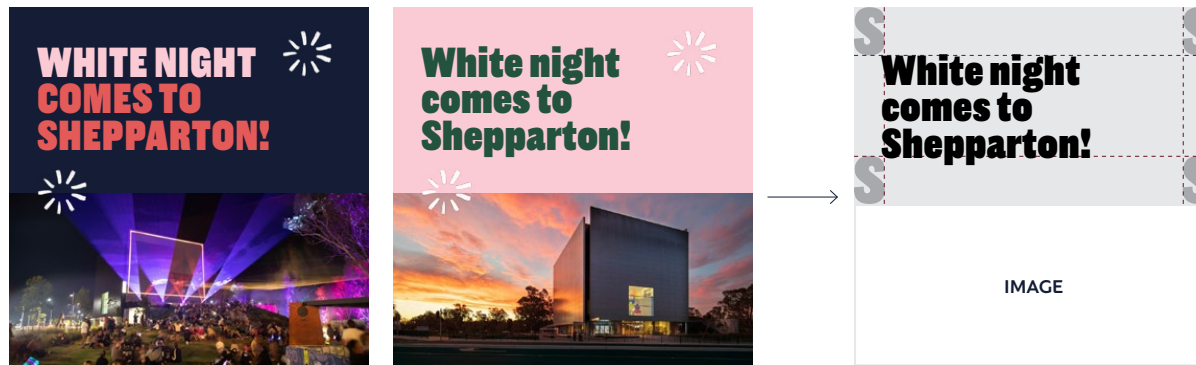
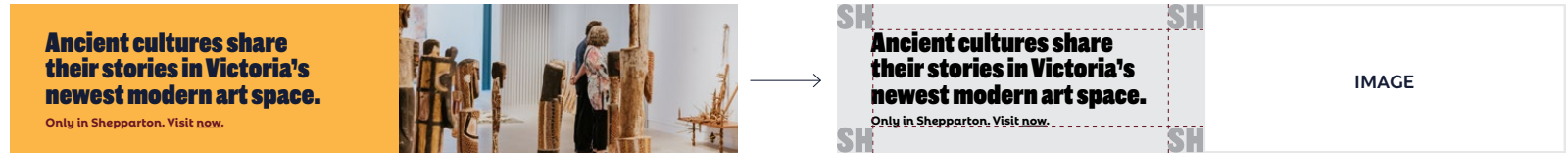


## BASIC LAYOUT PRINCIPLES

While imagery works well inset into a page margin (as shown in the examples on the previous page), imagery can also bleed over the edge of communications as shown here.

This approach works particularly well for smaller format executions, like extra long format digital banners, or small scale social media posts, where an inset image would otherwise become too small.

- 2 Layout principle where image bleeds to the edge.



## 03 | BRAND IN PRACTICE



Website	47
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Social media or digital carousel	50
Posters	51
Billboard	52
Signature pillar applications	53-57
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Powerpoint template	61
Visitor guide cover & spread	62
Letterhead	63
Street flags	64



WEBSITE

Look & feel

A place of gathering for thousands of years

Regional Victoria's abundant, dynamic cultural capital home to Shepparton, Moorabool, Tatura, Merriam and Dookie

COME See FOR YOURSELF



Explore Shepparton & Goulburn Valley

Regional Victoria's abundant, dynamic cultural capital home to Shepparton, Moorabool, Tatura, Merriam and Dookie

COME See FOR YOURSELF



WELCOME TO YORTA YORTA COUNTRY

This is Shepparton & the Goulburn Valley Regional Victoria's abundant, dynamic cultural capital

COME See FOR YOURSELF

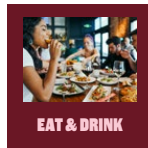
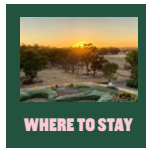
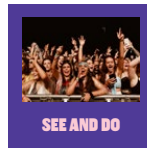


UPCOMING EVENTS



Show more events

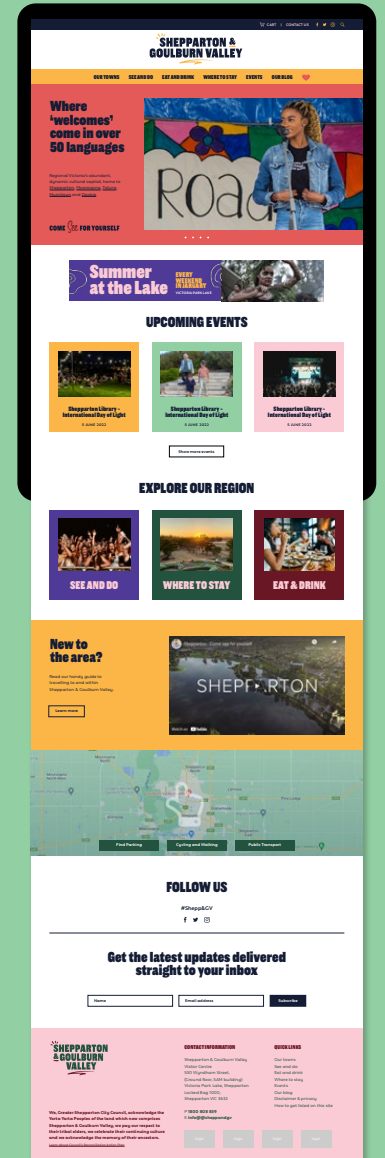
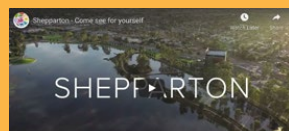
EXPLORE OUR REGION



New to the area?

Read our handy guide to traveling to and within Shepparton & Goulburn Valley

Learn more



### CO-BRANDING

**Ancient cultures share their stories in Victoria's newest modern art space.**

Only in Shepparton. Visit [now](#).



COME *See* FOR YOURSELF

SHEPPARTON & GOULBURN VALLEY

sam  
Shepparton Art Museum



MELBOURNE

Get Access from \$6.50/month LOGIN

BROADSHEET

ART & DESIGN | ENTERTAINMENT | FASHION & STYLE | FOOD & DRINK | THINGS TO DO | TRAVEL | CITY FILE | THE SHOP

Try: 'Coffee in Brunswick', 'Open Late' or 'Ramen'



Medics, Mayhem, and Mr and Mrs Potato Head: What We Saw (and Overheard) at Maximum Chips

FOOD & DRINK

COME *See* FOR YOURSELF

SHEPPARTON & GOULBURN VALLEY

sam  
Shepparton Art Museum



### SOCIAL MEDIA TILES & FRAMES

Including co-branding option



**SHEPPARTON  
& GOULBURN  
VALLEY**

**sam**  
Shepparton Art Museum

facebook



Shepparton & Goulburn Valley  
Sponsored · 🌐

Rum doluptur audi ut es vento blaccearum reitur mi, con  
con pra estias quia peris volupta spisita quat aut laborepe  
officitatet utessi dit et offic tem re, serspriet auta quid eum



**SHEPPARTON  
& GOULBURN  
VALLEY**

COME *See* FOR YOURSELF



**SHEPPARTON  
& GOULBURN  
VALLEY**

COME *Celebrate* FOR YOURSELF



**SHEPPARTON  
& GOULBURN  
VALLEY**

COME *Feast* FOR YOURSELF

SHEPPANDGV.COM.AU  
Come see for yourself

Learn More

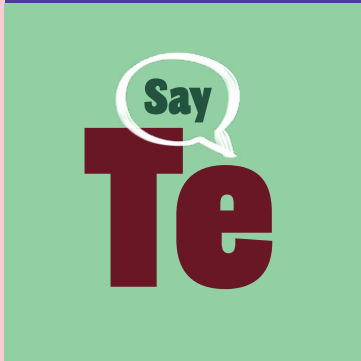
Like

Comment

Share

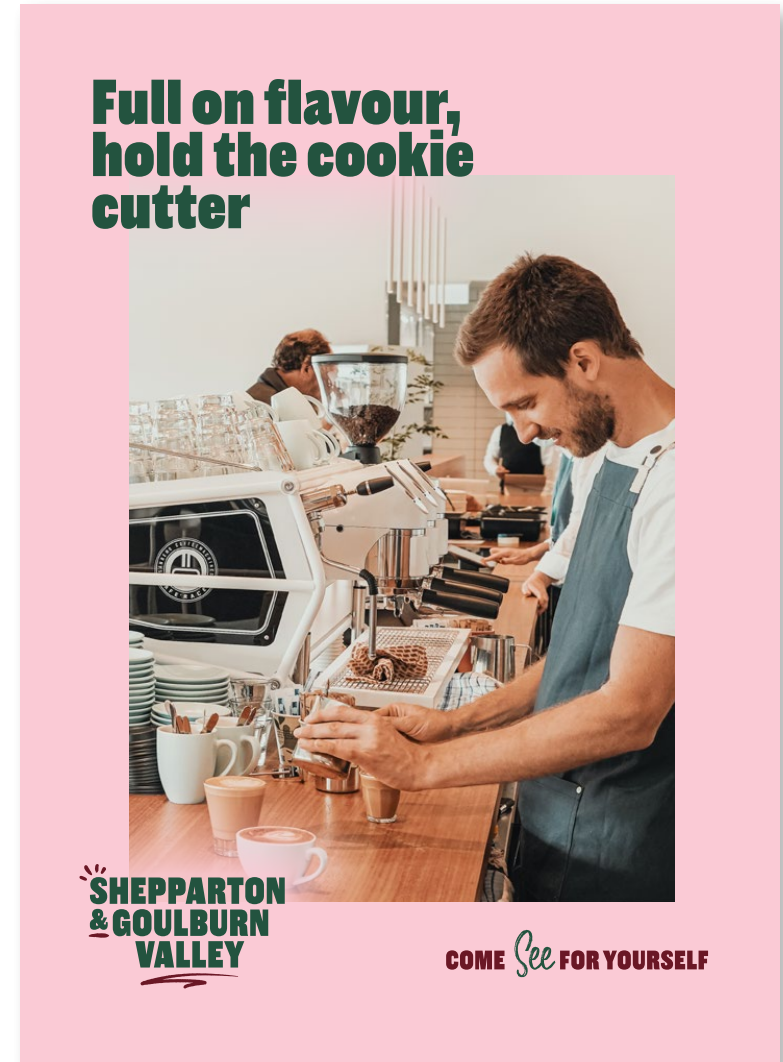
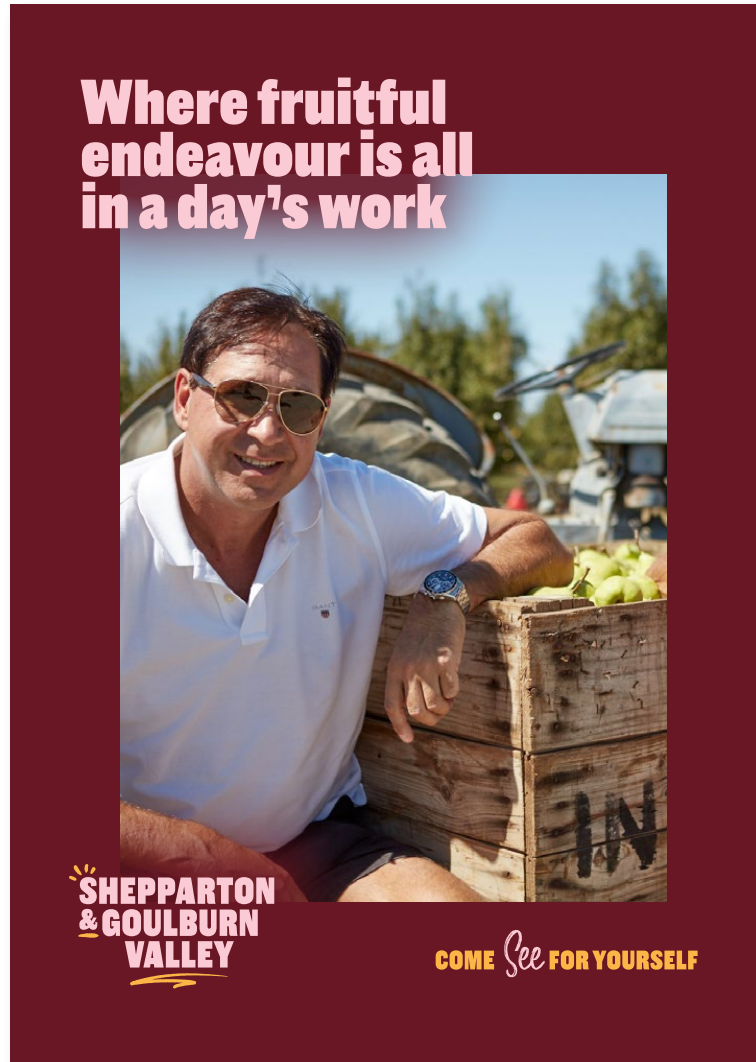


### SOCIAL MEDIA OR DIGITAL CAROUSEL



**POSTERS**

Portrait size



# BILLBOARD

Landscape size

Where fruitful endeavour  
is all in a day's work

SHEPPARTON  
& GOULBURN  
VALLEY



COME *See* FOR YOURSELF



### SIGNATURE PILLAR APPLICATIONS

Posters connected to our 'Most Culturally Diverse & Inspiring Region' pillar

# Where 'welcomes' come in over 50 languages



**SHEPPARTON & GOULBURN VALLEY**

COME *Celebrate* FOR YOURSELF

# A place of gathering for thousands of years



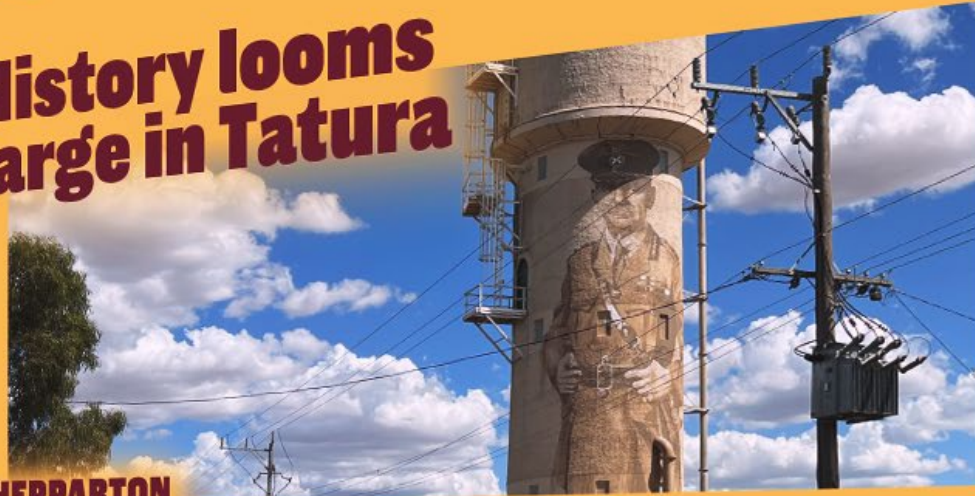
**SHEPPARTON & GOULBURN VALLEY**

COME *See* FOR YOURSELF

## SIGNATURE PILLAR APPLICATIONS

Outdoor connected to our 'Region of Unique, Connected Townships' pillar

**History looms large in Tatura**



**SHEPPARTON & GOULBURN VALLEY**

**COME *See* FOR YOURSELF**



## SIGNATURE PILLAR APPLICATIONS

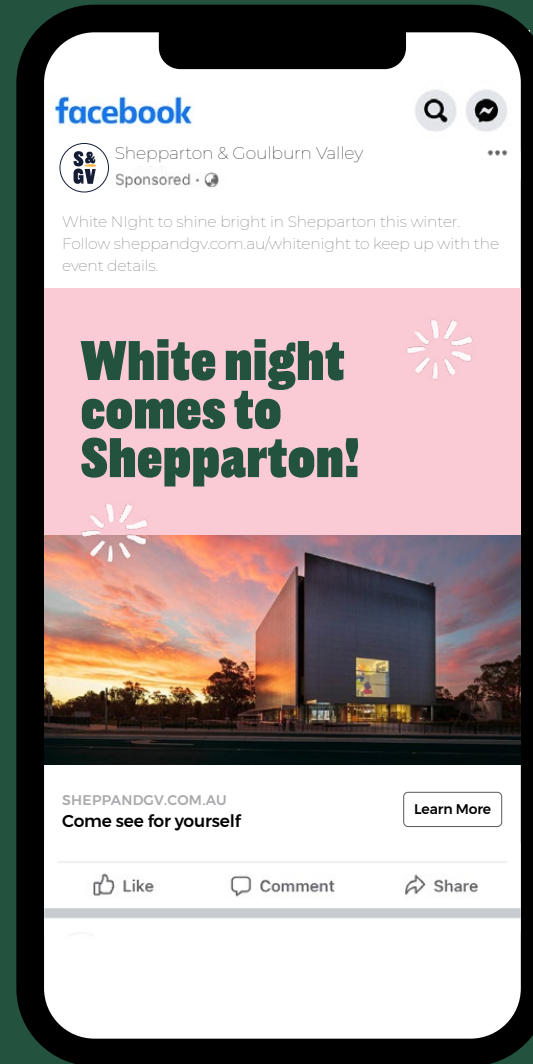
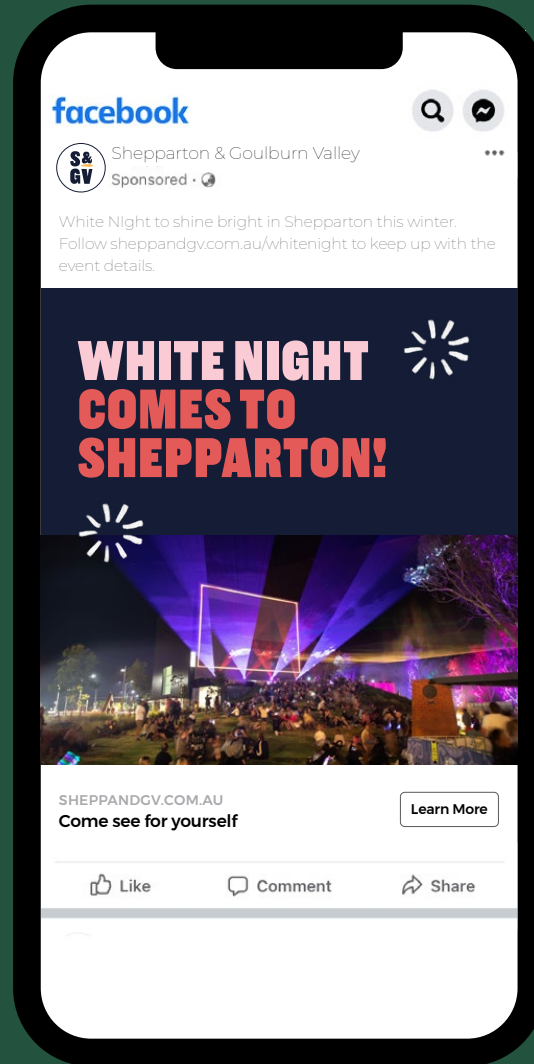
Co-branded brochure connected to our 'Region of Unique, Connected Townships' pillar

This is an example of when our Shepparton & Goulburn Valley brand assets can be scaled back to accommodate imagery, font and content from operator businesses and community partners.



### SIGNATURE PILLAR APPLICATIONS

Social media connected to our 'Fun & Festivity All year Round' pillar



### SIGNATURE PILLAR APPLICATIONS

Event-specific outdoor connected to our 'Fun & Festivity All year Round' pillar

# Summer at the Lake

**EVERY WEEKEND IN JANUARY**  
VICTORIA PARK LAKE

For full flavour and flair, experience food, culture and performances every weekend at Victoria Park Lake.



**SHEPPARTON & GOULBURN VALLEY**

COME Celebrate FOR YOURSELF



**MERCHANDISE**

Tote bag





## MERCHANDISE

Coffee take-away cup





## MERCHANSIDE

T-shirt - Food truck - Beer caps

Please note, our Shepparton & Goulburn Valley logo does not always have to appear at a large size or in a prominent place, particularly in applications such as merchandise. It could appear on a tag, or on the back of a t-shirt, in order to make the shirt feel more wearable and neutral.



**POWERPOINT  
TEMPLATE**

**PRESENTATION  
COVER TITLE**

27 March 2022

**SHEPPARTON  
& GOULBURN  
VALLEY**

**Subtitle  
will sit here**

**SA  
GV**

**Subtitle  
will sit here**

**SA  
GV**

**Subtitle will sit here**

- Doloraes is quosist volorpo rrorescimi, officta volorum tiumque volorum ad exerferiori culparuptam volorpo rrorescimi
- Latur od molut porempo renitbusdam nobis dolecaborum quatur adi se apit dolut ea parume vit milis adi se apit dolut ea parume
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**SA  
GV**

**Subtitle will sit here**

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**SA  
GV**

**THANK YOU**

**SHEPPARTON  
& GOULBURN  
VALLEY**



**VISITOR GUIDE  
COVER & SPREAD**



ARTS & CULTURE TO CELEBRATE

**FROM STREET ART PAYING HOMAGE TO OUR ESTEEMED INDIGENOUS ELDER, TO OUR MOOVING ART COWS THAT BRING MUCH LAUGHTER AND JOY, A LIVE PERFORMANCE ON STAGE, AN EXHIBITION IN A HALL OR A FESTIVAL, GREATER SHEPPARTON HAS A DEPTH OF ARTS AND CULTURE LIKE NO OTHER.**

A multicultural melting pot, our peoples' cultural diversity and nationalities bring an exciting element to everyday life and our many festivals and events. Our calendar bursts with exciting festivals including the Shepparton Festival, Convergence on the Goulburn Festival, St Georges Road Food Festival and Fryers Street Food Festival, allowing patrons to delve into the tastes and cultures of our varied and vibrant communities.

Our Aboriginal Street Art mural depicting Pastor Sir Douglas Nicholls and Uncle William Cooper, is the first of these installations and adds to the depth of Indigenous artwork available in Greater Shepparton. Kaiela Arts provides space for Indigenous artists and the community to

connect with art and culture and three of our newest Mooving Art cows also link with our local Indigenous culture.

Greater Shepparton is home to the Shepparton Art Museum, affectionately known as SAM. SAM boasts an impressive collection of Australian historical and contemporary ceramics whilst also hosting a distinct program of temporary exhibitions. SAM is also home to the renowned Sam Jinks sculpture "Woman and Child".

The region has also become known as the "town with the cows". Mooving Art is an ever changing public art exhibition of life sized 3D cows. With over 90 cows in the herd, they pay homage to the strength of our dairy industry. The Mooving Art exhibition is a unique and innovative way of increasing our dairy profile, whilst also promoting public art in the region.

To keep up to date with the "many great things" including our festivals, events, upcoming exhibitions and the locations of the cows, contact the Visitor Centre on 1800 808 839 or visit [shepp&gv.com.au](http://shepp&gv.com.au)

## LETTERHEAD



Day Month Year

Name Surname  
Address  
Address  
**ADDRESS**

By Email Only: email@address

Dear Addressee Name

**IBUSAE PERERITAT VOLUPTISTIO MOLUTATINTI**

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For more information, please refer to our nobis es esequo odiorro ipsapel Itiisatio.

Yours sincerely

**Name Surname**  
Job Title

Ref: xxxxxxxx

Encl.

CC: xxxxxxxx

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Greater Shepparton City Council  
Locked Bag 1000  
Shepparton VIC 3632

Council Office  
90 Welford St  
Shepparton VIC 3632

P (03) 5832 9700  
E council@shepparton.vic.gov.au  
shepp&gv.com.au

**COME See FOR YOURSELF**



### STREET FLAGS

Event example





For more information about  
the Shepparton & Goulburn Valley brand,  
or to access the assets and templates, please contact  
[communications@shepparton.vic.gov.au](mailto:communications@shepparton.vic.gov.au)