

SHEPPARTON 
FESTIVAL

unique
events
unusual
places

2021 **FESTIVAL REPORT**



Photo credit: Serana Hunt-Hughes



We acknowledge the Traditional Owners, the Yorta Yorta Nation and the clans whose lands cover the area now called Greater Shepparton, the Kailtheban, Bangerang, and Nguaria-iilaiam-wurrung. We acknowledge that First Peoples have never ceded sovereignty over their lands.

This always was, and always will be, their country.

We are conscious that colonial laws and practices led to displacement and disempowerment, and that they continue to do so with a profound and rippling effect. We pay respect to Elders past and present, and to emerging leaders. We value their vision and strength that enabled the continuity of culture and connectedness to country.

25th Anniversary Commemorative Magazine
 20 page short-tabloid magazine
 10,000 copies distributed



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2021 Shepparton Festival

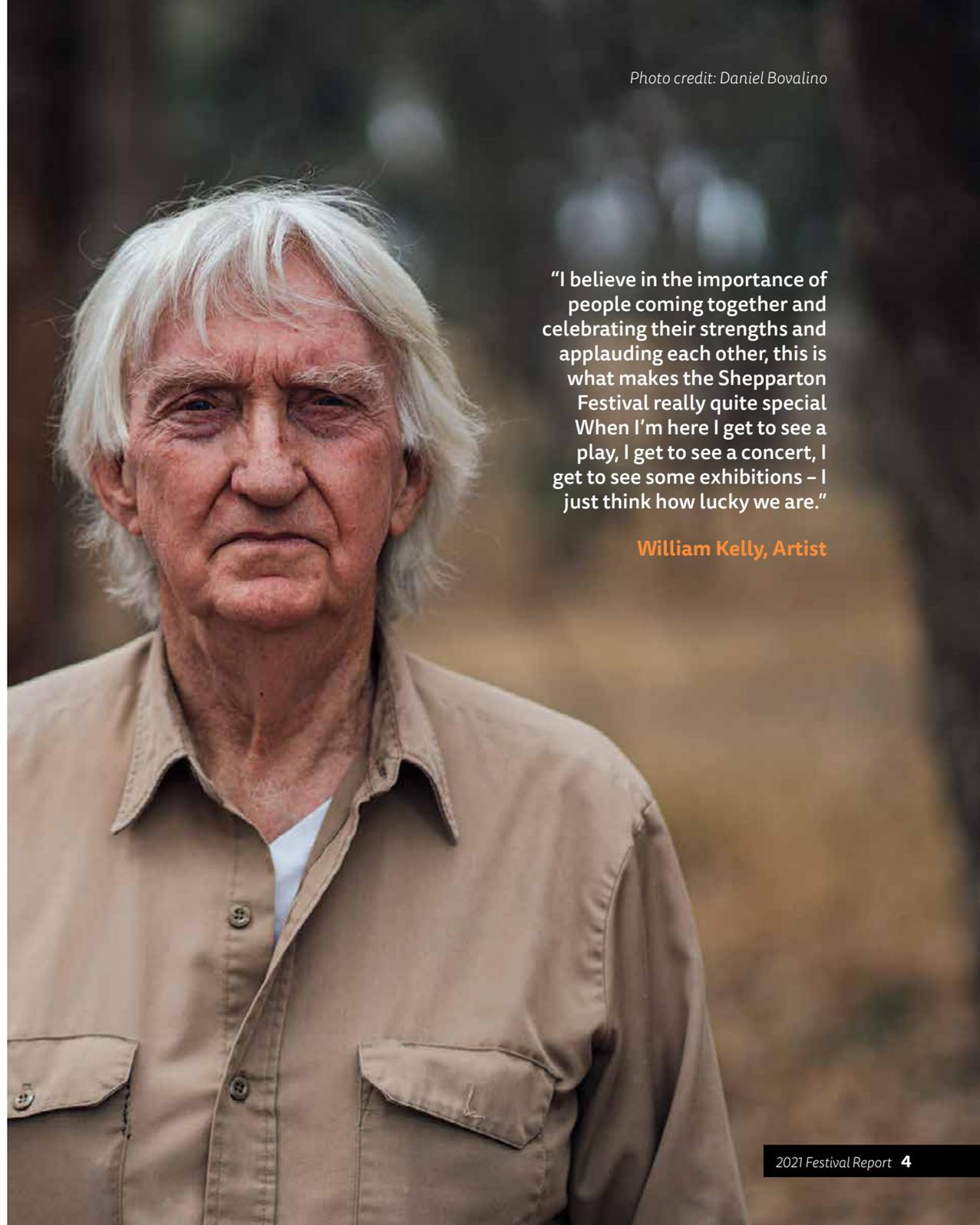
UNIFY

Shepparton Festival 2020 EVOLVE was short-lived. We had worked our little hearts out to bring our community an eclectic mix of performances and community events that showcased how our region had developed. We called upon the creative community to accelerate this development by harnessing our strengths while also looking further afield for learnings that could be applied locally. In short, the EVOLVE program was a call to action for the Festival itself as well as our community. We felt our region was at the cusp of taking a giant leap in maturity but this was swiftly put to the test by the pandemic. Cut short by the declaration of a state of emergency across the country in mid-March 2020, we managed to squeeze in some of our planned events and had to abandon the majority. As you can imagine, the chaotic time that followed had massive impacts on the gig-economy, which includes the vast majority of creative businesses in our region (and beyond). The situation had a stunning effect on our sector – artists were zapped of their usual revenue generating pathways and, more importantly, the opportunities to exercise their identity. The same was true for the Shepparton Festival team: Who were we if we weren't able to produce a fantastic Festival experience for our community? What was our purpose?

Our committee and team came together to find out what our role was in the vastly changed landscape. We resolved to focus on three connected themes: Support our local artists to navigate the pandemic, find a way of delivering engaging and meaningful arts experiences for our community, and review our strategic development to assist us in doing both now and into the (rather uncertain) future.

This report highlights these developments across three sections: The development of our new strategy including a progress report on key actions contained therein, our activities to engage and support our creative sector between EVOLVE and UNIFY, and the delivery of EVOLVE.

Photo credit: Daniel Bovalino



“I believe in the importance of people coming together and celebrating their strengths and applauding each other, this is what makes the Shepparton Festival really quite special. When I’m here I get to see a play, I get to see a concert, I get to see some exhibitions – I just think how lucky we are.”

William Kelly, Artist



PLANNING FOR COVID SETTINGS

Between EVOLVE and UNIFY

It doesn't need explaining that restriction settings were impossible to predict. We were learning at the same time as everyone else as outbreak management was fine-tuned and adapted to different strains, from localised to state-wide lockdowns, varying square meter rules (depending on whether events were held indoors or outdoors), whether they were ticketed, or whether they were in a public place or private venue, and of course whether or not community transmission was happening. Also, selection of artists became a real risk because of Melbourne being subject to more frequent and longer lockdowns compared to regional areas, and with borders opening and closing without much notice, we needed to be cautious about inviting artists from interstate. In summary, we needed to curate a program that could be delivered in various restriction settings, which greatly amplified the planning effort. We resisted the lure to focus on a purely digital delivery (it would have been so much easier...)

because we felt that our community needed something to look forward to: Tangible art that could be enjoyed together. A festival that unifies. This became the theme: UNIFY.

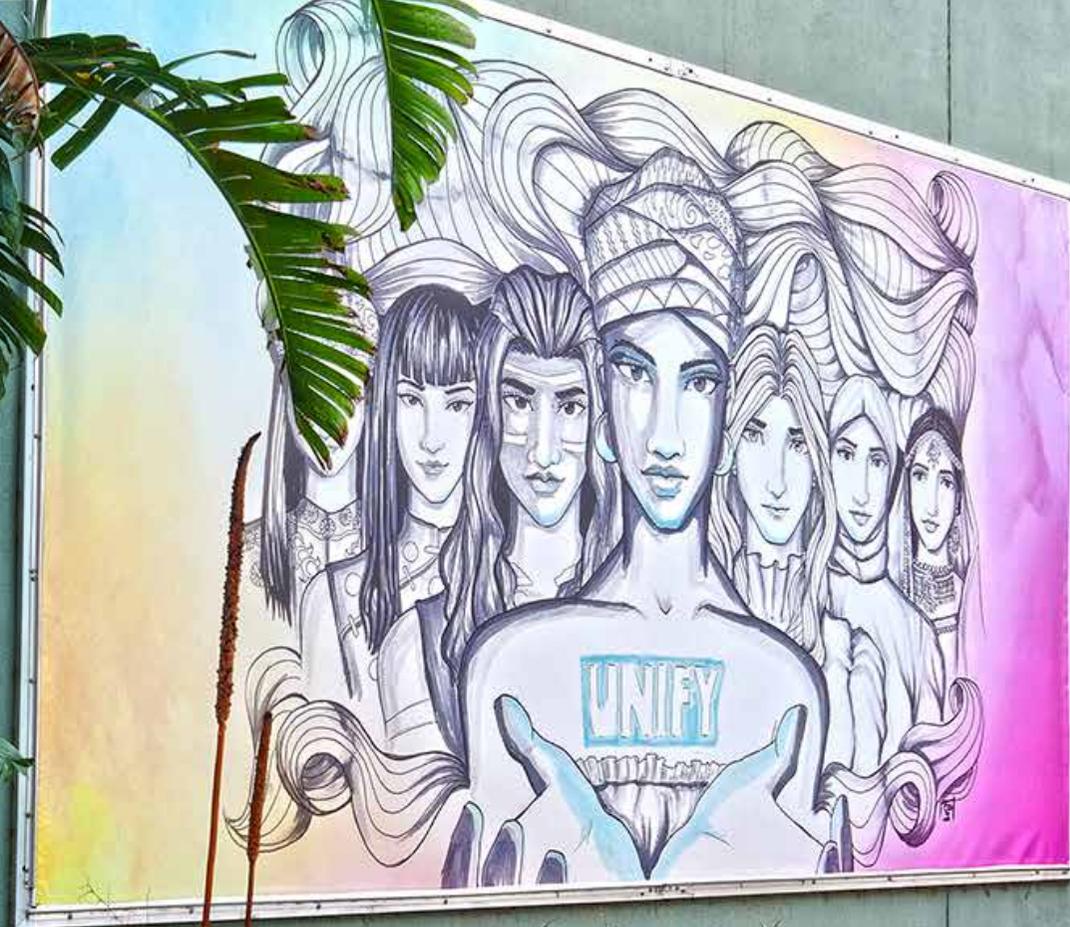
Our primary focus was to develop a festival that was resilient enough to cope with sudden changes in operating context, that could be scaled according to restrictions and shifted into a digital environment where necessary. This meant the delivery of multiple performances of most events to smaller crowds to allow for physical distancing, using outside venues wherever possible, installations and projections that could be viewed in public places (and therefore accessible during lockdown settings) and the recording of performances so they could be shared online. A positive side-effect of this approach was the creation of enduring pieces of art in both physical and digital formats that can be accessed by a larger number of people for years to come. Our 25th festival created legacy pieces.

Left: Shepparton Festival COVID Marshal, Alaina Tuckett

STRATEGIC PLAN

It became clear to us that the pandemic was both a public health crisis as well as a strategic crisis: It became abundantly obvious that we could not continue doing what we had been doing for a quarter of a century.

It posed existential questions connected to identity as well as economic survival, and we determined that the two were inextricably connected: Unless we were 100% clear on who we, Shepparton Festival, are, how can we continue to create a stimulating and coherent series of festivals that recognises the First Peoples in Australia, includes people from all cultures and identities and how can we make a strong case for us to attract funding from government and philanthropy? Between July and September, we put considerable effort into answering this question, determine our strategic directions, and set performance indicators that would drive their conversion into meaningful actions. The resulting strategic plan gave both committee and team clear goal posts, which assisted in the programming of UNIFY and future Festivals, as well as our organisational maturing.



SHARPER

We will use art as a way to stimulate discourse, to draw a picture of what it looks like when we, as a community, fulfill our potential. We will use art to identify solutions and to name what holds us back. We will be courageous.

DEEPER

Our diverse community's happiness and prosperity are inextricably linked to our ability to become a truly inclusive community. We believe that our journey to that destination must begin with reconciling our past. That is why we will put First Peoples First. We know that we need to engage meaningfully and listen more attentively to understand more deeply.

CLEARER

For us to deliver a sharper and deeper Festival we must be creative, focused, efficient and effective. To do that, we need to act purposefully, transparently and accountably. We need to be clear on how we convert our understanding of our purpose and context into strategic direction, how this determines our creative and organisational plans, how we communicate them, and how we monitor progress against them. To achieve this, we will invest in strengthening our governance and operational processes so that our goals, objectives and roles are clear and targeted.

HOW ARE WE TRACKING

Almost a year after the launch of the strategic plan, here's how we're tracking against our 2021 targets.

DIRECTION	GOAL	STATUS
SHARPER	By the end of each year, we will have in place detailed Creative and Operational Plans that articulate how the Sharper, Deeper, and Clearer Strategies will be converted into action, and how they will be funded and evaluated.	Achieved
	By the end of June 2021, we will have drafted an artist payment policy	Achieved
	By the end of 2021, we will have implemented a consultation process for the artist payment policy and finalised it.	In progress
	By the end of 2021, we will have adjusted our programming processes to ensure we select and support artists who can demonstrate a focus on creative process, creative output, and community engagement.	In progress
DEEPER	By the end of 2020, we will have established an Inclusivity Plan.	In progress
	We will adjust our governance and operational practices, policies and plans based on current best inclusion practice	In progress
	By the end of 2021, all staff and committee members will have completed cultural awareness training with an authorised, local First Nations organisation or consultant.	Achieved
CLEARER	By the end of 2021, we will exceed the requirements set out in Creative Victoria governance checklist expectations. We will have in place policies and processes that support good governance, good management, and strong relationships.	Achieved
	We will review progress against our creative and operational plans at every committee meeting.	Achieved
	We will review progress against our strategic plan quarterly.	Achieved
	We will publish an annual progress report against our strategic, creative, and operational plans on our website.	In progress
	By December 2022, we will have retained our 2021 level of multi-year funding	In progress

CREATIVE CHIT CHATS

AUGUST TO OCTOBER 2020

We're acutely aware that our role in our community extends well beyond the delivery of a stimulating and enjoyable festival experience. We know that we also need to nurture and support the creative sector, particularly at times of crises.

By mid-2020, we could feel the sense of isolation creeping into us all, and the degree to which the wellbeing of artists had been affected not only socially, but also disproportionately economically. Shepparton Festival considered itself well placed to act so in August 2020, we launched our Creative Chit Chats, a series of deliberately informal video meetings that any artist could join. The purpose was to reconnect, give hope, and support each other. That this initiative was needed and beneficial is demonstrated by the fact that the eight fortnightly meetings were attended by 72 artists. Feedback was positive with artists explaining that their participation in the chats motivated them to resume their artistic practice, which in itself improved their wellbeing.



Speaker View



Jamie Lea She/Her



Sian Lewis



Sean Bowen



Barbara Sinclair



Daniel Bovalino



emmahall



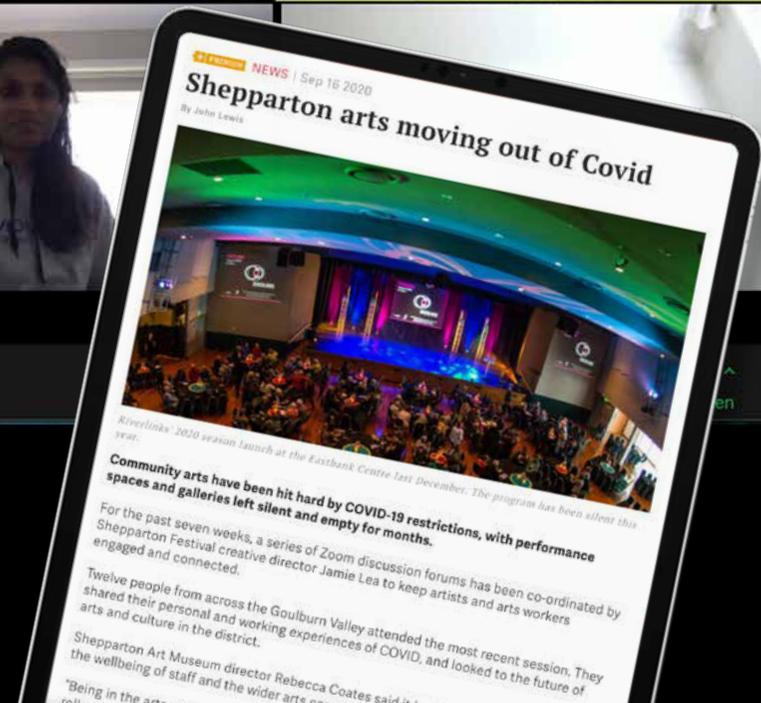
Arti Shah



Jacqueline-CAN Hub Numurkah



End



STORYLAB

FEBRUARY AND MARCH 2021

The COVID-19 crisis highlighted the need to deliver on the Festival's mission in a new way by equipping local artists with the tools and knowledge to become 'social-distance friendly'.

In essence, local artists needed to be able to showcase their unique work, skills, and brand through digital platforms. To achieve this the Festival put forward an expression of interest (EOI) through our social media channels with the aim of assembling a team of digital experts to be tasked with developing and delivering a series of workshops for artists.

The awarded team created a program titled StoryLab. The program delivered four workshops, a three-episode podcast series, and a documentary titled *Shepparton - A Moving Portrait*. Thanks to the Fairley Foundation's generous support, the series of workshops were delivered at the Shepparton La Trobe campus over five consecutive Saturdays during February and March 2021. Covering the topics of storytelling, social media, branding, and smartphone content creation, they provided fifteen selected artists with new skills to develop ideas, a brand voice, and increased capacity to create engaging content. Participants' feedback was very good, as the following two case studies highlight:

CLICK HERE TO VIEW
Shepparton - A Moving Portrait

Rachel Doller, Artist

"StoryLab has enabled me to tell my story in a purposeful and engaging way which in turn has created stronger connections and opportunities for me as an artist. The expertise offered from the facilitator and speakers was invaluable. Their professional delivery of the sessions and quality of information and knowledge has provided me with an excellent platform from which to propel myself further with my artistic endeavours. I would encourage creatives who really want to take that next step to attend these sessions and learn as I have, to tell their story."

Mark Niglia, Artist

Mark Niglia's powerful exhibition at Tallis Cellar Door during UNIFY came about through his previous participation in Story Lab and the connection that this made with Shepparton Festival. When Alice Tallis contacted Jamie Lea to discuss the inclusion an arts exhibit at Tallis Cellar Door in Dookie during the Festival, Jamie Lea knew the perfect artist. Mark Niglia's website, clearly demonstrates his engagement with Story Lab program as it now features a number of linked media content.

Click to view:

www.marknigliasculpture.com/media/



Photo credit: Abram Rasmussen

17
days

50+
events

200+
artists

25+
venues

FESTIVAL OVERVIEW

11 - 27 JUNE 2021

While many other festivals cancelled their 2021 programs, we delivered: Between 11 and 27 June, over 4,000 of participants attended more than 50 performances and exhibitions across 25 venues, delivered by more than 200 artists. Over 20,000 users accessed our online content. Ten legacy installations continue to make Shepparton more liveable. Writing this report gave us a moment to reflect on not only UNIFY, but also on our development as a community focused arts festival. We have demonstrated that we are resilient, and our community has shown that it values what we provide. Artist William Kelly's words really hit home and motivated us to deliver, regardless of adversity.

CLICK HERE TO VIEW
Meet the Artist, William Kelly



"Being able to deliver one of the only 2021 festivals in Victoria was an absolute privilege and one we don't take for granted during this challenging time for our industry. I would like to take this opportunity to whole-heartedly express my appreciation to everyone involved. Many went above and beyond to produce the successful and well-received festival that put a spotlight on our region and invigorated our community."

JAMIE LEA, CREATIVE DIRECTOR

CALL TO CREATE

“When I think about unify, I think of the coming together, the threads of our lives, of community, our story line, our sense of place, and how we are all interconnected”

Marion Langford,
Artist

HEAR FROM THE ARTISTS

Click on the artist name to view their videos.

Marion Langford
Bula Temporária
Christiano Dery Theodorus
Rebecca Gladman
Jasmine De Lai

Photo credit: Aleesha McQuilton



In August 2020, Festival Creative Director, Jamie Lea, announced the Call to Create, inviting artists in the Goulburn Valley to respond the theme of the 2021 Festival, UNIFY, with the winning submission influencing the branding of the Festival’s program guide and other materials.

Ten submissions, all of excellent quality, were received with Marion Langford’s textile piece ‘Unify: The Fabric of our society’ standing out. Marion explained that it was born out of an opportunity for the artist herself to reconnect and unite with other creatives after a challenging year, and in this way wasn’t only beautiful and excellently crafted, but also deeply meaningful. The weaving truly captures the meaning of unify.

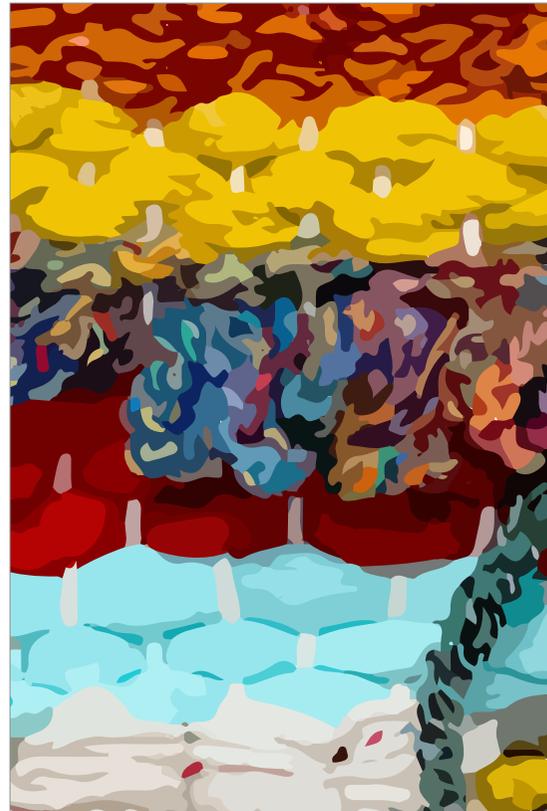
Marion’s piece reflects a winter colour palette of dark nights, big blue skies and fireside glow. The soft and inviting fabrics weave to create the perfect platform for a Winter festival. “There is something quite special as an artist to be understood” said Marion. “In the understanding there is unification. It comes back to community and a sense of belonging.”

The festival team and committee would like to express their gratitude to all the artists who submitted work – Beck Gladman, Dery Theodorus, Natalia Collins, Barb Rigano, Marion Langford, Erminia Villani, Philip Hickingbotham, Jasmine De Lai, Amanda Paino and Bula Temporária. Each artist who submitted a response to the Call to Create was invited to participate in a short video, discussing their response to the Festival theme.

HOW WE CREATED THE FESTIVAL BRAND



The chosen Call-to-Create artwork for 2021
Unify: The fabric of our society
Artist, Marion Langford



The original artwork was converted to create graphic elements.



The colour scheme, textures and line work are all lifted from Marion's artwork to form the Festival brand for 2021.

U n i F z

UNIFY GUIDE LAUNCH

7 MAY 2021

We launched the UNIFY Guide at St Augustine's church hall on 7 May 2021. Two time-slots made it easier for people to attend, and we could ensure that we stayed in line with the number restrictions for public events. Combined, 200 community members attended and snapped up copies of the guide – time to get excited about the Festival!

**[CLICK HERE FOR
PRESS COVERAGE](#)**

Shepparton News - 10 MAY 2021



Photo credit: Serana Hunt-Hughes



WORKSHOPS, PERFORMANCES & EVENTS



Photo credit: Serana Hunt-Hughes

WITHIN

Awaken Dance Theatre delivered four booked-out shows on 12 and 13 June, attended by 300 people at the Westside Performing Arts Centre.

The choreography encapsulated the mixed feelings conjured by the turbulent time, but ultimately centred on hope and resilience – and this theme was not only reflected in the actual performances, but also the fact that they could take place at all: Crucial time to practise together as a group was significantly complicated by lockdowns, and restrictions on gatherings meant that Riverlinks Westside could only accommodate smaller audience sizes, requiring an adjustment in the number of shows able to be scheduled. Our unreserved admiration goes to choreographer Kyla McGregor and the dancers who made it happen against all odds. The four performances were the first under a new three-year partnership between Awaken and The Australian Ballet, generously supported by a grant from The Fairley Foundation.

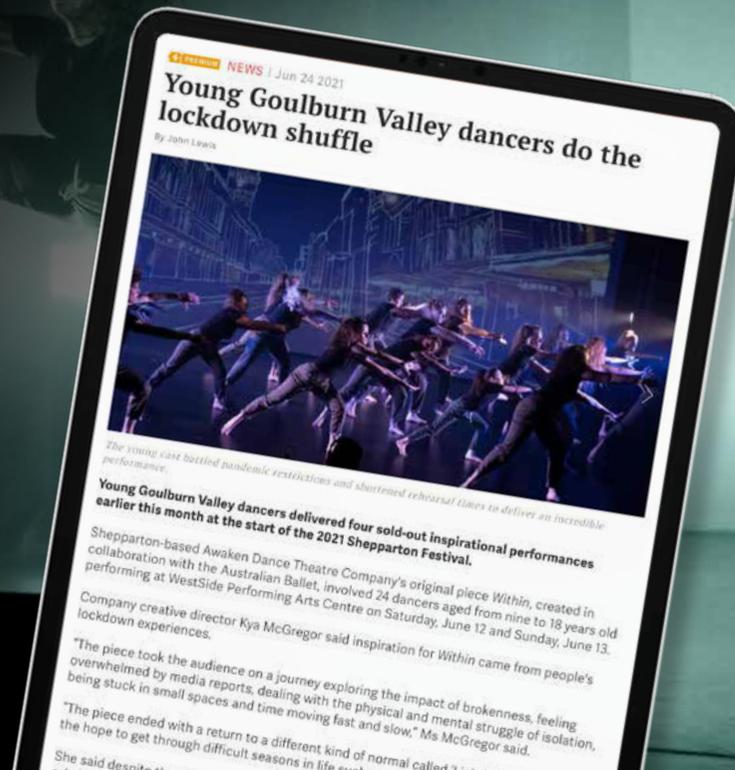


Photo credit:
Kristen Doherty Photography





It's hard to resist an alliteration at the best of times, but when local artist Tank puts on a practical arts class with a side of ale at the Shepparton Brewery, you'd probably expect Sheppartonian's to respond. And so they did - in numbers! Hopelessly oversubscribed, 80 participants were lucky enough to get a slice of the art and ale action.



UNIFY: FABRICS FROM OUR SOCIETY

In this brilliant example of how art can connect not only individuals but also cultures and communities, Call to Create winner Marion Langford made use of existing infrastructure and recycled materials and community participation to create a huge weaving piece.

Eighty participants came together to thread their textiles into a pattern, using the GOTAFE basketball court's wire mesh fence as the grid. Participants came from all corners of the district – downtown, outlying farming communities – and cultural backgrounds. Their yarns, now interwoven, created a beautiful piece that truly reflects our aspiration to be a united and inclusive community.

Photo credit: Serana Hunt-Hughes

UNIFY THE SENSES

This was meant to be the signature event of the Festival – and tickets sold out within a short time of the guide being published. We had secured the multilevel carpark in the centre of town to deliver an absolute tour de force of visual and performing arts to mark the 25th anniversary of the Festival: Dance, song, installations and projections across the decks of the carpark were structured so that the event could go ahead in most COVID scenarios.

Unbelievably, we were struck by lightning twice (metaphorically speaking): Melbourne-based artists could no longer attend due to restrictions, and outdoor restrictions were tightened making the venue no longer viable. With very little notice, we had to adjust and identify new venues and modes of delivery. It is to the credit of the team – coordinators, curators, performers, crews, and partner organisations that we could deliver individual components in different locations.

Amy Newton Dance Studios and young choreographer Robert Baxter put on three amazing shows over the festival – two of these were fully booked pop-up performances in empty shops in the Maude Street Mall, and a third at the Festival's 25th anniversary celebration.

The pop-up performance in the mall was live-streamed and the video has been viewed more than 4,200 times.

PluginHUMAN artists Betty Sargeant and Justin Dwyer transformed their initial design into a projection across the full wall of the new SAM building. The piece Art of Constant Change was created using a combination of electroencephalograms (EEGs) of the artists' brains overlaid with computer-generated images. It reflects not only the constant change we are subjected to generally during the pandemic, but also how the artists reacted to the change in venue and form: Art of Constant Change was created in direct response to the sudden change of venue and context of the exhibit.

[CLICK HERE TO VIEW](#)

[Pop-up Performances](#)

[CLICK HERE TO VIEW](#)

[Art of Constant Change](#)



DIGITAL CHOIR

The 52-strong community choir led by Ryan Black and Hannah Magee transformed its live performance into an incredibly moving digital version that combined the voices of local singers aged 8 to 80 and recorded individually due to restriction settings. It seems to us that the theme UNIFY is even better and more timelessly captured given this context. If you haven't yet done so, find a quiet moment, put the headphones on and watch the video of this beautiful musical arrangement by Ryan Black. And if you have done that already, do it again. Yes, it really is that beautiful. At the time of printing the video had been viewed more than 6,500 times.

**CLICK HERE
TO VIEW**

Choir Performance



Initially planned as the opening ceremony but hampered by restrictions, the team decided to revamp it as the closing ceremony. The night turned into a celebration of 25 years of Shepparton Festival and those who contributed to it, as well as a review of some of the highlights Shepparton Festival 2021 UNIFY. Incorporating live music, Robert Baxter's dance group, the choir's video performance, and other multimedia art forms, the booked-out event at the Shepparton Showgrounds was a social feast for the senses.

25th Anniversary Celebration

Photo credit: Serana Hunt-Hughes



Affinity Quartet

The four Melbourne virtuosos returned for a second year – this time with a twist: The punters curated the playlist! Ticket buyers were given the opportunity to select from a range of feelings and inspirations which the artists then translated into the set. 144 attendees immersed themselves in the two performances at Tatura Victory Hall and Chapel on Maude. If you missed it, here's a taster. A very exciting development of the emerging relationship between the quartet and Shepparton Festival is the plan to develop a tutoring and mentoring arrangement with the Goulburn Valley Concert Orchestra.



CLICK HERE TO VIEW
London Calling by Affinity Quartet

Photo credit: Serana Hunt-Hughes

Nyanak Baiyiya, Nyanak Nanyubak, Nyanak Woka

Yorta Yorta for We are Song, We are Dreaming, We are Country. Presented by Still Here, this event combined song and story curated by Yorta Yorta man Neil Morris, also known as musician DRMNGNOW.

Featuring a compelling blend of performance, story and conversation, Still Here invited reflection about the position First Peoples' song and story. Facilitated by Bricky B, the evening featured special performances and conversation with Yorta Yorta musicians and community members speaking to the themes Nyanak Baiyiya, Nyanak Nanyabak, Nyanak Woka.

Performances by Maddie Colville Walker, Michael Bourke, Arlo Charles, Lillie Walker and Bricky B.

Photo credit: Serana Hunt-Hughes



INSTALLATIONS & PROJECTIONS

Photo credit: Serana Hunt-Hughes

Wild Horses Rising

It is hard to describe the feeling when you encounter Mark Niglia's wild horses, sculpted from twisted, steel conured from metal. It is a mix of emotions that include awe, joy and gratefulness – and admiration for the artist's incredible skill. The horses, installed at Tallis Cellar Door in the Dookie hills with a backdrop of blue sky, mountain ranges and green pastures, appear in their

element, moving and alive. As soon as the exhibition was promoted in the guide and on social media, Tallis's bookings were saturated and hundreds of people came to feel the presence of the sculptures between 11 and 27 June. This event was an excellent example of how collaboration between artists and businesses is not only a win for both, but also for rural communities.



Shine on Greater Shepp

Rachel Doller on behalf of seven local artists organised a GoFundMe for the installation of murals around the CBD. "Street Art can be an amazing draw card for any city or region.

While Shepp already has some amazing Street Art but we want there to be more!" Well, Rachel exceeded her target and the transformative result is now visible and tangible – a wonderful legacy of UNIFY 2021. If you haven't already, have a look at the map, visit some cafes along the way, and enjoy visual art in the GV.

Projected onto five different publicly accessible spaces across Shepparton and Mooroopna, the diverse works of artists included short stories and animations, some filmed, others drawn or computer generated and all mesmerising in their own way. There were differences between works included site to site so there was always something new to discover. William Kelly's projection onto the new SAM was an excellent example of building connections at a time we feel separated: He began drawing a picture and then invited artist friends from across the world to contribute.

**VIEW THE
INTERACTIVE MAP**

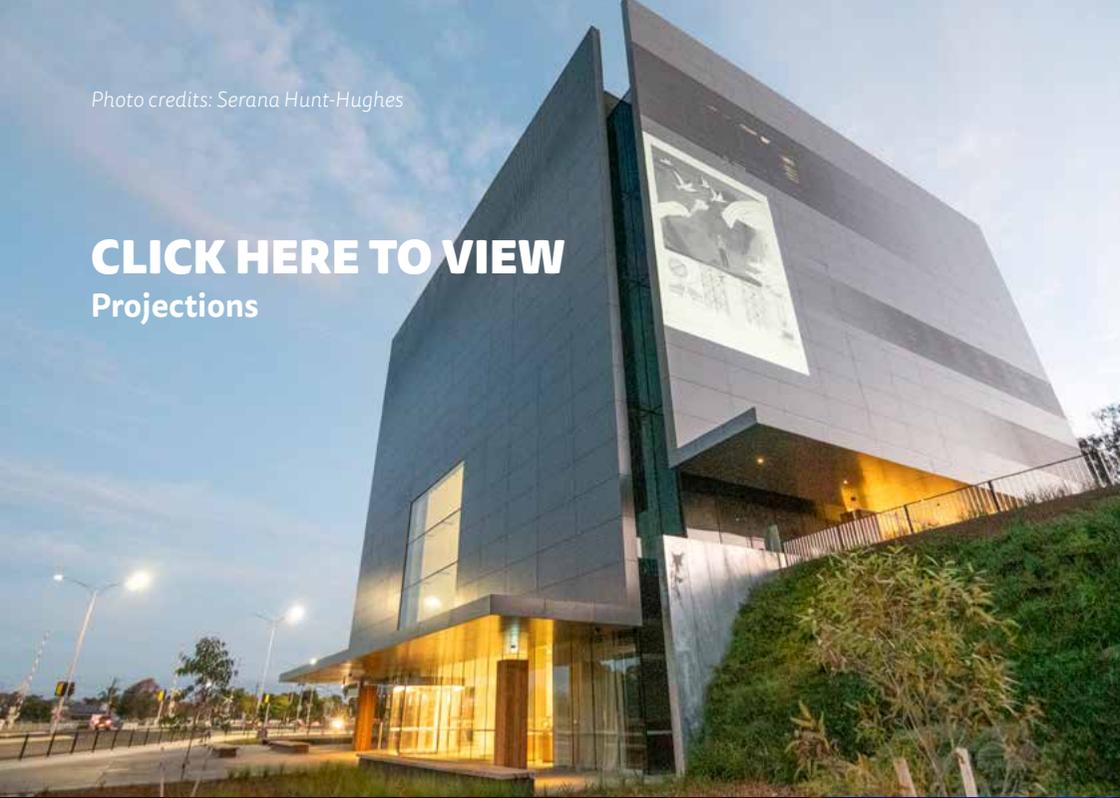
Discover Street Art



Photo credits: Serana Hunt-Hughes

Photo credits: Serana Hunt-Hughes

CLICK HERE TO VIEW
Projections



Containment

Splinter Contemporary Artists group member's Esther Costa and Kaye Poulton's installation at Harris Scarfe Plaza appears like a giant chandelier or cloud consisting of hundreds of paper mâché cups suspended on threads. Moving gently as a draft travels through, it shows how individuals can come together to form one coherent, greater whole.



Insert photo credit: Serana Hunt-Hughes

BUT *wait* THERE'S MORE

PROUD – G.V. Pride

With a sold-out launch on 17 June at the G.R.A.I.N. Store in Nathalia, PROUD began its celebration of art works created by the LGBTIQ+ community and allies. Over the exhibition period, 380 people came to admire diverse forms of art and media, which clearly showcased the creativity and pride of our local rainbow community.

Potters in the Shed

Between 15 June and 30 July, Kaye Poulton and fellow potters exhibited ceramic art works created during 2020 and 2021. Artists were available for a Meet the Artists event on 19 June. For those intrigued by their experience, the group meets every Wednesday and Thursday morning – so get involved!

Understanding Aboriginal Signs and Symbols

Kaiela Arts artist and StoryLab alumnus Kaniesha Howell guided the 20 participants through the meaning of Aboriginal signs and symbols in this workshop that featured some of the art works exhibited at Kaiela Arts. Facilitated by RiverConnect as part of the Festival program, this event sold out quickly, showing the increasing interest in the rich history and culture of the Traditional Owners of the land.

SAM Talks & SAM Makes

Moorina Bonini's visual arts piece *The Australian Melting Pot*, visible as a projection around town during the Festival (see *Shine On Greater Shepparton*) was the subject of conversation between her and SAM curator Belinda Briggs. The art piece investigated the complexity of living between multiple cultures in Australia, and it both celebrates and questions constructs of Australian identities. The conversation, held in front of an audience of 42, is captured as a podcast accessible on Listen Notes. The following day, a SAM Makes workshop *What makes you... you?* was attended by 20 adults and children who explored concepts of identity, past and future with Moorina Bonini.

RAV in Residence

Regional Arts Victoria team members made themselves available to creatives of any flavour to book in for a chat. Artists could get advice about how to advance their practice and increase their exposure. A networking event at the very cute Red Truck Café on 22 June was well attended.

Weaving Workshop

It is no surprise that this sold out in minutes! Led by artists from Kaiela Arts in their new workshop, women of all ages came together to sit, relax, connect and learn the delicate art of traditional grass weaving.

Flesh After Fifty: In Conversation

Lead curator and program manager Jane Scott and photographer Ponch spoke about their ground-breaking exhibition *Flesh After Fifty*. The project explores and challenges negative stereotypes of aging while celebrating and promoting positive images of older women through art. Attended by 44 participants, the discussion centred on the construction of images of older women, perceptions, expectations, and the appreciation of the older female form.

Story Seeds

Over two sold-out workshops at La Trobe University, writer Ruby Todd, an award-winning fiction writer and creative arts researcher, discussed her experiences as an author and her writing process. Ruby also offered advice about how to write your own stories. Ms Todd won the 2020 Furphy Literary Award with her short story *Awakening*, which describes the tumultuous events in a woman's life brought to a head by the HMAS Melbourne-HMAS Voyager disaster in 1964.

Watercolourlust

In this guided workshop by local artist Sophletta at Shepparton's eclectic cult-favourite venue Shingo's, participants focused on a range of easy yet effective techniques that brought to life their own vibrant botanical art painting.

MARKETING

Festival Promotion

- Program guide x 5,000
- Mini guide x 20,000
- 25 yrs Commemorative magazine x 10,000
- Posters 1997 - 2021
- Decals for each venues' footpath x 30
- Digital screens/billboards x 3
- Town entry signs x 4
- Town-entry road flags x 28

Print Press Schedule:

A press schedule of advertising and editorial ran from 12th March to 18th June 2021, including the Shepparton News, Country News, Benalla Ensign, Riverine Herald Echuca and the Shepparton Adviser. Exposure was maximised via media partnerships.

- Full wrap around x 1
- Front page strip advertisements x 7
- Full page advertisements x 2
- Half page advertisements x 9
- Quarter page advertisements x 7
- Editorials (both in-print and online)



Mini guide design



Website

The Festival website homepage was redesigned for 2021, the responsive design working more effectively across desktop, tablet and smartphone. It incorporated the brand parameters and efficiently filtered the program by genre, again focusing on the user experience.

The Stats

Across the height of the marketing campaign (January to July 2021) the website had over

22,243
page views

6,004
site users

48%
of visitors browsed
on a smart phone

3 min
the average
session time

Google remained the most utilised channel, followed by the direct link, either from an email campaign or QR code within press advertising. The remaining visitors were via Facebook.

50% Google search **30%** Direct link **20%** Facebook

The top 3 viewed categories were:

- **Visual Arts**
- **Workshops**
- **Shine on Greater Shepp**



Open your camera, hover your phone over the app code, one click and you're there!



Media

Radio & Podcasts

Terri Cowley from OneFM interviewed 25 (current and previous) committee members in the lead up to and during the festival. These interviews highlighted the years of volunteering, the ongoing strong community support and the many collaborations to reach our 25 year milestone. All ONE FM radio interviews were released as podcasts. In addition, 3 StoryLab podcasts were released in March.

Shepparton Festival team members and artists were interviewed by Matt Dowling from ABC Goulburn Murray 13 times, pre, during and post festival while the Creative Director, Jamie Lea was a guest on ABC state-wide drive show 3 times, Saturday Morning radio 3 times and twice on late night radio.

25 interviews, for 25 years

**LISTEN TO PODCASTS
CLICK HERE**

Television

Twelve WIN News stories before, during and after the festival included the festival guide launch, Wild Horses exhibition at Tallis, artist William Kelly's work projected onto the new SAM building and the Shine on Greater Shepparton initiative. WIN's coverage garnered over 45,000 views through its regular television slot plus its social media shares.

The Shepparton Festival was acknowledged twice during televised sessions of Victorian State Parliament, by our local member for Shepparton District, Suzanna Sheed MP.

Email Campaigns

The Festival database contains 1,574 qualified recipients. Campaigns sent via MailChimp achieved an average open rate of 49% and an average click-through rate of 5%. These statistics are well above the industry standards for Events & Entertainment, which are 20.5% and 2.36% respectively.

The most popular events promoted via email campaigns were Within, Wild Horses Rising, Flesh After 50 and the Affinity Quartet.

Memberships

During May we reinvigorated and relaunched our "Festival Friends" membership to include individual, family and concession annual subscriptions. So far, this has resulted in 44 subscriptions.



Photo credit: Serana Hunt-Hughes





Facebook

Promotional activity for the 2021 Festival garnered a 27% growth in Facebook followers, with the total increasing from 4,457 to **5,265**.

74% of the audience are female, aged from 18yrs to 65+yrs. Over 50% of the followers reside in the Goulburn Valley area, with the next largest segment being Melbourne at 17%.

Through the key advertising timeframe, the Festival Facebook page achieved organic reach of over 68,000 views.

Facebook Ads campaigns ran throughout May and June, they achieved the following results:

38,935
Total reach

213,607
Impressions

45+ yrs
75% of audience

Instagram

Instagram reach grew by almost 200% across the 2021 program, increasing from 1,570 to **3,099**.

Total audience is aged from 18yrs to 65+yrs, with 73% being female.

2,100
Followers

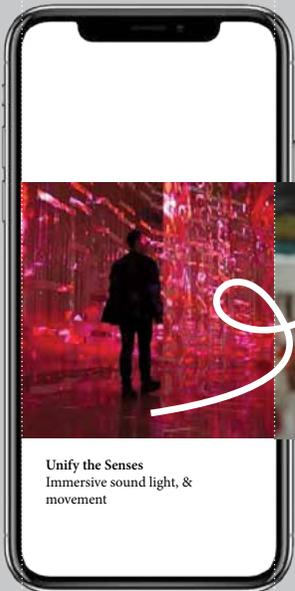
18 to 44yrs
70% of audience

Geography

Of all social media followers, 67% reside in the Goulburn Valley and 33% in Melbourne.



Greater Shepparton
Melbourne



Unify the Senses
Immersive sound light, & movement

Community Weaving
Bring the kids! No experience needed.

Still Here, Neil Morris
Nyanak Baiyiya, Nyanak Nanyubak, Nyanak Woka

Affinity Quartet
Australia's next classical supertars

Story Seeds
Grow and develop a story

#FACEofShepp
Where fashion and culture collide

Converge on the Goulburn
A free community event



THE SHOW *must* **GO ON**

11-27 June **BOOK NOW**

Shepp Fest

SHEPPARTON **FESTIVAL**

Outdoor Media

Press Tearsheets Advertising Samples - Shepparton, Benalla, Echuca & Country News

MR FRECKLES IS TOP OF THE CLASS

SHEPPARTON News

GRADUATES CELEBRATE

Education Week 2021
Your 10-page feature inside today

U n i v e r s i t y

11-27 June 2021

Celebrating the 25th annual Shepparton Festival
Visual Art | Performance | Music | Conversation | Workshops

gotafe

Euroa Show is back for 2021

Fit for bookkeeping

GET VALUE FROM YOUR STOCKFEED!

Visual Art Music Performance Conversations WORKSHOPS

Celebrating the 25th annual Shepparton Festival

17 days 50+ events 300+ artists 25+ venues

11-27 June 2021

SHEPPARTON FESTIVAL

gotafe

Positive attitude is a shot in the arm for all

Visual Art Music Performance Conversations WORKSHOPS

Celebrating the 25th annual Shepparton Festival

17 days 50+ events 300+ artists 25+ venues

11-27 June 2021

SHEPPARTON FESTIVAL

gotafe

WOO-HOO! MONSTER RETURNS

DO NOT MISS THE 10-PAGE EMPLOYMENT & TRAINING FEATURE INSIDE TODAY

U n i v e r s i t y

11-27 June 2021

SHEPPARTON FESTIVAL

gotafe

News

Precious clothing collection arrives

JUMP ON BOARD TO LEARN

MORE SPACE PLEASE

LAW WEEK FEATURE

U n i v e r s i t y

11-27 June 2021

SHEPPARTON FESTIVAL

gotafe

Man accused of assaulting his ex bailed

Barmah residents left in cold over grants

U n i v e r s i t y

Celebrating the 25th annual Shepparton Festival

Here's a taste of what's on this week...

Wild Horses Riding at Tullis

11-27 June 2021

SHEPPARTON FESTIVAL

gotafe

Multicultural festival is postponed

U n i v e r s i t y

Celebrating the 25th annual Shepparton Festival

Here's a peek at what's on next week...

Community billboards

11-27 June 2021

SHEPPARTON FESTIVAL

gotafe

SCRAP is back

Foundation tips hat to its volunteers

Make significant returns from leasing a small parcel of your land

U n i v e r s i t y

11-27 June 2021

SHEPPARTON FESTIVAL

gotafe



THANK YOU

Shepparton Festival had recognised the need to extend its reach and its way of working – to evolve - prior to the pandemic. The pandemic accelerated this evolution in some areas, while hindering us in others. Looking back, we are proud of what we have achieved during this extremely challenging 18 months.

None of this would have been possible without the steadfast support from our community, local business, donors, members and major sponsors. All have stood by us and believed in us when we needed it the most. Thank you.

Photo credit: Serana Hunt-Hughes





SPONSORS



Media Partners



Business Sponsors



Program Partners





Photo credit: Kristen Doherty Photography

CONTACT

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The Team

Creative Director: Jamie Lea
General Manager: Louise Tremper
Admin Support Officer: Siân Lewis
Admin Support Officer: Alaina Tuckett
COVID Marshal: Alaina Tuckett
Marketing: SO Creative
Accounts: Simone Lawler (Stubbs Wallace)
Photographer: Serana Hunt-Hughes

The Committee

Chair: Kirsten Green
Artistic Director: Leigh Findlay
Secretary: Peter Kelton
Treasurer: Glen Pearson
Fiona Smolenaars
Arti Shah

Life Members

John Head
Heather Gange
Carmel Johnson
Ross & Daphne Turnbull
Karen Parker
John Lewis
Angie Russi
Rob Robson

In memory of Tina Nelson

