



# Festival Report 2023

Photo by  
Cam Matheson



We acknowledge the Traditional Owners, the Yorta Yorta Nation and the clans whose lands cover the area now called Greater Shepparton, the Kalitjeban, Bangerang and Ngurai Illim 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.



# Contents

## 2022 FESTIVAL OVERVIEW

Welcome	4
Strategic Plan	5
Festival Overview	10
2023 Theme	11
Creative & Branding	12
Program Launch	14

## EVENTS & PROGRAMS

Festival Hub & Festival Opening	16
Festival Closing	18
Comedy	20
It TakesTwo	21
Dawn Chorus / Dusk Chorus	22
Opera Espanola	23
Access Memory	24
Home	25
Walk with and share our stories	26
Converge on the Goulburn	27
Shepparton Festival Music	28
It's all about the bees	29
SAM at Sunset	30
Yarka's Creation	31
Not Forgotten	32
Flight of Colour	32
Yenbenal Woka Exhibition, Weaving & Ceramics Workshops	33
eARTh	34
Foliage and Rocks	35
Road to Pride	36
Riverconnect Event Series	37
Workshop Series	38
OnBelonging	39
Short Film Making	40
In Conversation	40
Attendance	41

## MARKETING, ADVERTISING, MEDIA

Promotion & Marketing	43
Website Results	44
Social Media Report	45
Social Media Results	46
Campaign & Partnerships	47
Media & TV	48
Articles	49
Thank you & Sponsors	51
Committee	52

Photo by Cam Matheson



# We saw, we heard, we tasted, we explored, we experienced it all.



Photo by  
Mitch Barrett

17 MARCH – 2 APRIL, 2023

**Over 27 years, the Shepparton Festival has contributed high quality arts and cultural experiences to the Goulburn Valley region.**

The 2023 Festival was an opportunity for artists and contributors to deeply explore their expressions and ideas, developing events and programs that inspired and nurtured each other. No theme was set, with the intention of allowing creatives to be firmly placed in the driver's seat and fully focussed on their own themes within their work. What resulted, was a diverse offering of programs that both challenged and delighted audiences.

After 2022's program emerged triumphantly from the pandemic, boldly returning to our traditional calendar just nine months after the 2021 winter festival, 2023 saw a new Director lead the festival towards our March timing again, with some new challenges, but in what seems to be a world beginning to recover from the pandemic. 2022 captured the resilient spirit in Greater Shepparton and saw us working towards a future together. However, in October when the Victorian Floods hit our region, we were reminded that resilience will be called upon time and time again to work through local, national and global challenges. This was an integral time for the planning of the 2023 festival, causing our Expression of Interest deadline to be extended with many of our creative community and our team directly impacted and involved in response, relief and recovery efforts across the state.

Working to tighter timelines and a commitment to provide an opportunity for our communities to celebrate after the water receded, we formed a festival that delivered a diverse range of ways to experience the arts from nurturing spaces for reflection to passionate creative energy and interactive expression. The three multiyear funding arrangements secured in 2022 with Creative Victoria, Greater Shepparton City Council (GSCC) and GOTAFE have allowed the festival to continue to focus on delivering an amazing and inspiring 17 days in Greater Shepparton's cultural calendar. Guided by our Strategic Plan and Creative State 2025 – a state-wide creative industries strategy which sees creativity as central to Victoria's recovery and prosperity – Shepparton Festival continues to be recognised as a key contributor, providing opportunities for local artists, offering high-quality arts experiences and furthering Shepparton's reputation as a cultural destination.

Spreading throughout a wide variety of venues and spaces across the CBD and the region's small towns, Shepparton Festival presented new artworks, laughs and conversations shared by community, opportunities for collaboration between new and established artists from both within our region and outside, to create engaging and insightful works that our audiences had never seen before. These audiences were invited to feel positive and inspired by the festival experience in the place they live or were visiting. Provocations in thinking were presented to and by artists, community groups and organisations, as well as businesses to engage with each other. Together we shared in a more vibrant Shepparton.



# Strategic Plan



Photo by  
Lingy's Photography

## HOW WE'RE TRACKING AGAINST OUR TARGETS.

Building on the comprehensive remodelling of the festival that was set in motion in 2020 and implemented through 2021 and 2022, we continue to be guided by the 2021-2024 Strategic Plan.

Our governance and operational processes have been strengthened and our team continues to develop their professionalism alongside our evolving systems.

Our strategic plan includes clear and ambitious directions:

A SHARPER FOCUS ON ART  
AND SOCIAL DISCOURSE;

DEEPER COMMUNITY  
ENGAGEMENT WITH FOCUS  
ON FIRST PEOPLES FIRST;

CLEARER PROCESSES AND  
ACCOUNTABILITY STRUCTURES  
ACROSS THE ORGANISATION.

# SHARPER

## AIM

We will use art as a way to stimulate discourse, to draw a picture of what it looks like when we, as a community, fulfil our potential.

We will use art to identify solutions and to name what holds us back.

## OUR OBJECTIVES

## EXPLAINED

## STATUS

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, and designed and implemented a consultation process for its finalisation by the end of June 2022.

Artist payment policy is now finalised.

Achieved

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.

A panel was implemented in 2022 for the selection of programming for the 2023 festival.  
An EOI information session was offered to help artists work through their projects before submission.  
The EOI process will change significantly for 2024 to allow for more potential commissioned project opportunities.

Partially achieved

By 2022 (and thereafter), 50% of programmed events will celebrate our strengths and 50% will challenge the status quo, particularly with respect to truth-telling (First Peoples First principle).

In 2023, 59% of programmed events celebrated our strengths and 41% challenged the status quo.  
Our region was heavily affected by flooding and is still recovering from the impacts of COVID, so we are deliberately moving at a pace that is achievable for, and respectful to our creative community.

In progress

By 2022, a minimum of 30% of programmed events will be commissioned by Shepparton Festival, a maximum of 40% by EOI, and minimum 30% by our partners SAM, Kaiela Arts, and STAG.

Delayed in 2022 due to COVID.

Partially achieved in 2023

By 2023, 50% of programmed events will be commissioned by Shepparton Festival, 20% of programmed events will be generated through the EOI process, 30% of programmed events will be generated through formalised partnerships with SAM, Kaiela Arts, and STAG.

43% of projects commissioned by Shepparton Festival.  
35% of projects generated through the EOI process.  
22% of projects generated through formalised partnerships with SAM, Kaiela Arts, STAG and Greater Shepparton City Council.

Delayed due to COVID impact on 2022 goal.



# DEEPER

## AIM

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.

## OUR OBJECTIVES

## EXPLAINED

## STATUS

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.

New staff and committee members will complete this by the end of 2023

Achieved

By the end of 2022, we will have established an Inclusivity Plan.

Through consultation and experience working with our diverse community, we recognise that this work requires time and patience and a flexible model.

In progress

By the end of 2022, all staff and committee members will have completed cross-cultural training through the Ethnic Council.

A new relationship with Ethnic Council was established in 2022 and the committee aims to complete this training by the end of 2023.

Delayed due to Victoria Floods

By the end of 2022, we will have in place a cultural safety framework accompanied by policies and procedures that govern and guide our engagement with, and employment of First People.

Policies and procedures are in place. Framework is being developed.

Partially achieved

# CLEARER

## AIM

For us to deliver a sharper and deeper Festival we must be creative, focussed, 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.

## OUR OBJECTIVES

## EXPLAINED

## STATUS

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.

Achieved

By December 2022, we will have retained our 2021 level of multi-year funding.

Achieved

By the end of 2023, there will be no single source of funding that accounts for more than 20% of our budget.

We continue to aim for financial sustainability by diversifying our funding sources and developing more programming that generates income, as we navigate a recovering industry heavily impacted by COVID.

In progress

By the end of end of 2023, our funding mix is multi-year grants and one-off grants (50%), sponsorships (25%), ticketing/other (25%).

Current funding mix is multi-year grants and one-off grants (64%), sponsorships (23%), ticketing/other (12%)

In progress

At least 80% of our annual budget expenditure is spent on festival costs, with a direct focus on our customers and supporting artists. No more than 20% is spent on administrative overheads.

Achieved



Zoom in to celebrate.  
Zoom out to see the  
whole picture.





# 2023 Festival Overview

With an estimated 10,600 attendances, over 400 artists participating in events and over 30 venues hosting programs, the 2023 Shepparton Festival led to new professional and community relationships, both locally and beyond.

The generous provision of venues by Greater Shepparton City Council (GSCC) raised awareness of the significant investment our council makes to infrastructure and publicly accessible spaces.

17 MARCH – 2 APRIL 2023

17 DAYS

40+ EXPERIENCES

400+ ARTISTS

30+ VENUES



# 2023 Theme



This year, the Shepparton Festival asked our creative community to explore their own concepts as we made “no theme” our theme. Whilst previously, the festival theme has aimed to point the future Festival towards addressing a need or aspiration, in 2023, we allowed those needs to become more individualised to each program.

“The 2023 festival was about honouring our artists’ creative visions, conceptual exploration and realisation of ideas that they truly own.”

—  
Kristen Retallick,  
Shepparton Festival Director

Artists were compelled to present their ideas and, through the Expression of Interest (EOI) process they approached us to be involved. EOIs were open to artists locally, nationally and internationally and applications were asked to address the Creative State 2025 principles. We received responses from producers and creators of spoken word, theatre, choir, visual art, social commentary, graphic design, music, comedy, photography, dance, choreography, arts learning, insightful discussion, community art, sound, cultural exchange, environmental care, poetry and film. Connections were made with local businesses and organisations forming new partnerships and future opportunities for collaboration.

Alongside the EOI process, we identified artists whose work could provide a discourse that aligns with our strategic plan’s intent, and we commissioned works for inclusion in the program.

There is a wealth of talent, initiative and eagerness to be part of the Shepparton Festival, evidenced by the diversity in programming and a growing awareness of its existence.

# Creative & Branding

Previously, the Shepparton Festival's branding has been driven by both the theme and the winning entry to Call to Create – an invitation to local artists to submit new artworks capturing the spirit of the theme.

In 2023, we trialled not having a theme and shifted the timing and premise of Call to Create to allow for future planning and programming to align better with major stakeholders. This meant we needed to develop a branding approach that would still energise our audiences, motivating them to attend. Brand Designer Tess Nicholson from Rye Studios worked closely with Festival Director Kristen Retallick, in consultation with the Shepparton Festival Board, to visually bring together the varied elements of our marketing collateral.

"From many pixels, is how a masterpiece is made..." and "A feast for the creative senses" became the two central concepts and guiding forces behind the design of the marketing campaign by Rye Studios. Shepparton Festival's brand identity for 2023 annexes the absence of a theme by celebrating the way our creative community responded – by embracing their freedom of expression with program ideas that boundlessly explored their own themes and ideas.

The designs employed a confident, stripped back use of colour – predominantly the three primary colours. Pixels are represented with simple graphic elements in varied sizes across the print and digital assets creating a cohesive visual style that blends the use of photography, line, geometric and organic shapes to communicate a culmination of complex ideas. Film and animation were developed with Mitch Barrett, utilising the same treatment and were used on our website and as part of the social media campaign. An immersive activation of the designs was created at the Festival Hub, bringing in the use of silver fabric and neon blue lighting to further connect the space with the rest of the festival.

**The marketing campaign, intrigued and inticed, it was edgy and it excited our community in ways they may not have seen before.**

- 2,500 Printed Guides
- 200 A3 posters (10 types)
- Large scale vinyl posters installed at the Shepparton Visitor's Centre, Tinto Bakery, Stellar Coffee and JL Productions and Hire.
- Two A2 sized posters at The Milkbar café.
- 8 Town entrance signs

Photos by Cam Matheson









# Program Launch

**Following 2022's innovative COVID safe brand and guide launch, we were able to return to a more traditional format in 2023.**

Most anticipated was the availability of the much-loved printed guide. In 2022, a decision to move solely to an online guide was made, which was a necessary and strategic step at the time.

The contemporising of our website done in 2022 meant that this year we could provide a dynamic online program to sit boldly next to the printed version. This allowed people to engage with any additions and changes to programs, as well as be clearly directed to ticket purchases and registrations.

Four weeks prior to the beginning of the festival, eager festival fans gathered at The Vault in the Shepparton CBD where we revealed the exciting list of programs and distributed many of the printed guides. The publication was well received, and the feedback centred around the bold and cohesive design achieved by Rye Studios. The booklet was eye-catching in its minimalist cover design with enough intrigue to pique the interest of many passers-by. The venue was visually activated with a restrained branding treatment that extended the pixel concept into the physical space

with poster and interactive entrance signage on mirrored acrylic.

Continuing with the two time-slot approach tested in previous years, both events were well attended, where punters heard about all the ways they could get involved from both Kirsten Green, Chair of the Shepparton Festival Board and Kristen Retallick, Festival Director. Everyone was treated to a surprise preview performance by Allegra Giagu of Mumas Bravás. Opera in your lunch break or straight after work! Why not? As well as this treat, sumptuous grazing selections were provided by Teller Collective.

Guides were dropped at many of Shepparton's businesses and buildings the next morning, and it was officially released! In the following week, more guides were distributed to smaller towns in Greater Shepparton and neighbouring areas.

Photo courtesy  
Shepparton News





Theatre  
Dance  
Film  
Workshops

Cultural sharing  
Music  
Exhibition

# Events & Programs





# Festival Hub & Festival Opening

16TH MARCH – 2ND APRIL,  
14 EDWARD ST. SHEPPARTON

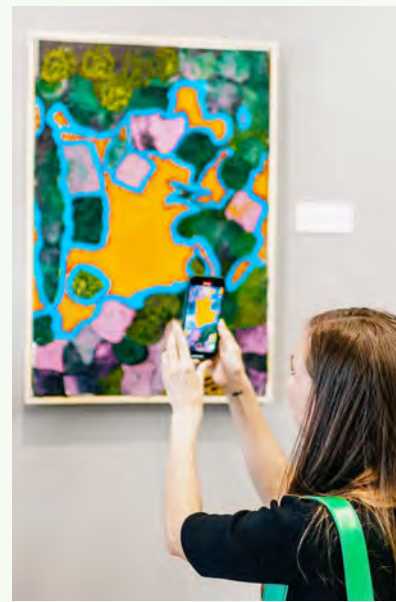
Opening – Thursday 16th March at the  
Festival Hub and Shepparton Brewery

This year, we created a Festival Hub right in the CBD of Shepparton, where we ran a box office and information point, hosted exhibitions, and ran several events and programs including the Festival Opening on Thursday 16 March, 2023.

The Festival Opening began with a smoking ceremony led by Yorta Yorta artist and elder Aunty Rochelle Patten providing a cleansing of the space and the 70 guests, as we prepared to launch the celebrations of the following 17 days. Michael Bourke welcomed us to his Yorta Yorta Country inside the Hub, followed by a very special spoken word piece by BRICKY B as a preview to the Festival Closing event. This was a deeply important sharing of his culture and creative expression. Chairperson of the Shepparton Festival Board, Kirsten Green provided insights into the upcoming programs and thanked our supporters and team for creating a festival that was full of bursting with contributions from many, artists, producers, organisations and venues.

Punters were then invited across the road to enjoy delicious food and drinks at the Shepparton Brewery, where there was much discussion of the programs that people were all looking forward to experiencing.

Rye Studio and Kristen Retallick co-designed the interior of the Hub, focussed on the two branding elements of “many pixels” and “a creative feast”. The spectrum blue signwriting work of Bicknell Signs, blue neon lighting and silver fabric provided direction and a new and exciting environment for those walking into the space to enjoy the exhibitions and programmed events. Moving through to the outside area, the JL Productions and Hire team generously created a homely and welcoming place for all festival goers to enjoy and relax in. Flourish on McLennan linked the indoor and outdoor spaces with the calming inclusion of an abundance of plants.



Photos by Cam Matheson

## THE HUB WAS HOME TO

### Reflecting Resilience – An exhibition by The Lighthouse Project

Greater Shepparton Lighthouse Project's Reflecting Resilience exhibition was a project that built on the organisation's involvement in Art in the Heart during the 2022 Festival. The Lighthouse team collaborated with local artists Lisa Lynch-Johnson, Melinda Solomon, Tori Day and Chris Walker who facilitated workshops at the Family Haven, Olly youth space, three Community Hubs and local primary schools in collaborative art making. Through a partnership with The School of Loving Music, Reflecting Resilience also saw the creation of original songs sharing the important perspectives of First Nations and multicultural children and young people of Greater Shepparton. The musical storytelling resonated through the exhibition and festival hub, while festival goers immersed themselves in the community's creative healing processes displayed in paintings and mixed media work displayed across two rooms. The artworks intimately explored the makers' stories of the devastating 2022 Floods and provided solace to the rest of the community who all had their own version of this experience.

"This is the first time I've ever  
done something just for myself"

"I haven't painted since primary school!"  
— Collective Community Heart Workshop participants

### Collective Community Heart – Large scale artwork and community art project by Nathan Carkeek and Dery Theodorus

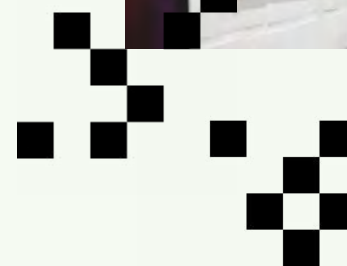
Nathan and Dery collaborated not only with each other, but also with a variety of Shepparton's local community to create the calming, meditative painting that sat proudly in the Festival Hub for festival goers to enjoy. The artists also created a publication that explained the process, which was available along with a beanbag to kick back in while reading about the project. Creative workshops took place with the support of Greater Shepparton Lighthouse Project and Picnic for Peace, including members of Shepparton's diverse, multicultural and entrepreneurial community. After this extensive community interaction, the work created by participants was interpreted by Dery and Nathan in the large painting. Community members visited the work at the Festival Hub reflecting on the profound experience of giving themselves the time to look into their hearts and draw and paint alongside each other. The work has now found its home with the Greater Shepparton Lighthouse Project.

### An exhibition of the 2024 Call to Create entries, including two past winning works.

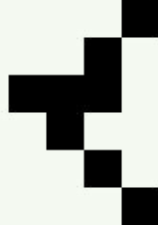
This year saw a change to the Call to Create timing and format. Artists were invited to enter their work to be in the running for selection as the artwork that forms the basis of the 2024 creative concepts in the festival's marketing collateral. The work was exhibited at the Festival Hub, where punters who came to visit the box office, enjoy the relaxing space or take part in programmed events also had the pleasure of experiencing the work of those wonderful local artists. Eight artists were on show, with a variety of media including photography, illustration, collage, painting, digital imaging, textiles and mixed media work. New artists were identified alongside the selected artist Shiro, who's energy filled mixed media practice is exciting and fresh providing inspiring material for Rye Studio and the festival to work with in the creation of 2024's "festival look".



Photos by  
Cam Matheson







# Festival Closing

Sunday 2nd April at the Festival Hub and Fryers St. Carpark

Welcomed again to Yorta Yorta Country by Michael Bourke, this time he provided a smoking to cleanse our space and audience, which was followed by a dance performance by Wulumbarra. It's always centring to begin in the right way, by acknowledging that we carry out these activities on unceded Aboriginal land and when this acknowledgement is paired with the generosity of traditional owners welcoming us all to take part in our work and play on these lands it feels like we are moving gradually towards a more respectful place for all peoples.

Festival Director, Kristen Retallick provided some insights about the 40+ programs that had just taken place and announced the Call to Create winner – Shiro, whose work will feature in the 2024 festival across several platforms. Kristen then handed over to MC River Loizou to begin "If we can't see it we can't be it."

Co-curated by BRICKY B and Festival Director, Kristen Retallick the Festival Closing was a proudly all First Nations lineup of incredible performers including BRICKY B, Kee'ahn, Karo Grace, Yambra, Shanikwa AJ, DJ Kidd Benny (Djinbak Yenbena), Wulumbarra and MC River Loizou.

Kicking things off, local singer Shanikwa AJ captivated the audience with her heart-wrenching original songs speaking truth and sharing her experience as a young Aboriginal woman. Yambra followed up, backed by DJ Kidd Benny (Djinbak Yenbena) as the sun set with his impossibly smooth vocals and hooky RnB songs. Yambra brought up collaborators Nate 6 and Ray Pelka to blend

lyrics and create the party vibes on stage and throughout the audience. Karo Grace followed with his debut stage performance, absolutely blowing everyone away with his powerful lyrical flow over well crafted tracks. Kee'ahn is a very classy performer, and Shepparton was treated to her solo set of storytelling, honey-like lyricism and spacey guitar. A visitor, yet no stranger to Yorta Yorta Country, Kee'ahn was programmed in this show to do exactly what she did – gather up the crowd, the festival and the community in her emotionally raw and beautiful songs. BRICKY B headlined with an energy filled set of spoken word and hip hop, sharing deeply personal stories of his own and those of his people. He performed songs with Keirnan Ironfield on yidaki/didgeridoo, adding a depth to his show that the audience fully embraced. BRICKY B has been rising up locally and it won't be long before his work is recognised more widely. Co-curating the show mean that BRICKY B projected a sense of pride over the whole production, beaming with accomplishment as his family, friends and fans celebrated him and all of the evening's performers. HD Productions' lighting design and sound production elevated the show and had both performers and audience captivated in the level of respect to presentation that the team provide.

The Shepparton Festival team ran a simple bar providing welcome refreshments to round out the festival, which went alongside delicious food provided by Shanika from the Afghan Kitchen.

"It was a powerful event of great cultural and creative exchange. Our minds are opened to understanding how important it is in having the freedom to create and how integral this freedom is in building your communities and keeping them strong"

— BRICKY B

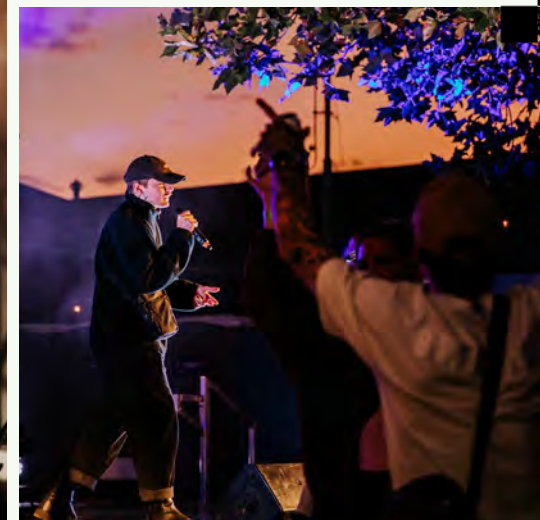


Photo by Lingy's Photography





“It’s the coolest place  
I’ve ever performed”  
— Shanikwa AJ



Photos by Lingy's Photography



# Comedy

In 2022, the people of Shepparton told us they were ready for more laughs and excited to see comedy back in the program, so in 2023 we delivered three very different comedy shows to a welcome crowd of punters.

## Presentation is Everything

Wednesday 29th March at Downtown, Shepparton

Sweeney Preston and Ethan Cavanagh returned to the Shepparton Festival with their new show Presentation is Everything. Shepparton's much loved underground bar and nightclub, Downtown, hosted these two endearing funny guys. A venue new to Shepparton Festival helped the comedy duo engage with a brand new local audience base. The vibe in the room was fresh and young, with some gentle audience interaction paired with flawless comedic timing and delightfully cute multimedia that complements the show. Dressed to impress, Sweeney and Ethan once again presented well to an audience that must have been impressed, as they found it quite difficult to get out the door after the show finished.

"It was a chance to see something that we don't get much of locally, and starting a bit later meant we could go for dinner first making a night of it."

— Audience member

"Great venue, it felt really personal"

— Audience member

## The Wine Bluffs

Saturday 1st April at Longleat Wines, Murchison

Selling out quickly, Damien Callinan and Paul Calleja were the self-styled sommeliers of comedy who had the answers to your wine tasting questions. Punters arrived at the immaculate Longleat Winery just in time to see the sky change colour over dinner and drinks on the terrace. Sandra, Guido and their team provided outstanding food, wine and service while making you feel like one of the family. The audience eagerly moved into the recently renovated cellar door building to enjoy an entertaining evening with a new take on wine-tasting. Damien and Paul are comedians of high calibre who knew their audience and played to them well.

"Oh they laughed - we should never take ourselves too seriously!"

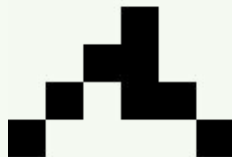
— Audience member  
who spent some time on stage

## Multicultural Comedy Gala

Saturday 18th March at Riverlinks Westside, Mooroopna

A slate of high-profile comedians helped kick off the festival on our first Saturday of shows. The seven artists were keen to get Shepparton's comedy lovers laughing with their fast-paced gala at Riverlinks Westside, and that they did! The coming together of artists with such diverse backgrounds is a celebration of the our local, and national cultural identity, and certainly piqued the interest of Shepparton's audiences.

Photos by  
Lingy's Photography





# It Takes Two

Saturday 25th March at Riverlinks Westside, Mooroopna

It Takes Two was staged on the middle weekend of the Shepparton Festival. The show was headed by Karen Groves, David Shelley, Mel Matthews and Nicky Pummeroy, who were joined by a fantastic well-known cast with stars such as Nigel Parsons, Matt Dowling, Andrew Nicholls, Troy McKindley and Stevie Renee, but also including some of Shepparton's lesser-known, future stars and new-comers to Shepparton Theatre Arts Group (STAG).

The group performed its version of a 'live' variety show, treating audiences to the behind-the-scenes fun of early Australian variety television, featuring STAG's very own 'Stagtuccio' dancers, "...reminiscent of the Tony Bartuccio dancers of variety shows of old". The production was STAG's return to the Shepparton Festival for the first time since the pandemic, continuing the important relationship between the two organisations.

"The power and emotional engagement of the performers made it difficult to realise this was amateur theatre and nobody was getting paid. They were doing this just for the thrill of it. And how thrilling it was to watch their transformation from ordinary to fabulous.

However, many of the performers already had runs on the board as semi-professional singers — and it showed. The quality of performances was probably the best I have seen in more than 25 years of watching STAG shows."

— John Lewis, Shepparton News review, 30th March 2023



Photos courtesy of Shepparton Theatre Arts Group





# Dawn Chorus / Dusk Chorus

Friday 31st March – Sunday 2nd April at the Australian Botanic Gardens, Kialla

Maybe Known As (MKA) and The Midnight Horrors performed a site-responsive, walking performance – in the form of an absurdist parody of a birdwalk.

The show took place at dawn and dusk over three days on the last weekend of the festival and provided a unique and immersive experience for festival goers. It was a memorable and engaging way for them to interact with the local environment (Australian Botanic Gardens) and an amusing diversion from everyday experiences of public space. The performance used disruptive and light comedy to encourage attendees to consider the natural world around them. MKA and The Midnight Horrors aimed to foster a deeper appreciation for the value of our shared environment from the audience; and encourage audiences to experience performing arts in a non-traditional space. The successful realisation of these aims was part of the project's contribution to the festival's overall goal of promoting community engagement with the arts.

Whilst the project didn't experience any significant problems or changes to its planned form or structure, the work itself is inherently responsive to its environment. As such, the performance for Shepparton Festival was uniquely adapted to the specific conditions of the site (location, landmarks, weather, attendees). This dynamic quality of the work allowed for a more immersive and engaging experience for both performers and audience members, as the performance was able to evolve.

As part of making the show, the artists were thrilled to connect with a variety of audiences from a group of queer environmental activists, actual bird watchers/walkers, and a group they hadn't had in our audiences before – and loved: children! The artists were really thrilled by the cross-generational engagement with the show; loved being able to see families interacting with each other, and enjoyed the new connections and community that formed between strangers during the performance/walk.



Photos by  
Lingy's Photography





# Opera Espanola

Friday 24th March at Tallis Wine  
(Rye at Tallis), Dookie

This very special evening was an immersive event held at Tallis Wine (now known as Rye at Tallis) in Dookie, which drew world-class performers of Art Music (Baroque) and Spanish Dance (Flamenco) to Regional Australia.

The first show, Eterno Flamenco, was devised and choreographed by Arte Kanela Flamenco (Johnny Tedesco and Chantelle Cano) and Gerard Mapstone (guitarist). The second show, ¡Venga! was an Australian Premiere of Iberian Baroque music, created by Mumás Bravas for Shepparton Festival 2023.

Necessary adjustments to the published order in the program were made, because of inclement weather. In the face of the challenging weather conditions and risking the cancellation of both shows, we made the decision to go ahead. What resulted was an intimate, joyful, international-level show, totally unique to Shepparton Festival, broadcast on Australian Digital Concert Hall and soon to follow suit as part of Bloomington Early Music Festival 2023 in the USA; delivering Shepparton to the world. We also made use of local performers and artists, including Mark Niglia Sculpture, Uncaged Spirit Circus School and of course HD Production for the lighting design and sound.

By bringing this rare and bold event to Shepparton Festival, we are contributing to the wider overall perception of Shepparton as a place of note in the Arts Arena, and the more distinct the flavour of our future Classical/Art music programming, the more notoriety we are likely to achieve. This then feeds back into the community, and into future possibilities.

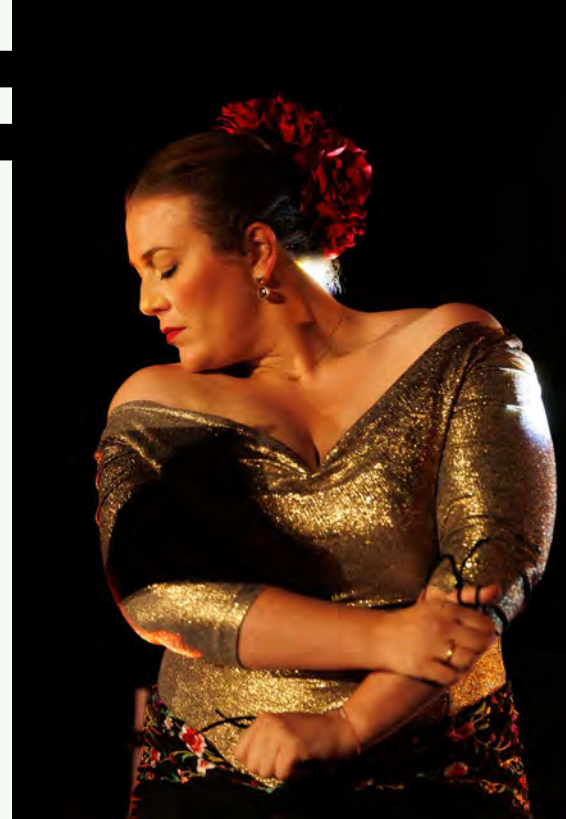
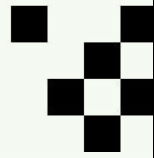


Photo by Cam Matheson



# Access Memory

30th & 31st March at the Bakehouse  
Blackbox Theatre (STAG), Shepparton

The show was attended by 24 audience members from the Benalla and Shepparton area who enjoyed the performance and the opportunity to see contemporary performances, developed by regional artists. Tegan invited her collaborator Isadore, from Regional North Queensland to perform in the work, and the audience was enthralled by her live performance and vocals. This was an opportunity for the artists to test specific artistic elements within the work including the live improvisation between the sound, movements and sculpture. The performance was supported by Shepparton Festival and STAG through the provision of tech and production support, and was made possible by the Australian Government's Regional Arts Fund, via Regional Arts Victoria Quick Response Grants which supports the arts in regional and remote Australia.

"Presenting work as part of the Shepparton Festival provided an opportunity for me as an artist to profile my work to new audiences and the wider sector via the festival's networks and marketing. I was able to connect with other regional artists from the northeast and share my work and practice via the performance and an In Conversation, Creative City Networking event hosted by the festival. This will impact my ongoing practice in the region and hopefully, seed future collaborations with local artists and the festival."

— Tegan Nash Ollet



Photos by  
Cam Matheson





# Home

Saturday 1st April at Shepparton Art Museum (SAM) Amphitheatre, Shepparton

Dance students from the Victorian College of the Arts (VCA) at the University of Melbourne captivated Shepparton Festival's audience with a new contemporary dance work exploring themes of migration, memory, and belonging.

'HOME' was as a "powerful production that reveals deep reflections around what it means to live together on this land and shed light on the personal experiences and relationships our students have with the places they call home." It was choreographed by renowned London-based dance company Alleyne Dance.

The timing of the event coincided with an annual visit from Australian Ballet Education which restricted availabilities of students to participate in the planned workshops, which was unfortunately not realised. This is something the University is keen to see happen in the future if there is an opportunity to build on this event.

Students grew from the experience of dancing on Yorta Yorta Lands learning the protocols of being a touring artist with the support of the Festival and University partnership staff. As a local and international event HOME cultivated a sense of being part of a global community. The connection for VCA dance student Abbigail Makin having grown up in Shepparton was very special and meant that the event was well attended by supportive family and friends as well as many that were interested in the program more generally.



Photo by  
Mitch Barrett



Photo by Drew Echberg, courtesy of Victorian College of the Arts Dance



# Walk with and share our stories

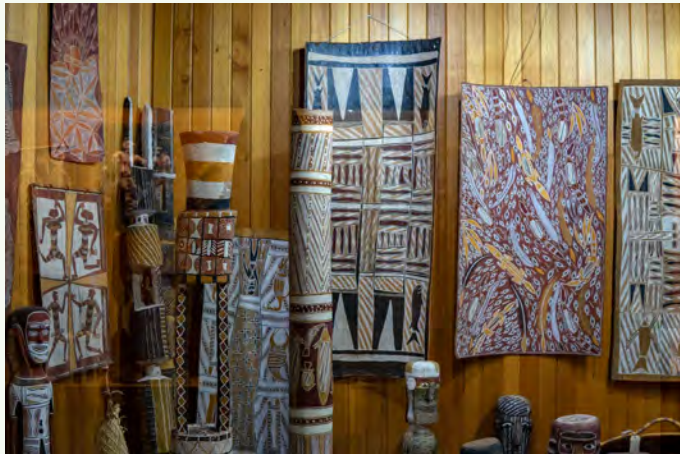
Tuesday 22nd March at Bangerang Cultural Centre, Shepparto

Miranda and Clinton Edwards created an evening in the Bangerang Cultural Centre, inviting participants on a tour of the museum.

Roland Atkinson generously welcomed participants and shared a deep love and care for country with participants through story. Later in the tour, Roland showed and spoke to sacred objects, creating a platform for discussion and connection. On returning to the start point at the intriguing circularly designed building, the 54 attendees were treated to delicious homemade damper and a selection of teas made with native ingredients.



Photos by  
Serana Hunt Hughes





# Converge on the Goulburn

17th & 18th March at Victoria Park Lake,  
Shepparton

Greater Shepparton City Council's annual multicultural festival, hosted for and by our community was run across two days for the first time this year.

This event is designed to instil community pride and encourage locals and visitors to learn more about this abundant and flourishing region, while providing a program that brings together people of all backgrounds to celebrate what makes them unique. The vibrant stage program was curated and run by Point of Difference Studio (POD) with the Shepparton Festival programming the headline acts. POD curated an "around the world" experience for the stage program beginning and ending with First Nations, the headliner being Kutcha Edwards who provided his interactive and embracing show that had many of his own local family members involved.

Converge on the Goulburn is held and supported by Greater Shepparton City Council to provide an engaging, professional, community atmosphere where our multicultural residents can share their talents, skills and heritage with others and to develop even stronger community connections. Across the two-day event period we saw just over eighteen community groups and individuals from diverse backgrounds get involved in the planning and execution as food vendors, stage performers and stall holders. The Nepalese Association participated for the first time, both performing on stage and rallying a huge amount of support to produce 1,000 food portions across the two days. Some

food vendors, operated as a business and others donated their time to share their craft and create awareness for causes close to their hearts. From being part of this event, community vendors were able to make funds to assist in future events and gatherings within their communities. The extremely hot weather on day 2 was a challenge, meaning that some stallholders were unable to attend on Saturday, cementing the need to plan for climate effects on events in future.

—  
Greater Shepparton City Council partnered with Mooroopna Rotary to collect attendee data to summarise the number of people arriving during a two-hour period each evening, and capture where in Victoria they come from. This data provided the following insights:

- The total number of people counted was 4,504. 2,742 of those residents had a Shepparton postcode.
- The second largest pool of attendees was those from surrounding areas or towns, both within Greater Shepparton such as Kialla, Mooroopna, Shepparton East, Dookie, Tatura, but more broadly in neighbouring municipalities within one hour, to an hour and a half of the event such as Numurkah, Katunga, Waaia, Seymour, and Cobram totalling roughly 1,200 attendees.
- Those residing in Melbourne and surrounding suburbs made up roughly 190 of the attendance figures, with the remaining being visitors from across Australia.

Photo courtesy Greater Shepparton  
City Council



Images credit: Lingy's Photography



"Our daughter really enjoyed the Headspace activities provided on Friday. More things for tweens would be great"

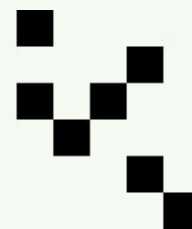
— Audience member

"Great concept - loved the idea of community participation and encouragement."

— Audience member

"Overall, the event was great. Met many locals that were very friendly. Every employee at the event was helpful in every way and helped make the event run smoothly; for both vendors and contenders. Will definitely want to be a part of next year's Converge Festival."

— Audience member



# Shepparton Festival Music

## Singing in the pub

Saturday 18th March at Junction Hotel Toolamba

The Australian Welsh Male Choir brought their fantastic event to Toolamba, hosted by a passionate team at The Junction Hotel alongside the festival team.

Eager crowds enjoyed dinner inside, before heading out to the phenomenal outdoor site behind the pub, which features an impressive stage and plenty of space to relax and settle in for the show. Festival volunteers helped the crowd enjoy the space as they arrived. Then the choir got punters from Shepparton, Toolamba and beyond, excited by their unique contribution and cultural sharing, which sat proudly amongst the varied artforms of the broader festival. The show provided opportunities for sharing between performers and the crowds, keeping both the audience and the choir inspired and engaged in a fun and interactive performance.

“Our performance in Toolamba was very immersive with a great relaxed, friendly atmosphere followed up the next day by a more traditional performance at the exquisite SAM”

— Ian Mackie, President Australian Welsh Male Choir

## Firetail

Friday 17th March at Wild Life Brewing, Shepparton

Music adventurers of Shepparton were treated to a night of world jazz fusion featuring a 6-piece band, spoken word artist and dancer Sizway, belly dancer Honey Bea and MC from the No Ego Thing. Live projections by Jeff Cregan complemented the already jam-packed performance space, making Firetail's show a multilayered experience for all of the senses. The crew at Wild Life Brewing Co. were keen to test new ground, and it paid off, with a full house in the beer garden and plenty of room in the main bar for those just after a knock off drink and some yummy food from The BBQ Den.

We met the local MP and had a great chat about bringing in diverse music to Shepparton. We had a wonderful experience and would love to return.” Jamie McElhinney, Bass player of Firetail

## Things of Stone and Wood

Friday 24th March at Shepparton Brewery

The band that defined Melbourne and much of Australia's music industry in the early '90s with hits Wildflowers and Happy Birthday Helen brought their acoustic set to Shepparton Brewery. Greg Arnold and Justin Brady did not disappoint to a sold-out crowd at Shepparton Brewery with their energetic show to those lucky enough to get their tickets. Alongside the rollicking fun times of a Things Of Stone & Wood gig lingers strong commentaries on society, telling an Australian story and inviting everyone to sing along and be part of it. Opening the gig was local musician and prolific collaborator Simon Marks with well-known fiddle and banjo player Hamish Davidson. Both artists are more than comfortable warming up the crowd and delivering their own special moments and exchanges with the audience. As locals have known for quite some time now and visitors learn quickly, the food at this venue is a testament to the incredible, longstanding hard work of Matt, Daina and their team. Good food, good music, and an all-round good time!



Photo by Kylie McCarrey



## Broken Creek Pop-up Choir and Broken Creek in Concert.

Sunday 19th March at Kialla Central Hall, Kialla

The afternoon offering of a pop-up choir workshop was a two hour all-inclusive experience where participants were introduced to the basics of singing and learned a number of Australian folk songs. They were invited to be part of the 'Broken Creek in Concert' later that night.

A diverse group of 10 took part in the choir ranging from primary school aged children to retirees. Some were already part of local choirs and for some it was their first time singing in public. The environment was supportive and participants built their own community links by getting to know each other, encouraging and inviting each other to activities outside of the workshop. The choir sounded beautiful by the end of the day and their sound enhanced the following event that night.

The band, we benefited by connecting in a meaningful way with participants who then wanted to show their support by buying merchandise and signing up to their mailing list. Some had never sung before but got the bug afterwards!

Broken Creek in Concert was a music concert by local chamber folk duo Broken Creek who performed folk music from Australia, Scotland, Ireland and America with banjo, mandolin, guitar, violin and voice. It also included singers from the Broken Creek Pop-up Choir.

The event saw a packed out Kialla Hall with an audience of approx. 90 people who were a rapt audience. Some experienced the folk music genre for the first time, exposing them to diverse styles and traditions from different parts of the world that expanded their musical horizons. While some in the audience were already deeply involved in the folk scene which has led to further connections and events beyond the festival. Audience members connected emotionally to the performance and reported feeling moved and uplifted. The atmosphere was an intimate and authentic one in the Kialla Central Hall fostering a sense of community and camaraderie among attendees which was enhanced by the interactive elements of singing/clapping along in the performance.



“I got to reconnect with my old violin teacher who was soon smiling and telling me I had to hold my violin higher!”

— Erin Heycox of Broken Creek Band



Photos by Liz Arcus  
(except top right)



# It's all about the bees

17th & 18th March at Victoria Park Lake

Splinter Contemporary Artists conducted a free art-making activity at Converge on the Goulburn for children and adults that highlighted the importance of bees as pollinators of our food.

They created seed tapes, a banner, and information sheets. Participants were supplied with paper bags, a plant label and markers to decorate the bags of seeds for flowers which attract bees and butterflies. The packs were accompanied by instructions of how to plant the seeds in a pot or a garden at home. Families new to this area and to Australia were eager to learn about their new country and how to best care for their environment.

As this program ran as part of Converge on the Goulburn, many of the participants came from other cultures and countries. They were keen to take part in a free activity which would benefit their new community and their own homes and gardens. The kids were happy to chat about what they were doing and what they had learned at school about bees and the environment. When we mentioned that the food sources for bees were damaged by floods and fires, this struck a chord with some of the parents.



# SAM at Sunset

Thursday 30 March at Shepparton Art Museum (SAM)

An elevated version of the monthly, family friendly SAM at Sunset program became a key event for the Shepparton Festival in 2023. Punters were encouraged to move through the building over the course of the evening to enjoy SAM's free galleries, talks and workshops as well as food, drinks and live music in the ticketed bar area.

Polyglot Theatre brought their popular workshop FEAST to SAM at Sunset, where children were invited to create fantastical dishes by playing with materials other than food to make truly delicious, and sometimes horrible, culinary creations.

The SAM FRESH exhibition opening celebration was held in the Community Gallery where awards were announced for FRESH: GV Top Art and Design. The judges awarded work in three categories: Art, Studio Arts, and Visual Communication Design to recipients Calin Davies Matarese (Notre Dame College, Shepparton), Lily Hocking (Assumption College, Kilmore), and Erin Hicks (Goulburn Valley Grammar School), Shepparton respectively. The three winners of the FRESH awards now have their artwork featured on the Festival Wall, located at Stubbs Wallace Accounting on Welsford Street. This new collaboration between the Shepparton Festival, SAM and Stubbs Wallace saw a representative from Stubbs Wallace take part of the selection process and an exciting opportunity for the three winners work to be publicly displayed for an entire year. The people of Shepparton now have plenty of time to get to know three budding young artist's names.

Artist Ash Keating facilitated a tour of his exhibition ELEVATION in the People's Gallery on Level 2. The artist shared insights into the show and punters learnt about the unique processes used to create his enamouring large-scale panoramic paintings, that draw inspiration from our region's landscape, horizons and weather patterns.

SAM Head of Exhibitions and Collection, Jessica O'Farrell hosted a tour of the recently opened SAM Collection exhibition Dance Me to the End of Love. Punters traversed themes of birth through death, gently and expertly guided through the stirring show that features over 39 artists.

After enjoying the full museum experience on offer, a laid back and welcoming atmosphere was created in SAM at Sunset Bar, this month hosted in the newly re-opened Café on Level 1 catered by "Elsewhere at SAM" where live music from Daniel Reeves, a bar and delicious finger food was enjoyed over much discussion of a fantastic evening.



Photos courtesy Shepparton Art Museum



## Festival Wall

The Festival Wall is a collaboration between Stubbs Wallace Accounting, Shepparton Art Museum and the Shepparton Festival and will be on display until the 2024 Shepparton Festival.



Photo by Mitch Barrett



# Yarka's Creation

17th March – 2nd April at various locations in Shepparton and Mooroopna

The Shepparton Festival commissioned Yorta Yorta artist Tammy Lee Atkinson to create nine original works for display in an “artwork treasure hunt” around Shepparton and Mooroopna.

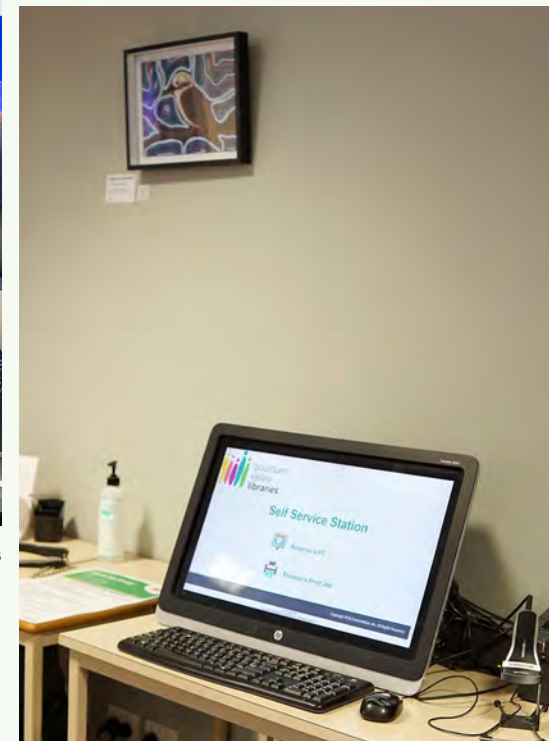
Tammy worked alongside Elders and young people from her community to create the series of animal artworks that incorporated language and provided insight to her connection to Yorta Yorta Country.

Some of the works sat prominently at cafes including Tinto Bakery, Stellar Coffee, Taste of Capri and Bill and Beats, meaning punters could seek the work out, then enjoy tasty food and coffee as their reward. Other locations included the Shepparton Library, Festival Hub, La Trobe University, Intersport and Point of Difference Studio. A digital map was provided as part of the online festival guide and the works had QR codes to direct potential buyers to purchase and support Tammy as an established local artist.

This program extended on the 2022 Shepparton Festival program Biyula Country, where Tammy worked alongside other First Nations artists creating outdoor murals and taking part in workshops.

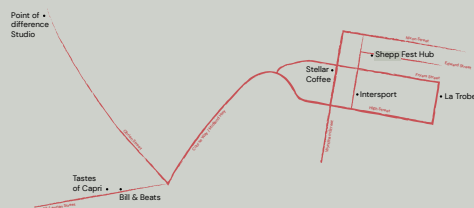


Photos by Serana Hunt Hughes



## Search for Tammy-Lee's animals and learn some Yorta Yorta Language!

Yorta Yorta artist Tammy-Lee Atkinson has collaborated with Elders and young people to create a series of animal artworks that incorporate language and explore her connection to Yorta Yorta Country and her community. Explore this roaming exhibition around our region by following our Art Map!



Friday 17th March  
– Sunday 2nd April

Explore Tammy-Lee's artwork here:  
Taste of Capri, 114 McLennan St, Mooroopna  
Stellar Coffee, 278 Wyndham St, Shepparton  
La Trobe University, Shepparton Campus, 210 Fryers St, Shepparton  
Shepparton Festival Hub, 14 Edward St, Shepparton  
Intersport, 18-20 Fraser St, Shepparton  
Bill and Beats, 100A McLennan St, Mooroopna VIC 3629  
Point Of Difference Studio, 62A Bernalia Rd, Shepparton VIC 3630





# Not Forgotten

17th March – 2nd April  
Opening: Sunday 26th March  
Shepparton Visitor Centre

The Shepparton Textiles Association (STA) graciously accepted an invitation to show their ever-evolving work in the window space at the Shepparton Visitor Centre. Their artists answered the call by creating an exhibition of varied individual works that reflected memories, experiences and sights seen, which sat proudly in the prominent position of the exhibition, which has hundreds of people walking past each day.

A catalogue was produced by the group and included artists statements about their work – these had to be replenished twice in the visitor's centre, telling us that people were genuinely interested in what they saw in the window and still appreciate printed materials alongside visual arts exhibitions.

The proximity to the Shepparton Art Museum put the exhibition into Shepparton's arts precinct and STA sold 4 pieces of work. Artists witnessed many people looking in the windows, providing the group with reinforcement that their work is valued by the community and visitors to Shepparton.

A very well attended opening event was enjoyed by festival goers, with a low-key social gathering afterwards at Elsewhere at SAM.



Photos by  
Serana Hunt Hughes



Photos by  
Serana Hunt Hughes

# Flight of Colour

## Flight of Colour

17th March – 1st April at Stellar Coffee, Shepparton

The 2023 Shepparton Festival was very proud to be host to Olivia Evans-Smith's debut solo show at Stellar Coffee. The vibrant, alluring paintings of birdlife communicate a whimsical fascination with colour in nature. The collection of acrylic-on-canvas pieces presented a deliberate variety of colour; animals ordinarily moving swiftly through life were stilled, with layers and intricate brush strokes creating vibrancy.

The show was hung by Matt Kington, owner of the venue who proudly supports the development of artists by providing the space to show their work. Sitting proudly in the café, many punters were able to enjoy the work and find out more through the printed catalogue produced by the artist.





# Yenbenal Woka Exhibition, Weaving & Ceramics Workshops

Exhibition: 21st March – 23rd May  
Opening: Tuesday 21st March  
Workshops: 23rd March  
Kaiela Arts

Kaiela Arts' Autumn exhibition Yenbenal Woka was an integral part of the Shepparton Festival program in 2023. The launch saw approx. 100 people connecting with artworks and displays. The exhibition provided important opportunities for artists to exhibit and sell their work to a wide audience and the retrospective display of Country to Couture collection has reignited conversation around fashion and Kaiela Arts involvement in Darwin Aboriginal Art Fair. DJ River, Galnya Winyarr dancers and Shanikwa Allen took on the additional opportunities for community to be involved in the exhibition launch.

To compliment the launch of Yenbenal Woka, Kaiela Arts hosted workshops; experimental ceramics in the studio and weaving in the gallery. Each workshop was fully booked with a wait list within 2 days of being announced and the gallery has had numerous requests for more public workshops since.

The exhibition and workshops engaged a whole new audience to Kaiela Arts, and the gallery has hosted many return visitors since, further cementing the organisation as a place to celebrate community interaction and strength.



Photos courtesy  
Kaiela Arts





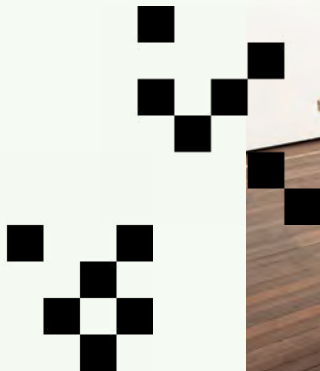
# eARTh

24 – 26 March at Dookie Memorial Hall

Dookie Arts created a dynamic exhibition, with artistic representations of microscopic life in the soil. The artists revisited some of the incredible video and photographic content from the wonderful arts project, Dookie Earthed – 10 years on. Viewers were warmly welcomed into the space by artists and other community volunteers to become lost in the paintings, sculptures, videos and installations, read about the wonders of the soil and get involved with making an abstract soil sculpture.



Photos by Serana Hunt Hughes





# Foliage and Rocks

Exhibition: Sat 18 March – Sat 1 April

Opening: Sat 18 March

Workshop: Sat 25 March

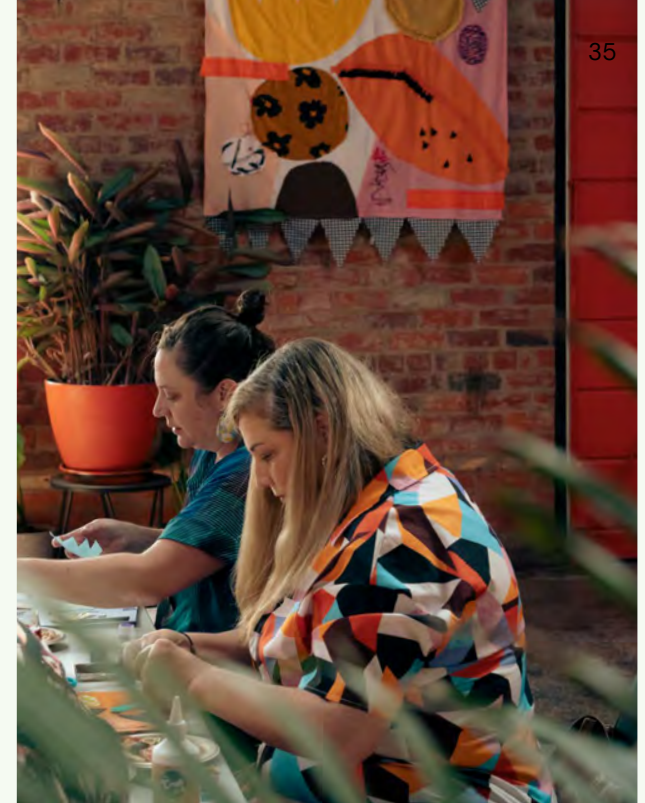
Wild Life Brewing Co.

Tatura based artist Rachel Doller is an incredibly valued contributor to the Shepparton Festival. In Foliage and Rocks, she took on a more limited colour palette than her previous work, responding to the site for the exhibition – Wild Life Brewing Co. Their orange colour scheme provided a warm starting point for the work, inciting autumnal tones to the pieces. The work depicts, quite literally, foliage and rocks Rachel's two favourite elements of the bush environment that surrounds the places she lives and works.

Placing these large-scale banners in a beer hall was not a coincidence and the decision speaks to the playfulness of the decorated beer halls in Germany. Rachel's playful work belongs in a place of gathering, but the viewer mustn't stop at the idea of play. Her work deeply questions the connection between humans and the natural world be it of both a positive and destructive nature all at once.

Festival goers were invited to join Rachel in an opening event that was laid back and allowed family and friends to chat with the artist and celebrate her work.

Rachel ran a collage workshop to accompany the exhibition, inviting the 11 participants to relax into the making space with her and try out some experimental techniques using a combination of recycled materials. Working amongst the artworks in the brewery, the group enjoyed a drink from the bar and shared a delicious platter from Europa Deli. Rachel's calm and methodical approach to running workshops never fails to leave people feeling accomplished and relaxed about the idea of putting marks on a page.



Photos by Serana Hunt Hughes



# Road to Pride

17th March – 2nd April at Mooroopna Education and Activity Centre

This important exhibition saw GV Pride showcase their extensive collection of stories that speak to the sacrifices, challenges and achievements, which recognise the value and importance of LGBTIQ+ histories across the Greater Goulburn Valley. Photography, song, art and artifacts, podcasts and spoken word were some of the formats through which, viewers could experience these stories of the lived histories and experiences of LGBTIQ+ people over the last 50+ years. Over many years of working with individuals and communities, GV Pride captured and recorded these anecdotes, items and images to share, celebrate and commemorate these moments, culminating in a celebratory exhibition, curated by the dedicated volunteer members of the committee.

“The exhibition’s content spans 50 years of queer history, taking viewers through the Aids pandemic, gay rights marches, Vote ‘Yes’ and much more.

The exhibition is focused on the Goulburn Valley’s journey to pride, with artefacts such as art, newspaper clippings and protest signs collected by GV Pride.”

— Djembe Archibald, Shepparton News, 21st April 2023

GV Pride welcomed friends, family and allies to an opening event with a delicious afternoon tea, encouraging the gentle sharing of experiences and observations.



Photos by  
Serana Hunt Hughes





# Riverconnect Event Series

The Shepparton Festival's relationship with Riverconnect is one that we value highly and their contributions are always a new spin on combining creativity and art making with the process of learning about our local environment. This year presenting three very popular events, the team at Riverconnect challenged themselves and participants to let their imaginations lead the way, connect with the environmental soundtrack and put their experiences in nature to work in writing. All three events were located at different locations along the Broken or Goulburn Rivers.

## Paint by Nature

Saturday 18 March at Kaiela Arts, Shepparton

Yorta Yorta artist Tammy Lee Atkinson facilitated an art making experience that had participants using natural objects foraged from the environment immediately surrounding Kaiela Arts as natural paintbrushes and mark making items. A wide range of ages took part, creating their own mini masterpieces to take home and cherish.

## Tuned to the River

Saturday 25 March at the Broken River, Kialla

This program took an audience on a walk down the river with the Broken Creek Band performing songs along the way. With the inspiring landscape as their backdrop, Erin Heycox was on violin and vocals, and Lachlan Heycox on banjo. It was a folk show like no other!

## Bush Poetry Along the River

Sunday 26 March at the confluence of the Goulburn and Broken Rivers, Shepparton

A morning by the river was enjoyed by writers that had never written before and those that were more experienced. Led by the Kyabram Bush Verse Group in a workshop about both writing poetry and performing bush verse, the group got to enjoy a performance from local poet Mick Coventry in reward for their creative hard work.



Photos by Mitch Barrett



Photo by  
Lingy's Photography





# Workshop Series

## Festival Hub, Shepparton

At a Pinch  
Friday 18 March

A ceramics workshop with Kaye Poulton attracted fans of Kaye's work and her gentle nature as a quality arts educator. Using stoneware clay, she shared the technique of pinching clay to make a variety of small objects. The workshop was fun and relaxed suitable for beginners to the experienced with all materials supplied. The artwork was then taken away to be glazed and fired for later collection.

Life Drawing  
Tuesday 28 March

Led by experienced visual arts educator Tim Hocking, who helped everyone relax into the creative zone. Completely sold out, with a long waiting list, this was a highly sought after experience. Most of the participants were giving life drawing a go for the first time, and Tim expertly guided them in improving their skills.

Zine making workshop  
Sunday 26 March

This workshop was yet another moment with an impeccable arts educator of our region – Meg Doller. Meg's love of zines was shared generously with one group of children and one of adults. Both sessions had participants inspired and excited to delve further into the wonderful world of guerilla publishing. Taking part in a Zine swap with each other's creations at the end meant they were all able to head off with a suite of small publications to start their collection.



Photos by  
Serana Hunt Hughes



Photos by Erin Heycox





# OnBelonging

Wednesday 29 & Thursday 30 March  
& Saturday 1 April at Riverlinks Studios.

Tim Burder presented an immersive sound installation, which also ran as a 'pop-up' at the Festival Hub on the last weekend of the festival.

The installation space included both a listening space and a waiting space. A musical composition, based on place and landscape, was presented in the listening space while sounds collected in the waiting space were then looped and played during the composition. With each iteration of the composition, and with each new audience, the looped waiting space sounds were different. Success of the installation as intended, depends on people inadvertently making noise before they enter the listening space. With the addition of a bar run by Riverlinks staff and food provided by the festival, this collection of people's sounds was well achieved.

A strong relationship formed between the Riverlinks team, the Shepparton Festival and Tim, who was supported generously by Ken Cameron, Matthew Schroeders and the rest of the Riverlinks staff with professionalism from planning right through to delivery.

Those that gave this new offering for the festival a try, wholeheartedly embraced the experimental nature of Tim's valuable work and walked away feeling they'd experienced something very special.

Photo by  
Donna Baldwin



Photos by Cam Matheson



# Short Film Making

Wednesday 29 March,  
Billabong Gardens Nursery

In 2022, a group of Nathalia residents were introduced to the skills of digital storytelling by acclaimed film maker, Mark Street amongst a few of his industry peers.

The new film makers were entrusted with some of his high-quality gear and set off to make their short films. They all tell a unique and important story about life in the small town and six of them were shown at the Shepparton Festival at Billabong Gardens Nursery in the new welcoming and homely multi-purpose facility. The audience had the opportunity to meet and chat with the filmmakers and enjoy afternoon tea together in a wholesome setting, sharing their learning experiences and celebrating their successes.



# In Conversation

Monday 27 March, Festival Hub

The first of 2023's Creative City Networking Sessions was an intimate night with participants joining both online and in person to hear from two key artists Tegan Nash Ollet and Tim Burder, who were presenting their own programs in the festival in a discussion led by Festival Director – Kristen Retallick. The artists provided great insight into the process of taking a project from inception to delivery, creating much buzz in the room and a lively environment for networking, feeding the local art ecology. These Greater Shepparton City Council supported events run monthly throughout the year, each time beginning with a new premise for discussion and sharing.





# Attendance

Support from our sponsors and supporters enabled the development and delivery of over 40 events with an excess of 10,000 attendances/interactions and over 200 volunteers.

Attendees both young and old, and from near and far were enticed to the varied programs with some familiar offerings and some that challenged their thinking.

Event	Date(s)	Venue	Attendees*
<b>Festival Hub</b>	16 March – 2 April	14 Edward St. Shepparton	126
<b>Festival Opening</b>	16 March	Festival Hub	70
<b>Festival Closing</b>	2 April	Festival Hub	85
<b>Presentation is Everything</b>	29 March	Downtown	24
<b>The Wine Bluffs</b>	1 April	Longleat Winery	110
<b>Multicultural Comedy Gala</b>	18 March	Riverlinks Westside	130
<b>It Takes Two</b>	25 March	Riverlinks Westside	731
<b>Dawn Chorus / Dusk Chorus</b>	31 March – 2 April	Australian Botanic Gardens Shepparton	35
<b>Access Memory</b>	30 – 31 March	Bakehouse Blackbox Theatre	28
<b>Home</b>	1 April	Shepparton Art Museum Amphitheatre	170
<b>Opera Espanola</b>	24 March	Rye at Tallis	140
<b>Walk with and share our stories</b>	22 March	Bangerang Cultural Centre	54
<b>Converge on the Goulburn</b>	17 – 18 March	Victoria Park Lake	5500
<b>Short Film Making</b>	29 March	Billabong Gardens Nursery	23
<b>In Conversation</b>	27 March	Festival Hub	15
<b>Broken Creek in Concert</b>	19 March	Kialla Central Hall	90
<b>Broken Creek Choir</b>	19 March	Kialla Central Hall	18
<b>Singing in the Pub</b>	18 March	Junction Hotel Toolamba	112
<b>Firetail</b>	17 March	Wildlife Brewing Co.	85
<b>Things of Stone and Wood</b>	24 March	Shepparton Brewery	110
<b>Not Forgotten</b>	17 March – 2 April	Shepparton Visitor Information Centre	445
<b>Yarka's Creation</b>	17 March – 2 April	La Trobe Shepparton Campus Festival Hub Tinto Bakery, Shepparton Taste of Capri, Mooroopna Intersport, Shepparton Point Of Difference Studio Stellar Coffee Bill and Beats Café, Mooroopna Mooroopna Library	500

\*known and estimated attendee numbers are listed above and for the Festival dates only (i.e. it does not account for ongoing viewings of permanent art installations such as murals)



Event	Date(s)	Venue	Attendees*
Road to Pride	17 March – 2 April	Mooroopna Education and Activity Centre	340
Reflecting Resilience	17 March – 2 April	Festival Hub	126 + other hub events
Yenbenal Woka Exhibition	21 March	Kaiela Arts	100
Yenbenal Woka Workshops	23 March	Kaiela Arts	44
eARTh	24 – 26 March	Dookie Memorial Hall	90
Flight of Colour	17 March – 2 May	Stellar Coffee	200
Foliage and Rocks Exhibition	18 March – 1 April	Wildlife Brewing Co.	325
Foliage and Rocks Workshop	25 March	Wildlife Brewing Co.	11
Collective Community Heart	18 March – 2 April	Festival Hub	182
Festival Wall	March 2023 – March 2024	Stubbs Wallace	74
Paint by Nature	18 March	Kaiela Arts	30
Tuned to the River	25 March	Corner of Colliver Road and Broken River Drive, Shepparton	22
Bush poetry along the river	26 March	Confluence of the Goulburn and Broken Rivers	26
Zine making workshop	26 March	Festival Hub	15
Life Drawing	28 March	Festival Hub	15
At a Pinch	17 March	Festival Hub	9
It's all about the bees	17 – 18 March	Victoria Park Lake	220
Sam at Sunset	30 March	Shepparton Art Museum	200
OnBelonging	29 March – 1 April	Riverlinks Studios	34
OnBelonging – Pop Up showing	30 March – 2 April	Festival Hub	12

**TOTAL ATTENDANCE 10,676**



# Promotion & Marketing

Following the success of 2022, the Festival continued with its most popular modern marketing strategies.

Paid advertising on social media platforms allowed the Festival to reach a wider audience and target specific demographics. Printed advertising & town signage helped create awareness to those offline and reach the audience not active on social media. Additionally, email campaigns enabled direct communication with existing and potential attendees, providing updates, promotions and exclusive content. These strategies worked together to create a comprehensive marketing approach and maintained a strong connection with the Festival's audiences.



## PRINTED COLLATERAL, MEDIA, ADVERTISING, SIGNAGE & ACTIVATIONS

Printed Festival Guide X 5,000

Signage Around Town +X 30

Town Entry Signs X 4

Town-Entry Road Flags X 28

Digital Screens/Billboards X 3

One Hour Out Digital Ads X 5

Shepparton News X 13

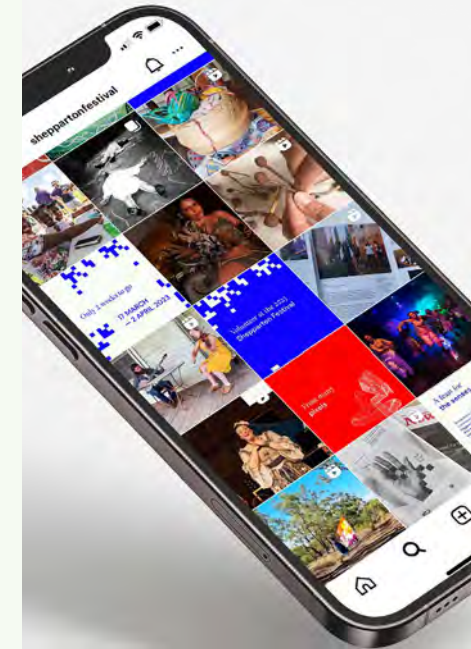
Mailchimp X 13

The Adviser Shepparton X1



## BIG WINS & HIGHLIGHTS

- 250+ pieces of community content across Facebook, Instagram and Instagram Stories (punters, artists, community groups, local council, venues, media)
- Increased artist participation for content helped tell the SF story
- 17.9% increase in FB page reach
- 121% increase IG reach
- 147% increase in IG video views
- Nearly 700k impressions from FB/IG ads
- 122 conversion events can be attributed officially to FB/IG ads (approx 298 tickets sold, 150% increase from 2022)
- 9.9k brand new website visitors



# Website Results

## TOP PAGE VIEWS

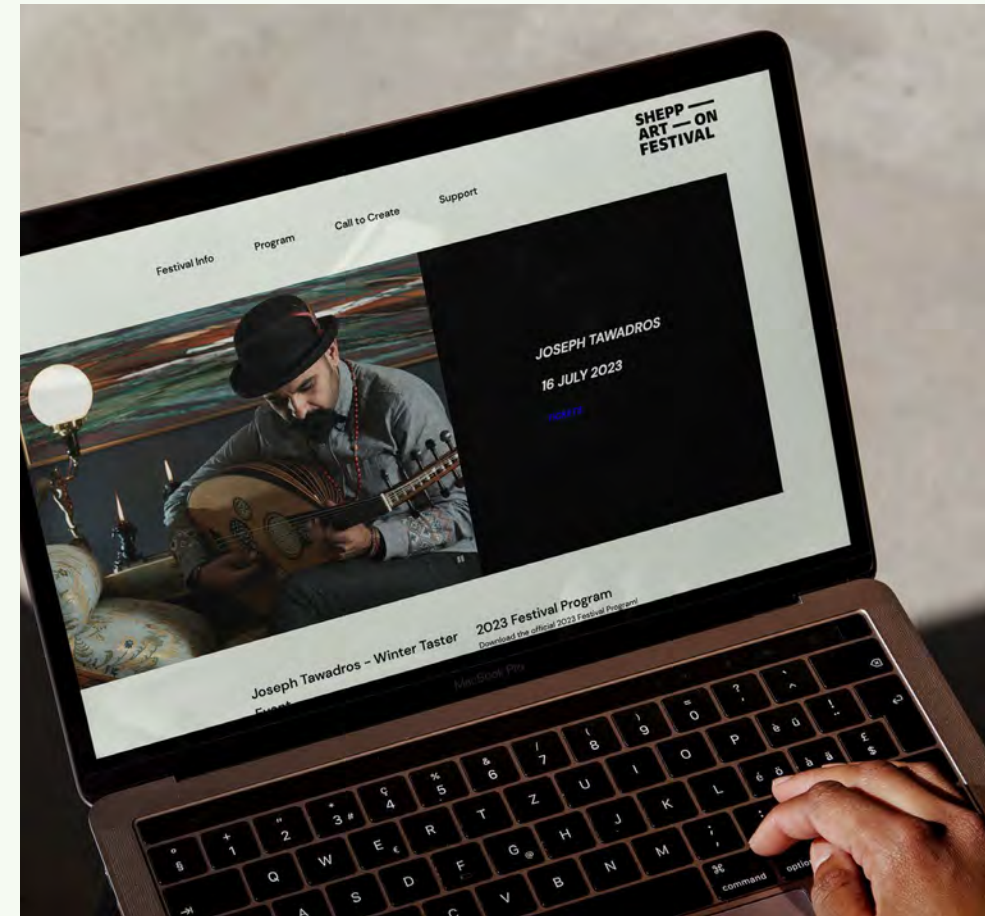
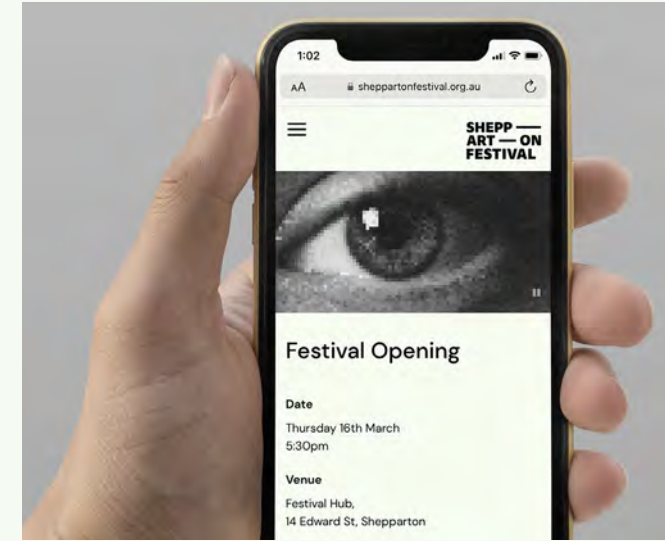
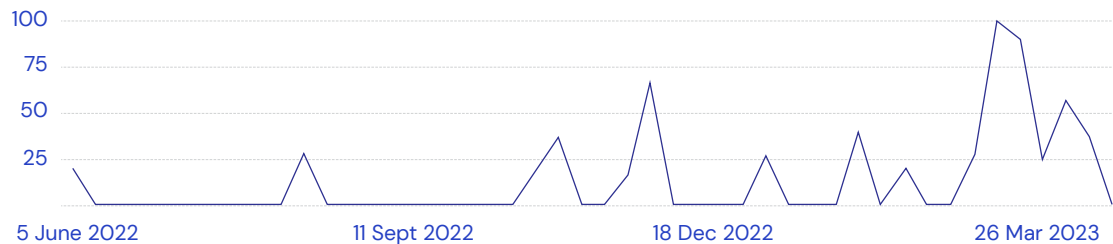
Home page – 5,831  
 Program page – 4,378  
 About – 976  
 Converge – 1,035  
 ¡Opera Española! – 628  
 Festival Closing – 504

## TOP REFERRALS

Social – 36.7%  
 Organic search – 25.8%  
 Direct – 25.4%

Metric	Result	%+/- 2022
<b>Website Analytics</b>		
<b>Users:</b>	10,011	-31.63%
<b>New Users:</b>	9,955	-31.58%
<b>Average Time Spent on Site:</b>	1m 36s	-21.17%
<b>Bounce Rate:</b>	62.14	+9.22%
<b>Sessions:</b>	14,694	-32.16%
<b>Page Views:</b>	32,735	-46.31%

## INTEREST OVER TIME





# Social Media Report

## SOCIAL CAMPAIGNS *PAID*

### AWARENESS CAMPAIGN

Cheapest CPM – Two weeks to go  
CPM: \$1.57

Top impressions – Program trailer  
Impressions: 91K

### EVENT BOOST CAMPAIGN

Top event responses – Spanish Opera  
Event responses: 59  
Reach: 6.6K

Top link clicks – Iconic  
Link clicks: 49

### DYNAMIC CONVERSION CAMPAIGN

Top link clicks and purchases  
– All in stock: carousel  
Web purchases: 27  
Link clicks: 1.3K

Top video views, cheapest CPC  
– All in stock: collections ad  
Video views: 3.2K  
CPC: \$0.41

## RESULTS TOP POSTS *ORGANIC*

### FACEBOOK

[Converge on the Goulburn](#)

(Top reach, top shares)  
Reach: 3.5K  
Engagements: 520  
Shares: 15

[Flight of Colour](#)

(Top engagements)  
Reach: 1.8K  
Likes: 103  
Comments: 21

[Festival program](#)

(Top link clicks)  
Reach: 3.4K  
Link Clicks: 135

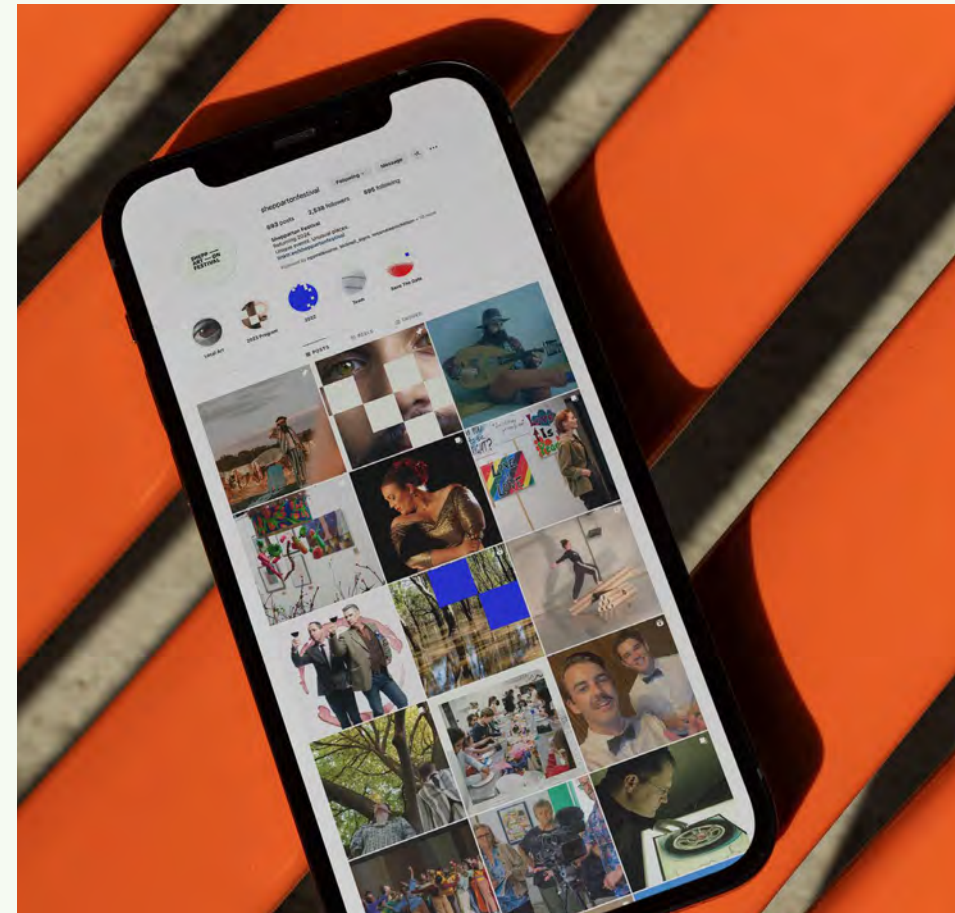
### INSTAGRAM (ORGANIC)

[Broken creek band](#)

(Top reach, engagements and views)  
Reach: 1.4K  
Engagements: 76

[Festival Closing](#)

(Top shares)  
Reach: 455  
Shares: 15

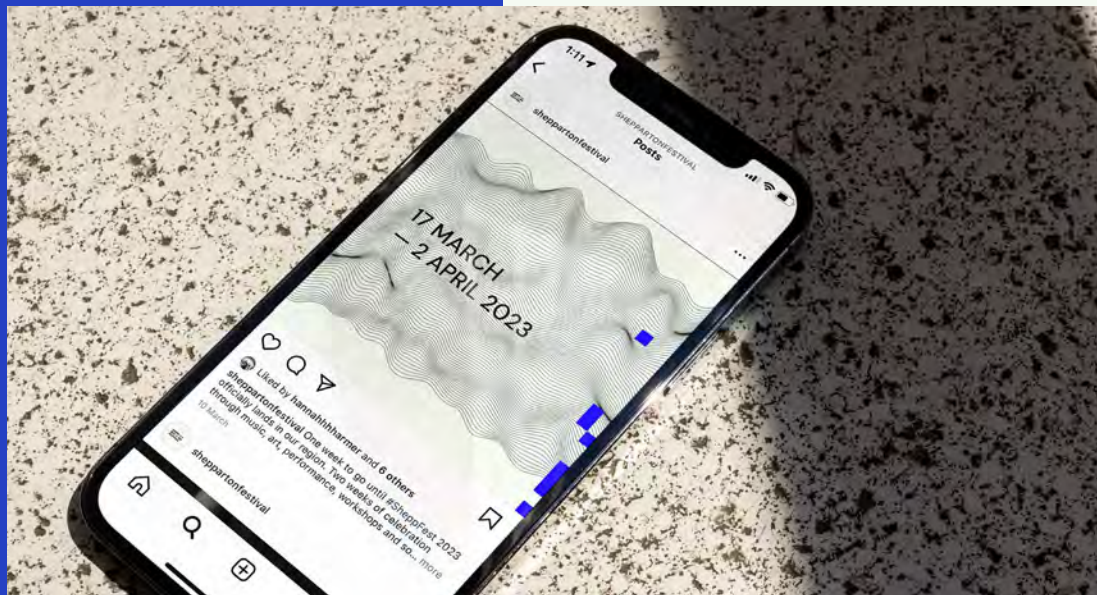


# Social Media Results

Metric	Result	%+/- 2022
<b>Facebook</b>		
Total posts:	68	-33.9%
Page reach:	133,944	+17.9%
New page likes:	215	-56.1%
Total page likes:	5,696	+9.4%
Engagements:	7203	-21.8%
Comments:	148	-60.8%
Shares:	124	-41.9%
Video views:	25,237	-39.6%

Metric	Result	%+/- 2022
<b>Instagram Profile</b>		
Total posts:	100	-13%
Reach:	56,965	+121.8%
New follows:	259	-17.5%
Total followers:	2,516	+8.9%
Engagements:	1,816	-47.7%
Comments:	48	-23.80%
Shares:	237	-35.5%
Video Views:	29,433	+147.3%

Metric	Result	%+/- 2022
<b>Facebook/Instagram Ads</b>		
Total Spend:	3422	+8.2%
Paid Reach:	199,551	+108.7%
Paid Impressions:	694,557	+5%
Cost per 1000 Impressions (CPM):	4.93	+3.1%
Link Clicks:	3749	-1.9%
Cost per Link Click:	0.91	+9.6%
Landing Page Views:	2392	-12.1%
Cost per Landing Page View:	1.43	+23.2%
Purchases (Conversions):	122	+154%
Tickets (estimated 2.1 per purchase event):	256	+166%
Cost per Ticket:	13.36	-59.3%
Paid Video Views:	22940	-45.2%





# Campaigns & Partnerships

## Shepparton News

Shepparton News collaborated with the festival for its major campaign, which comprised various forms of advertising and editorial content, both in print and digital formats.

A highly effective four-page wraparound, published a week before the festival, featured the festival's program and reached an audience of up to 20,000 daily readers.

To provide extended coverage for the festival, The Shepparton News published weekly articles leading up to and during the event. Ensuring ongoing visibility and promotion.

Shepparton News Audience Reach:

Print: Up to 20,000 daily readers

Online: 100,000+ monthly readers

Facebook: 51,000+ followers

Instagram: 8,500+ followers

## The Adviser Shepparton

The Shepparton Festival joined forces with The Adviser Shepparton to feature a unique double-page spread that showcased and emphasized the event program and special events to over 60,000 readers.

Additionally, as part of the campaign, the newspaper also included supplementary editorial content and photography during the festival.

## One Hour Out

Following the success of the 2022 campaign, the Festival ran a larger campaign with One Hour Out targeting the "out of towners" audience.

This campaign provided the festival with a total reach of over 90,143 across social media and edm (electronic direct mail).

90,143  
PEOPLE REACHED

**Newsletter Featured Event**

**FEATURED EVENT**  
**Shepparton Festival**  
March 11 - April 2

Shepparton Festival presents a thrilling 2-week program of events encompassing performance, music, literature, visual arts and food. The festival brings people together from all walks of life to celebrate the vibrant creative community.

The program will also showcase the region's finest artists and creatives including the likes of Yorla Yorla artists Tammy-Lee Atkinson and Tracy Jones aka BRICKY B. Along with Dery Theoctis, Rachel Dolar and Meg Dolan.

More details & tickets here

OPENS: 22,002  
CLICKS: 25

**Newsletter Basic Event**  
**What's On Victoria**

Our top picks of upcoming events and festivals from across Victoria.

Yorla Yorla Artists | Tammy-Lee Atkinson | Tracy Jones aka BRICKY B | Rachel Dolar | Meg Dolan | Dery Theoctis | Shepparton Festival

**This Week's Markets**  
Kingsley, Drouault, Mansfield and more.  
See what's on

OPENS: 20,498  
CLICKS: 28

**Social media #1**

One Hour Out - Melbourne  
Published by One Hour Out  
The 27th annual Shepparton Festival is set to take place in March, with a diverse program of events that encompasses performance, music, literature, visual arts and food. The festival brings people together from all walks of life to celebrate the vibrant creative community.

Contrasting the striking creative landscapes of the Goulburn Valley region, the festival is a two-week event which is not just about the experience of an art fair, but about the strength of change.

Shepparton Festival uses the arts to dive deep into life's big questions

FB & INST REACH: 16,739  
ENGAGEMENT: 748

**Social media #2**

One Hour Out - Melbourne  
Published by One Hour Out  
The 27th annual Shepparton Festival is set to take place in March, with a diverse program of events that encompasses performance, music, literature, visual arts and food. The festival brings people together from all walks of life to celebrate the vibrant creative community.

Contrasting the striking creative landscapes of the Goulburn Valley region, the festival is a two-week event which is not just about the experience of an art fair, but about the strength of change.

Shepparton Festival uses the arts to dive deep into life's big questions

FB & INST REACH: 13,941  
ENGAGEMENT: 1,394

**Story #1**

Shepparton Festival uses the arts to dive deep into life's big questions

FB & INST REACH: 673

**Story #2**

A feast for the senses

FB & INST REACH: 162

**Story Bonus**

¡Ópera Española! (Spanish Opera)

Starts at 6pm, tickets still available

FB & INST REACH: 137

**Feature Article**

**Shepparton Festival uses the arts to dive deep into life's big questions**

by Kristin

WORDS BY: Kristin  
IMAGES: SUPPLIED

Kristen was 18 years old when she decided to leave her home town of Katunga in the Goulburn Valley and make for Melbourne in search of new possibilities.

As a young woman with a zest for adventure, she knew there was much to discover in the world beyond.

"There is this belief here that young people need to stay (in Shepparton) that I kind of disagree with," Kristen says. "I think they need to experience other ways of thinking and then be able to return which I think is a much more powerful thing."

PAGE VIEWS: 213

# Media & TV

## Radio & Podcasts

Terri Cowley from OneFM interviewed Festival Director Kirsten Retallick in the lead up to the Festival program launch.

During the Festival itself, Nathan Carkeek & Dery Theodorus | Community Collective Heart, Allegra Giagu – ¡Ópera Española!, Olivia Evans-Smith, Sweeney Preston, Patrick Quinlan – Wasteman, Tim Burder – OnBelonging Sound Installation at Riverlinks Studios, Erin and Lachlan Heycox – Broken Creek Band, Multicultural Comedy Gala were interviewed. In addition, ABC Goulburn Murray interviewed the Shepparton Festival team members and multiple artists before, during and after the Festival.

All radio interviews were released as podcasts which were made available on their respective stations' websites

## Television

Twelve WIN News stories before, during and after the Festival included features on Festival Director Kirsten Retallick Festival, introduction to the program. Other stories during the Festival included the Festival Hub and other events.

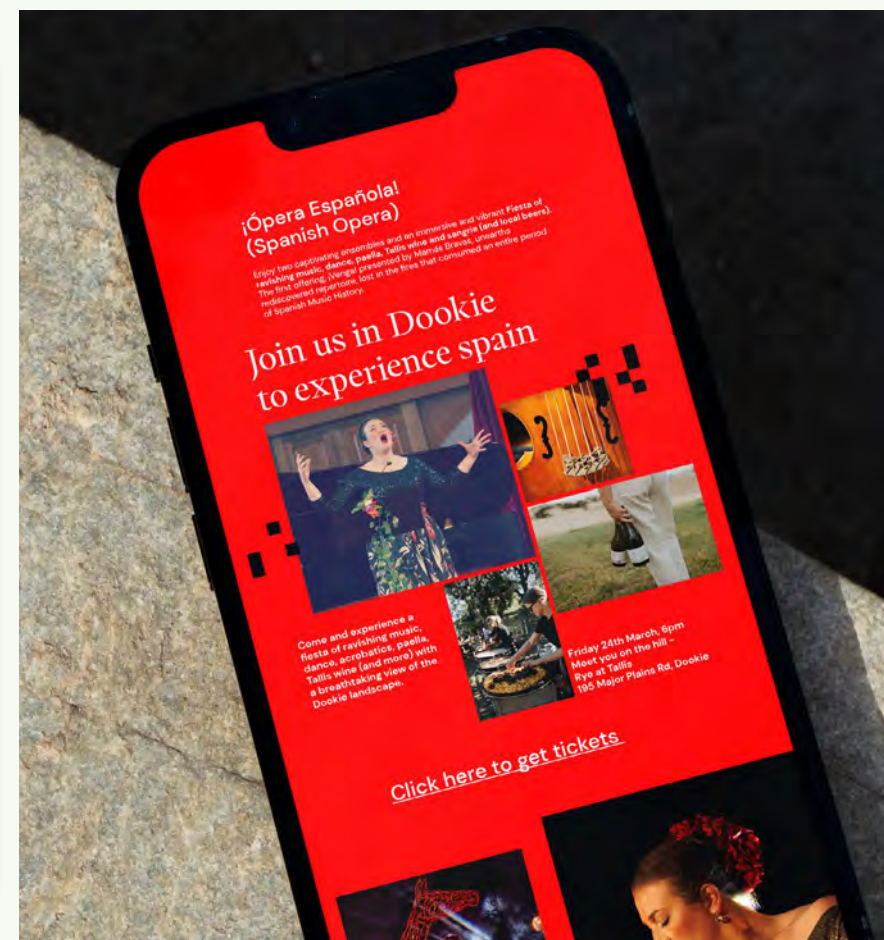
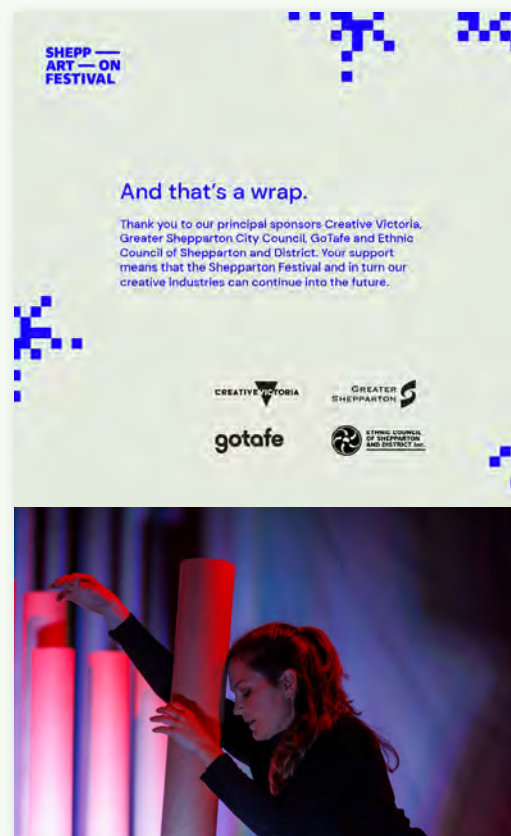
## Friends of the festival

In May 2021 we reinvigorated and relaunched our friends of the festival membership to include individual, family and concession annual subscriptions. So far, this has resulted in 55 subscriptions.

## Email Campaigns

The Festival database contains 1,633 ELIGIBLE recipients. The 14 campaigns have garnered an impressive 14,781 opens. Campaigns sent via MailChimp achieved an average open rate of 49% and an average click-through rate of 5%. These figures significantly surpass the industry benchmarks for Events & Entertainment, which are 20.5% and 2.36% respectively.

The most popular campaigns via email campaigns were the January Newsletter, Guide launch, and AGM invitation.





# Articles

During its 27 years, Shepparton Festival have enjoyed being championed by newspapers, both locally and beyond. 2023 Was no exception and we thank you for your ongoing interest and support.

To the right area selection of articles covering the festival.

## ARTICLES

[Far from a blank canvas: Shepparton art in 2022](#)

[What's on this weekend](#)

[Launching Shepparton Festival to new Heights](#)

[What's on this weekend](#)

[Festival Returns with Flair](#)

[Two Days for Cultural Festival Converge on the Goulburn](#)

[Get your Tickets to Shepp's Big Event](#)

Regional Arts Victoria Enews March 2023  
(See Appendix 1. next page)

[Shepparton Festivals New Direction  
Raises the Culture Stakes](#)

[Voices to Life the Heart and Soul](#)

[Dance Installation set to hit Shepparton  
Festival Stage \(Shepparton News\)](#)

[Young People Across the Goulburn Valley  
Encouraged to Share their Story](#)

[Dance Installation set to hit Shepparton  
Festival Stage \(Riverine Herald\)](#)

[Life Drawing Shepparton Festival](#)

[Monthly Networking Sessions for  
Local Creatives to Continue](#)

[What's on this Weekend](#)

[Spanish Opera to Join Shepparton Festival](#)

[Celebrating Diversity Converge Festival](#)

[What's on this Weekend](#)

The Shepparton Adviser 22nd March 2023  
Edition. p.8 (See Appendix 2. next page)

The Shepparton Adviser 22nd March 2023  
Edition p.12 (See Appendix 3. next page)

[What Music Does the Shepp Festival have on Offer](#)

[3MBS Arts Weekly – Shepparton Arts Festival a quick  
plug on the Saturday morning radio program, 25 March  
2023. Spoken at 59:39-59:50 of the program.](#)

One Hour Out Email – What's on in Victoria – ¡Ópera Española!  
(Spanish Opera) March 24 | Dookie #twoandhalfhoursout  
– Sent on 21/3/23 (See Appendix 4. next page)

[In Conversation – Presenting at an Art Festival](#)

[Events Boom Across the Region in March](#)

[Shepparton Festival Officially Underway](#)

[Greater Sheppartons Events Industry Bounces  
Back After Pandemic and Floods](#)

[What's on this weekend](#)

[Presentation is Everything When it Comes to Comedy](#)

[Let there be art](#)

[I am Woman to hit Eastbank Stage](#)

[Festival Enters Final Days](#)

[VCA Students take "Home" to Shepparton](#)

[Illuminate Festival Returns to Shepparton  
in May \(Greater Shepparton\)](#)

[Illuminate to Return to Shepparton in May \(Shepparton News\)](#)

[All our Photos from Shepparton's 2023 Illuminate Festival](#)


[More than 15,000 come through gates at Illuminate](#)

[Dance Installation set to hit Shepparton Festival Stage](#)

# Articles

## Appendix 1. Regional Arts Victoria Enews March 2023

RAV has been busy in communities. Latest news, opportunities and more.



Hi Everyone,

Does it seem like we're all busy, busier, busiest? I remember a "build back better" mantra that a lot of us thought about during lockdowns in 2020 and 2021. For me, that was building back time for conversations that flow instead of agenda-driven online meetings. It's hard to decide whether it's being out and about that feels intense, or whether there's actually more on my plate, but the measured pace of January is definitely in the rear-view mirror.

I'm not complaining though - the conversations have been flowing in earnest in Shepparton, Nathalia, Geelong, Sale and at many stop offs in between during the past month. Please accept my official apology to people I've been late to see - because the ideas were firing at earlier events and meetings (big shout out to [The Us RAIN Store](#) in Nathalia here).

It was also great to be at the launch of the [2023 Shepparton Festival](#) (which kicks off on March 16), and meet with member organisations and individuals such as [Kajela Arts](#). Many of the most exciting conversations, including one over morning tea and coffee with a group of Goulburn Valley RAV members, reflected themes of transformation.

This theme also emerged from a session in Sale with the people who work with arts communities from within Gippsland's local governments. All of us seem to be thinking about needing the ongoing process of transformation so we are relevant and ensure broad inclusion in changing communities.

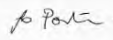
Our whole staff will soon be gathering in Bendigo on Dja Dja Wurrung Country - can't wait to

It was also great to be at the launch of the [2023 Shepparton Festival](#) (which kicks off on March 16), and meet with member organisations and individuals such as [Kajela Arts](#). Many of the most exciting conversations, including one over morning tea and coffee with a group of Goulburn Valley RAV members, reflected themes of transformation.

This theme also emerged from a session in Sale with the people who work with arts communities from within Gippsland's local governments. All of us seem to be thinking about needing the ongoing process of transformation so we are relevant and ensure broad inclusion in changing communities.


Our whole staff will soon be gathering in Bendigo on Dja Dja Wurrung Country - can't wait to see everyone "live" and to dig into our own versions of those conversations too.

All the best, Jo



Jo Porter, CEO Regional Arts Victoria

P.S. Audio book and podcast recommendations welcome. Current listening: podcasts *Being Biacial*, *Country Creatives* and *Sybilina Svetlana* along with stalwarts *In Our Time* and the *Gully Feminist*. Just finished audiobooks *Tenderness* by Alison MacLeod and *Mullumbimby* by Melissa Lucashenko.



## Appendix 2. The Shepparton Adviser 22nd March 2023 Edition. p.8



The grid contains four articles: 'Special solo show opens at SAM' featuring a musician, 'Dookie added to list of world stages' featuring a performer, 'A walk and a talk in memory of those lost to suicide' featuring a person in a purple shirt, and 'Fruitful rootstock promises grower variety' featuring a car.


## Appendix 3. The Shepparton Adviser 22nd March 2023 Edition p.12



The grid contains three articles: 'Shepparton festival officially underway' with the festival logo, 'Protecting trees of great significance' with a photo of a tree, and a political advertisement for Wendy Lovell MP, Liberal Member for Northern Victoria Region.

## Appendix 4. One Hour Out Email - What's on in Victoria - ¡Ópera Española! (Spanish Opera) March 24 | Dookie #twoandahalfhoursout - Sent on 21/3/23

Find out all the details [#onehourout](#) | Learn more [#twoandahalfhoursout](#)



**The best outdoor experiences to discover in charming Heathcote**

Here are some of our top picks for a rich and adventure-filled autumn experience in charming Heathcote. So spot your finest outdoorers, and get set to explore.

[PLAY YOUR TOUR OF HEATHCOTE HERE](#)

**What's On Victoria**

Our top picks of upcoming events and festivals from across Victoria.

The Big Picture Festival | Frankston | On now - March 26 [#oneandahalfhoursout](#)  
 ¡Ópera Española! (Spanish Opera) | March 24 | Dookie [#twoandahalfhoursout](#)  
 Julie Candelmaris: Damon Kewasky Exhibition | 24 March - 26 April [#oneandahalfhoursout](#)  
 Mt Martha South Beach Market | April 19 [#onehourout](#)  
 Day On High | Mansfield | April 22 [#twoandahalfhoursout](#)  
 Ballarat Heritage Festival | May 19 - 21 [#oneandahalfhoursout](#)

**This Weekends Markets**  
 Kingsale, Beaupre, Mansfield and more.  
[See full list here.](#)

[View all Upcoming Events](#)

**Shop Local**  
 Featured goods from Victorian regional artists and producers.



## Media Partners

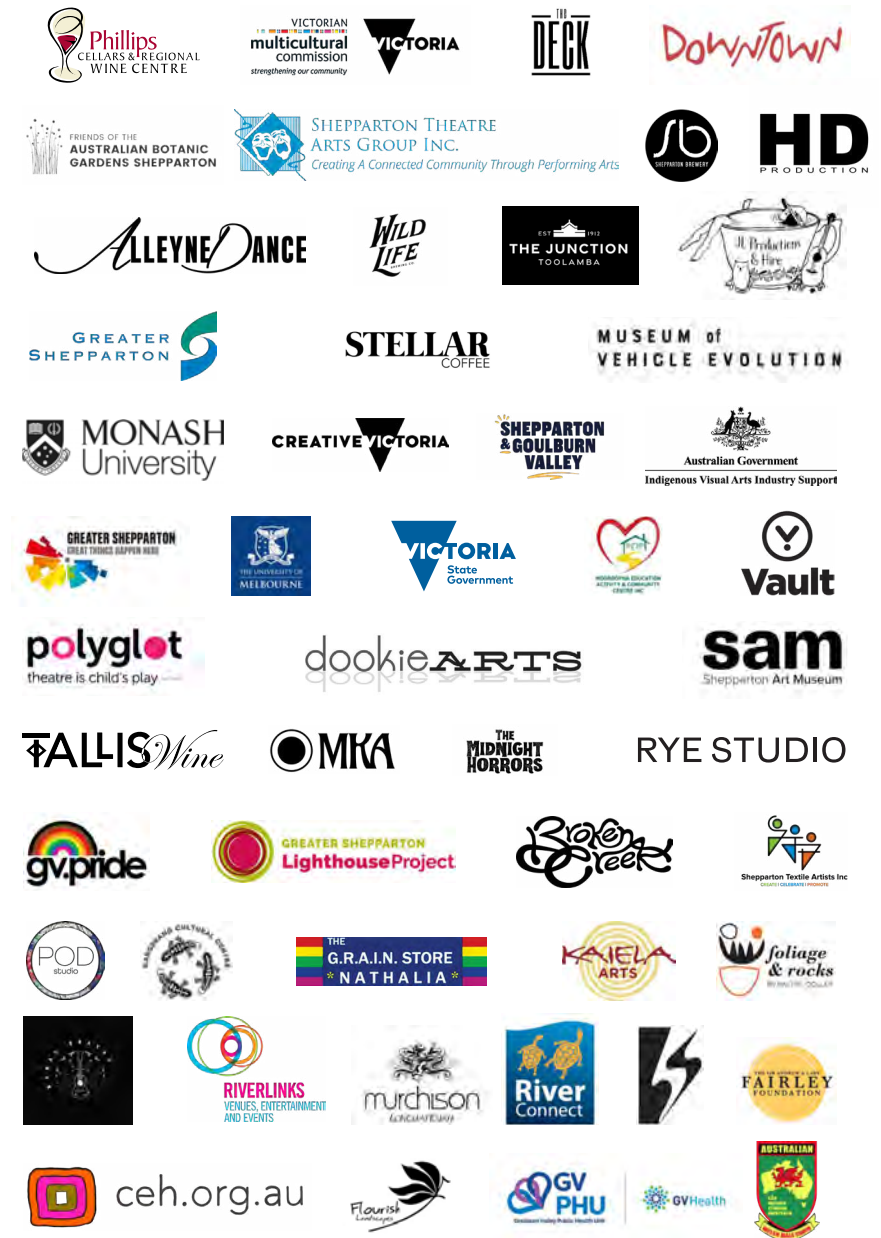


## Business Sponsors



Thank you  
to our Sponsors

## Program Partners



# Committee

**For enquiries contact**

Kristen Retallick  
Festival Director  
[director@sheppartonfestival.org.au](mailto:director@sheppartonfestival.org.au)

**THE TEAM**

Director: Kristen Retallick

Admin Support Officer & COVID Marshal: Alaina Tuckett

Brand Strategist, Marketing, Social media  
and Design partner: Rye Studio

Accounts: Krissy James

**THE COMMITTEE**

Chair: Kirsten Green

Secretary: Peter Kelton

Arti Shah

Betul Tuna

Mimi Leung

**LIFE MEMBERS**

John Head

Heather Gange

Carmel Johnson

Ross & Daphne Turnbull

Karen Parker

John Lewis

Angie Russi

Rob Robson

Paul Cathcart

