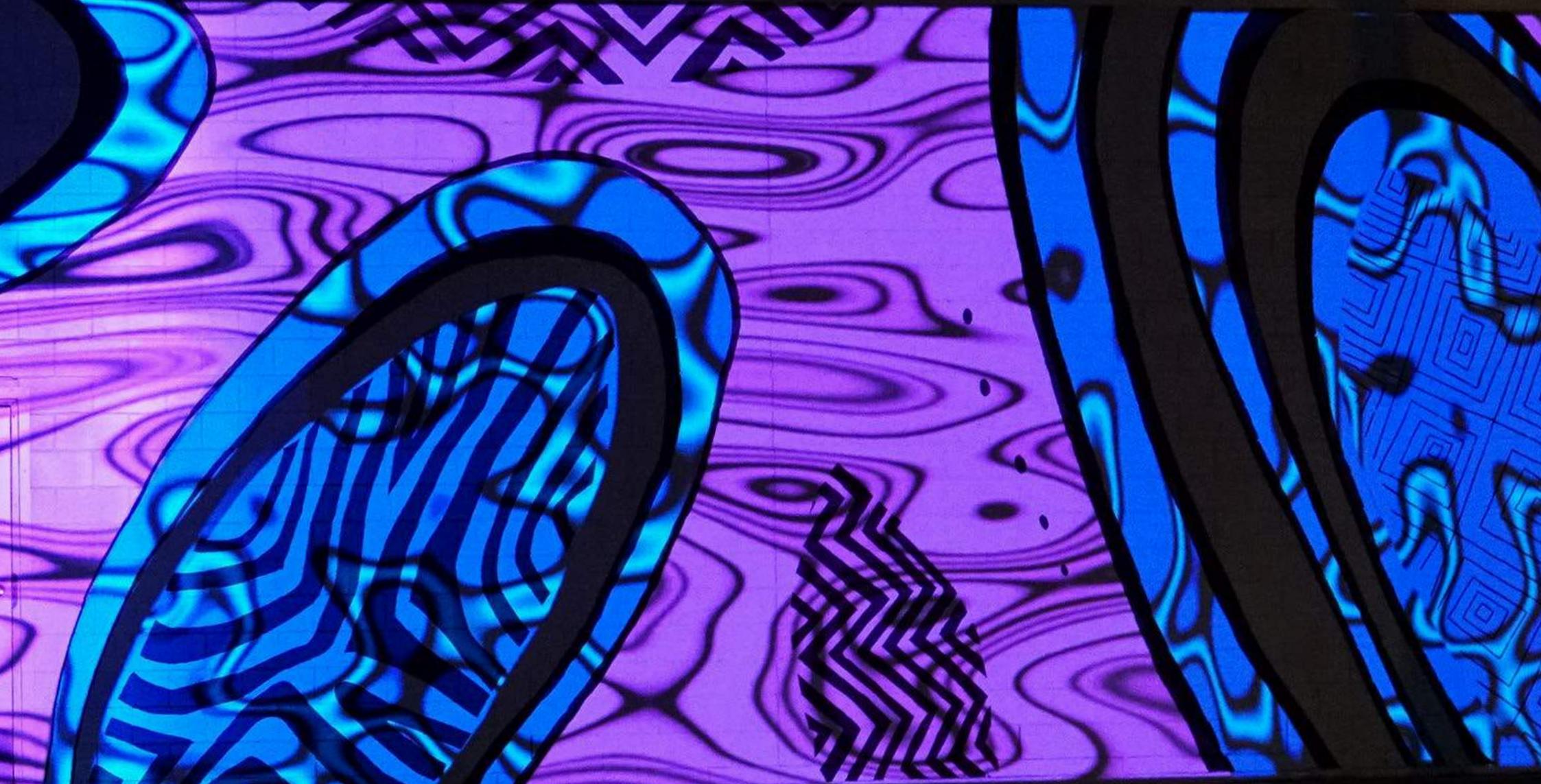




2022 FESTIVAL REPORT





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

Image courtesy of PluginHUMAN

CONTENTS

2022 FESTIVAL OVERVIEW		
Thrive	4	Illuminate
Strategic Plan	6	Bloom
Festival Overview	9	Watercolour & Wine
2022 Theme	10	Words & Wood
Branding	11	Playwrights Bake-off
Program Launch	12	#FACE
Festival Fever	14	Bearing Fruit
		Attendance
EVENTS, EXHIBITIONS AND PERFORMANCE		MARKETING, ADVERTISING, MEDIA
Opening Night	17	Promotion & Marketing
UNEARTHED	18	Website
Creating with Clay & Nature	19	Social Media
Converge on the Goulburn	20	Campaigns & Partnerships
River of Words	21	Media & TV
About us	22	Thank you & Sponsors
Think about it? Did it!	23	Contact
Biyula Country	24	
Thiving	25	
Lullaby	26	
Art in the Heart	27	
Mulana Garra	29	
Very Mature	30	
Charcoal Drawing and Culture	31	



A large, stylized graphic of the word "ART" is positioned vertically along the left edge of the image. The letters are formed by thick black horizontal and vertical bars, giving them a blocky, geometric appearance. The "A" is particularly prominent, with its vertical bar extending downwards and its horizontal bar intersecting it at an angle. The "R" and "T" are also composed of these black bars, though less prominently.

**ARTS.
PERFORMANCE.
COMMUNITY.
CONNECTION.**



"When we band together and hold each other up, we build strength and resilience, we push out the storm, we don't just 'get by' as a community, we bounce back with our roots firmly planted deep in the ground: we thrive and build on something greater than the storm."

Call to create chosen artist, Vanessa Morton,
Marma Studio

Image credit: Daniel Bovalino

THRIVE

18 MARCH—3 APRIL, 2022

Shepparton Festival has been a highlight of the Goulburn Valley region's cultural calendar for 26 years. The Festival returned in 2022 with the theme THRIVE, a celebration of creativity and optimism emerging from the challenges of the last two years. 2021 taught us to think bigger in its planning. Still on a high from delivering our 25th Anniversary, our first Winter Festival, against the backdrop of COVID. We were one of the only festivals in Australia that was able to be delivered in 2021. Buoyed by its success, and in the excitement of emerging from the shackles of the pandemic, we made the bold decision to return to our traditional calendar and deliver our next festival just nine months later in March. Our theme promised to capture the current spirit in Greater Shepparton and challenged us to envisage our future together.

2022 saw the Festival secure three new multiyear funding arrangements with Creative Victoria, Greater Shepparton City Council (GSCC) and GOTAFE. This funding allows the Festival itself to thrive; to come out of "crisis-mode" and give us the ability to focus on delivering an amazing festival for 2022 and beyond. With the launch of Creative State 2025 – a state-wide creative industries strategy which is all about placing creativity at the heart of Victoria's recovery and prosperity – Shepparton Festival was recognised as an important contributor, providing opportunities for local artists, offering high-quality creative experiences and furthering Shepparton's reputation as a cultural destination.

During a fortnight spanning March and April, the Shepparton Festival spread across the CBD and the region's small towns to deliver inspiring new artworks, moments of humour and community celebrations, as well as opportunities for collaboration between emerging and established artists to create engaging works and creative experiences in a variety of venues and spaces across the region. It invited audiences to look at their region positively and to be inspired by the festival experience. It encouraged connections to the environment and with each other, and challenged artists, community groups and organisations, as well as businesses to engage with each other. Together, we shared the benefits of a more vibrant Shepparton across cultural, organisational and professional boundaries.

STRATEGIC PLAN

WITH CLEAR, SMART STRATEGIC GOALS AND OBJECTIVES,
HERE'S HOW WE'RE TRACKING AGAINST OUR 2022 TARGETS.

Over the past 18 months, we have been implementing a comprehensive remodelling of the Festival detailed in our 2021–2024 Strategic Plan. We continue to strengthen our governance and operational processes, further professionalising our team, and evolving our systems. Our strategic plan set three 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

GOAL	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	ACHIEVED
By the end of 2021, we will have implemented a consultation process for the artist payment policy and finalised it.	IN PROGRESS
By the end of 2021, we will have adjusted our programming processes to ensure we select and support artists who can demonstrate a focus on creative process, creative output and community engagement.	IN PROGRESS
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 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 DUE TO COVID *

DEEPER

By the end of 2020, we will have established an Inclusivity Plan.	IN PROGRESS
We will adjust our governance and operational practices, policies and plans based on current best inclusion practice	IN PROGRESS
By the end of 2021, all staff and committee members will have completed cultural awareness training with an authorised, local First Nations organisation or consultant.	ACHIEVED
By the end of 2022, all staff and committee members will have completed cross-cultural training through the Ethnic Council.	DELAYED DUE TO COVID*
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.	IN PROGRESS

CLEARER

By the end of 2021, we will exceed the requirements set out in Creative Victoria governance checklist expectations. We will have in place policies and processes that support good governance, good management and strong relationships.	ACHIEVED
We will review progress against our creative and operational plans at every committee meeting.	ACHIEVED
By December 2022, we will have retained our 2021 level of multiyear funding	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

*Delay due to COVID impact to all stakeholders listed in these goals



Art by Shepparton Access Eco Art Group
Images courtesy of Shepparton News



2022 FESTIVAL OVERVIEW



THRIVE provided the canvas and the community came out to celebrate its support for a festival it values. With an estimated 30,000 attendances, roughly every second person living in the region attended at least one event. Over 250 artists participated in the events, leading to new partnerships and connections, both in the local community and beyond. The generous provision of venues by Greater Shepparton City Council (GSCC) and GOTAFE raised awareness of the significant investment both organisations make to our local infrastructure and publicly accessible spaces.

18 MARCH TO 3 APRIL 2022

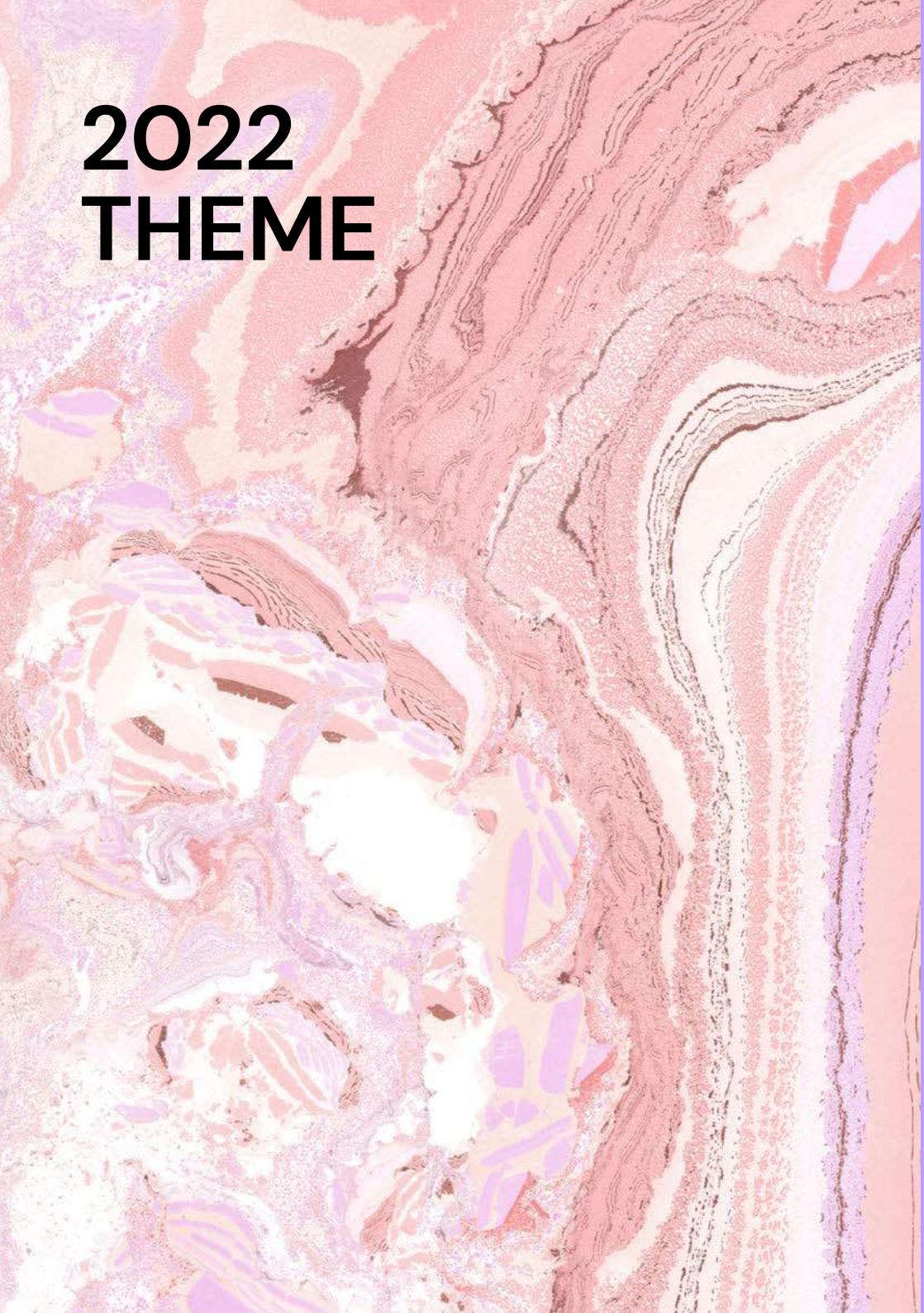
17 DAYS

25+ EVENTS/EXHIBITIONS

250+ ARTISTS

25+ VENUES

Image credit: Serana Hunt-Hughes



2022 THEME

The programming of each year's Festival begins as soon as the previous Festival ends. In collaboration with stakeholders, community input and feedback from partners, this process commences with the identification of a theme. The theme aims to capture the environmental context and zeitgeist to point the future Festival towards addressing a need or aspiration that is expressed. 2022's theme THRIVE was announced in July.

To thrive is to grow vigorously – to prosper – and in this optimistic state, having endured two years of restrictions, it presented the Festival and the community with a wonderful opportunity to shine a light on the arts, which have always represented a beacon of inspiration and hope. THRIVE also encompasses all that makes the Goulburn Valley vibrant, built on the idea that hard times have made the region stronger.

***"OUR CITY IS GROWING. OUR REGION IS PROSPERING.
SHEPPARTON FESTIVAL IS READY TO SUPPORT AND
ENCOURAGE CREATIVES FROM NEAR AND FAR TO RISE LIKE A
PHOENIX FROM THE ASHES OF COVID. WE AIM TO CONNECT
WITH NEW AUDIENCES LOCALLY AND ACROSS VICTORIA AND
EXTEND A WARM INVITATION TO JOIN US IN CELEBRATING OUR
GREAT TOWN THROUGH ART, PERFORMANCE, DANCE AND
MUCH MORE".*** - Shepparton Festival Creative Director, Jamie Lea

Artists were inspired by the theme and, through the Expression of Interest (EOI) process they approached us to be involved. EOIs are accessible to artists nationally and applications were asked to address the Creative State 2025 principles (and 11 principles of self-determination in case of First Nations content). In the meantime, we identified artists whose work is well aligned with the theme and our strategic plan's intent and we commissioned works for inclusion in the program. Playwrights, painters, graphic designers, comedians, musicians, photographers, choreographers, community groups and local businesses responded – and many more. This speaks to the wealth of talent, initiative and diversity in programming and also of a growing awareness of the Festival, as well as an eagerness to be part of it.

BRANDING

During July we launched our *Call to Create* – an invitation to local artists to submit new artworks capturing the spirit of the theme. The selected artwork would then inspire the branding of the upcoming Festival.

Toolamba-based artist, Vanessa Morton, responded to the THRIVE theme with a series of swirling, meditative images created by pouring paint on water. Vanessa called her entry *Thriving Through The Chaos* and used a method that is based on the ancient Japanese water-marbling technique of suminagashi. The resulting meditation rings helped Vanessa to stay centred and she hoped her artwork reflected the strength and resilience that the Shepparton community had displayed during the past two years of restrictions.

[Click here to view](#)

BRAND IDENTITY & THRIVE CREATIVE

In collaboration Jamie Lea and Brand Designer Tess Nicholson from Rye Studio refined the Shepparton Festival's brand, positioning and this year's theme creative.

Our refined brand identity for 2022 takes inspiration from the rich layers that Shepparton Festival contains. The layers of the community. The layers of the creativity within. The layers of our winning artwork. The layers of what THRIVE means to us.

Inspired by the 2022 hero art, our designs use dynamic lines, layers and curves to draw the eye – creating visual connections in print and on screen. This reflects the physical presence of Shepparton Festival: through design at our immersive activations, and of course connecting with each other at each of the events.

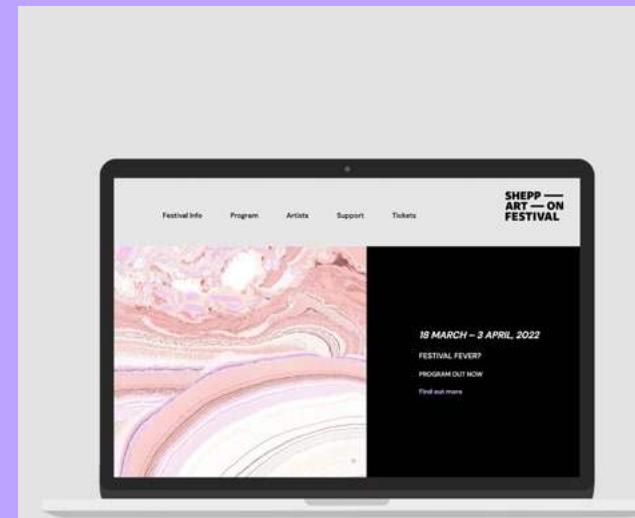
The organic movement of these patterns speaks to the THRIVE theme – moving from one moment in time to the next and continuing to flourish.

This is also reflected in our logo update, with new lines dissecting the original artwork to mirror what is at our core: art.

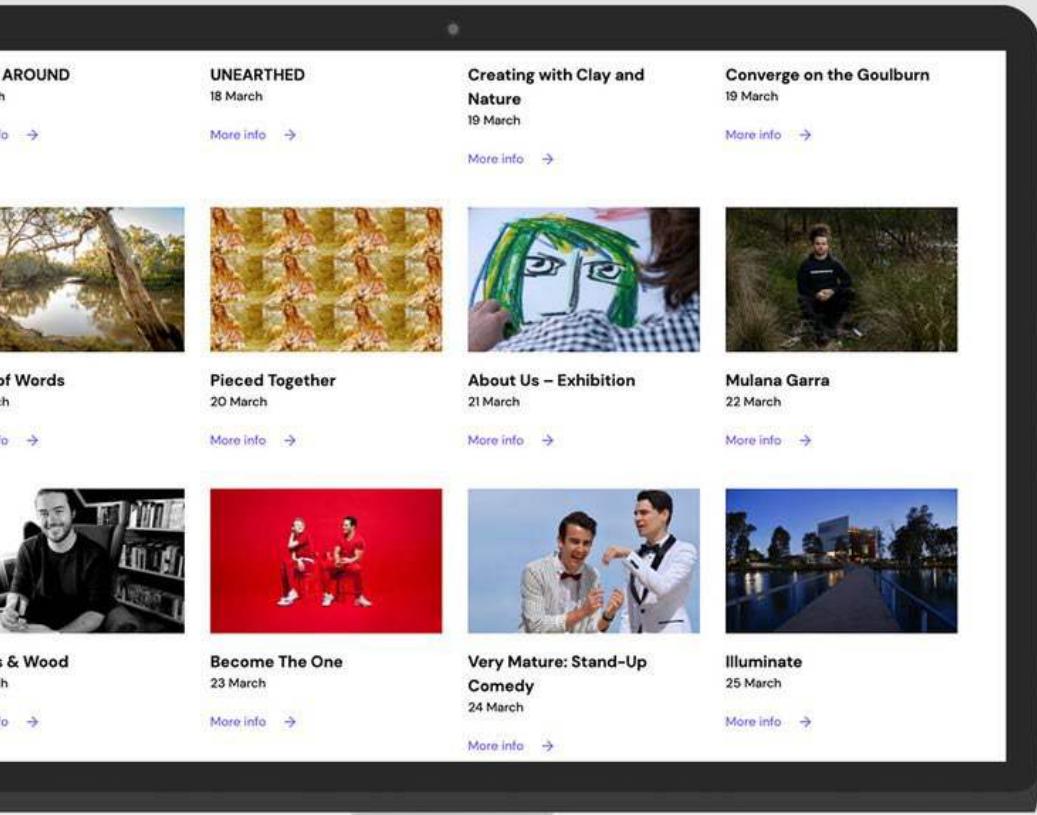
Images credit: Daniel Bovalino



Thriving Through the Chaos was also exhibited as part of the Art in the Heart project, along with the works from other Call to Create applicant artists (see page 27 for more information).



PROGRAM LAUNCH



During the pandemic it became abundantly obvious that we needed to rethink what we had been doing for the past quarter of a century. 2021 saw us having to take thousands of printed guides for recycling because sudden outbreaks brought about changes meaning that the information was no longer current. Much as we hated saying goodbye to the eye-catching, pick-upable and well-thumbed traditional printed guide we recognised it as an opportunity to modernise the way we do things. That is why decided to change to an online program. Not only did this allow us to be more friendly to our planet, it allowed us to keep the public abreast of changes to the program in real time; it also gave us the perfect reason to contemporise our website.

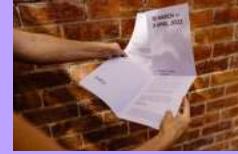




Image credit: Lisa Nardella

Program launch collateral
& activations. Festival Fever

FESTIVAL FEVER



Images credit: Lisa Nardella,
Rye Studio & Jamie Lea



Two weeks before the Festival Launch Event, Shepparton Festival made the difficult decision to cancel the face-to-face event due to a COVID outbreak.

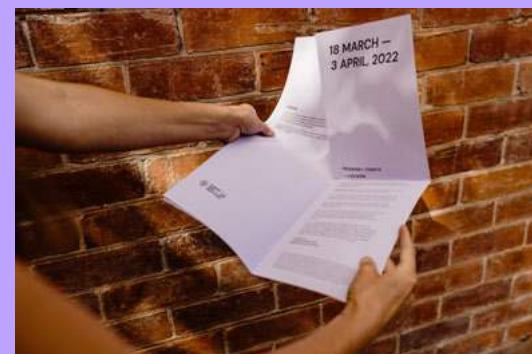
Rye Studio jumped at the opportunity to create a new approach to the Festival launch. Tasked to not only promote the new program but to also engage audiences in a COVID safe way.

The "COVID Creative - program launch campaign" went live from 4 February and completely painted the town in:

**2,000 FOLDED BROCHURES
2,000 COFFEE CUP STICKERS
500 DRINK COASTERS
20+ FLOOR VINYLs, BAND POSTERS
10+ PRINTED POSTERS
8+ TOWN ENTRANCE SIGNS
LOCAL BILLBOARDS
CAFE SIGNAGE**

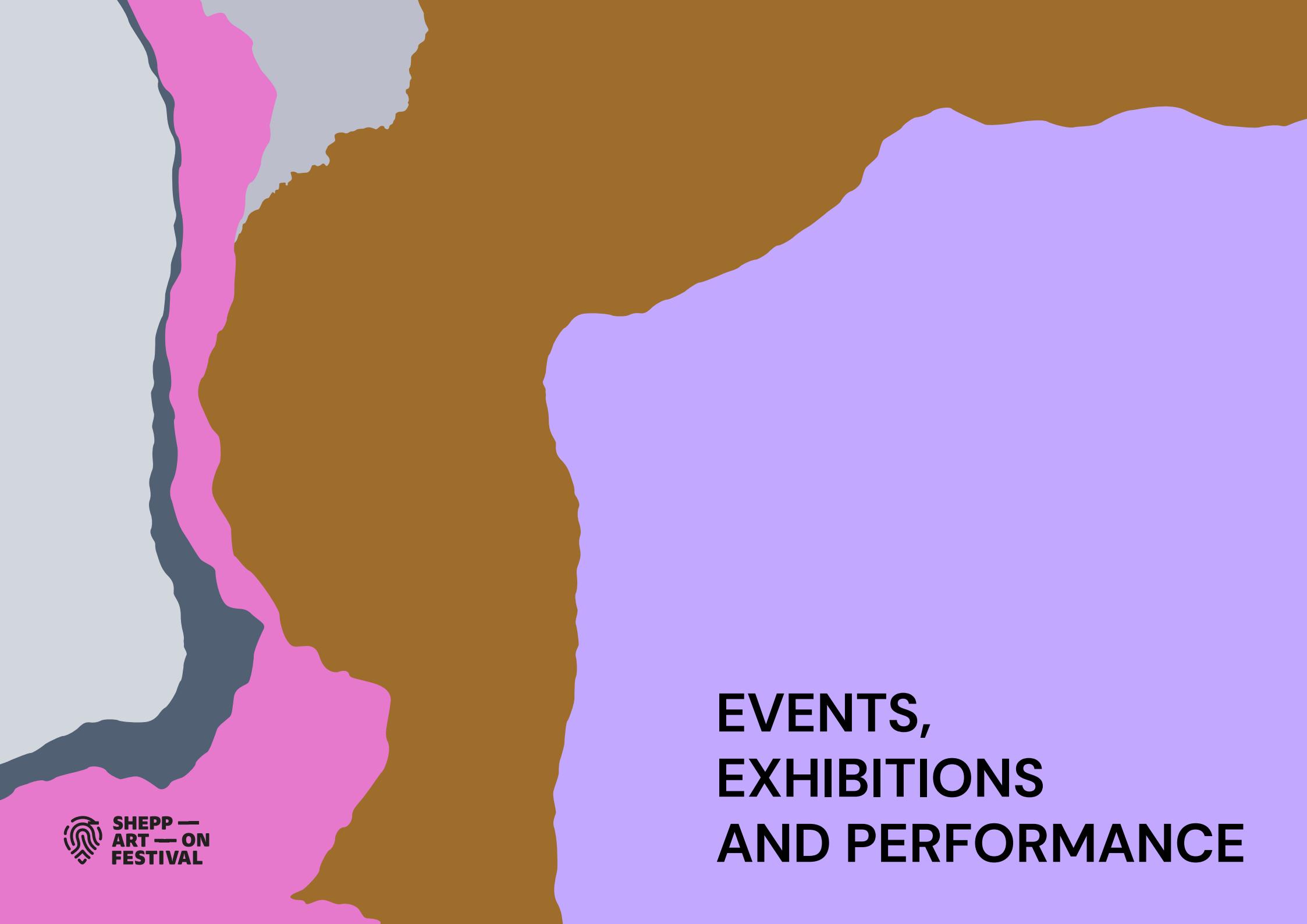
Campaign collateral and signage included QR codes alongside playful messaging that encouraged the user to scan the code. Once scanned, the user landed on the new website or program page. The results were outstanding and reached hundreds of people throughout the Goulburn Valley.

THE CAMPAIGN PROVIDED THE FESTIVAL WITH A UNIQUE MARKETING CAMPAIGN, IT WAS WITTY, IT WAS FUN AND IT ENGAGED OUR COMMUNITY. ALLOWING FOR LOCAL BUSINESSES & VENUES TO GET INVOLVED AND FEEL A PART OF THE *FESTIVAL FEVER!*



#FESTIVALFEVER
#PROGRAMLAUNCH

Images credit: Lisa Nardella,
Rye Studio & Jamie Lea



**EVENTS,
EXHIBITIONS
AND PERFORMANCE**



Images credit: Lingy's Photography

FRIENDS OF THE
AUSTRALIAN BOTANIC
GARDENS SHEPPARTON



FESTIVAL OPENING CELEBRATION

19 MARCH (AUSTRALIAN BOTANIC GARDENS, KIALLA)

The 2022 program was ignited by the 2022 *Festival Opening Celebration* which took place on the fringes of Shepparton CBD amongst the native gardens and bushland of the Australian Botanic Gardens.

Over 250 punters were welcomed by the music of *Shepparton Brass and Wind*, a 20+ piece ensemble who thrilled the arriving crowd with an eclectic, upbeat set.

Across the water of the *Botanic Garden's* wetlands and with the backdrop of its native forest, this native and picturesque environment, gave the *Welcome to Country* a special resonance. The *Shepparton Festival Choir* thrilled the crowd with a medley of songs from across the ages; from Beethoven's *Für Elise* through a melodic journey of more recent decades with a mash of classics from the likes of Elvis, The Beatles, Queen, ABBA, Spice Girls, Nirvana, Adele and Ed Sheeran.

"I haven't had the chance to sing in a choir since high school 25 years ago and this has brought the joy of singing in a group flooding back. I'm keen to find more opportunities and maybe even create some opportunities"
Chior member

The choir consisted of people from Greater Shepparton who responded to an invitation issued by Creative Director Jamie Lea for singers of any age, background and ability. Bass, baritone, belters and everyone between attended a series of rehearsals in the lead up to the Festival under the dynamic guidance of local high school music teachers, Ryan Black and Hannah McGee. They sounded superb and sang with gusto and in harmony. The effect was quite breathtaking.

"The atmosphere, setting and entertainment were wonderful. This was a really special event and makes me excited about the rest of the Festival."
Audience member

Reflection Room, a mirrored art installation by artist Michael Ciavarella, formed a centrepiece to the event and complemented the existing pathways and platforms of this unique venue.

**"UTTERLY BREATHTAKING.
NORMALLY, INTERESTING &
ELABORATE ART EXPERIENCES
ARE RESERVED FOR THE BIG
CITIES. IT'S WONDERFUL TO
BE ABLE TO ENJOY IT RIGHT
HERE IN SHEPP."**

AUDIENCE MEMBER

18 MARCH TO 3 APRIL (GOTAFE, SHEPPARTON CBD)

Yorta Yorta artist Lorraine Brigdale, Mumbai-based new media artist Akshat Nauriyal and artistic duo PluginHUMAN, Dr Betty Sargeant and Justin Dwyer, were behind the creation of the multifaceted art installation UNEARTHED. Conceived over a series of zoom calls, Betty said that the artwork speaks to hidden things that have been revealed through collaboration.

UNEARTHED engages both physical and digital landscapes. This artwork features a now permanent mural with contemporary re-workings of Yorta Yorta shields and enlarged micrographs. Embedded in the mural is an icon that connects audiences with a 3D microverse; when audiences hold their phones to a QR code, they are transported to an explorable digital landscape, a parallel universe that the artists imagine exists alongside our non-digital reality. Over the Festival's opening weekend, the mural was transformed at night into a projection-mapped light experience that delighted the crowds. The mural and microverse remain as legacy art for the public to access and enjoy 24 hours a day, 7 days a week.

"THE COLLABORATION PRIORITISES ABORIGINAL ART AS AN INTEGRAL PART OF THE VISUAL IMAGERY, ENCOURAGING A CONVERSATION AROUND CULTURAL AWARENESS" LORRAINE BRIGDALE

Lorraine enlisted the help of three female, emerging Aboriginal artists to paint the mural, providing an opportunity to upskill in the installation of large-scale public art. As a direct result of being involved in the Shepparton Festival, two of these artists have since been commissioned to create and install new murals.

Click here to view footage of the [UNEARTHED](#)



Images courtesy of PluginHUMAN

PluginHUMAN

Dulux

LA TROBE
UNIVERSITY

gotafe

exertion
games
lab

Australian Government
Festivals Australia

MELBOURNE

Asialink

CREATING WITH CLAY AND NATURE

19 MARCH (AUSTRALIAN BOTANIC GARDENS, KIALLA)

The Festival were thrilled to partner again with RiverConnect, an initiative of the Shepparton-Mooroopna community to acknowledge the Goulburn and Broken rivers as the heart and soul of the community. RiverConnect contributed 3 sell-out and varied workshops to the 2022 Festival program, the first of which was led by local ceramicist Kaye Poulton. Participants explored the Botanic Gardens and learnt how to create a clay masterpiece using materials collected from the natural environment, which they were able to take home and enjoy.



Images courtesy of RiverConnect.

CONVERGE ON THE GOULBURN

19 MARCH (VICTORIA PARK LAKE, SHEPPARTON)

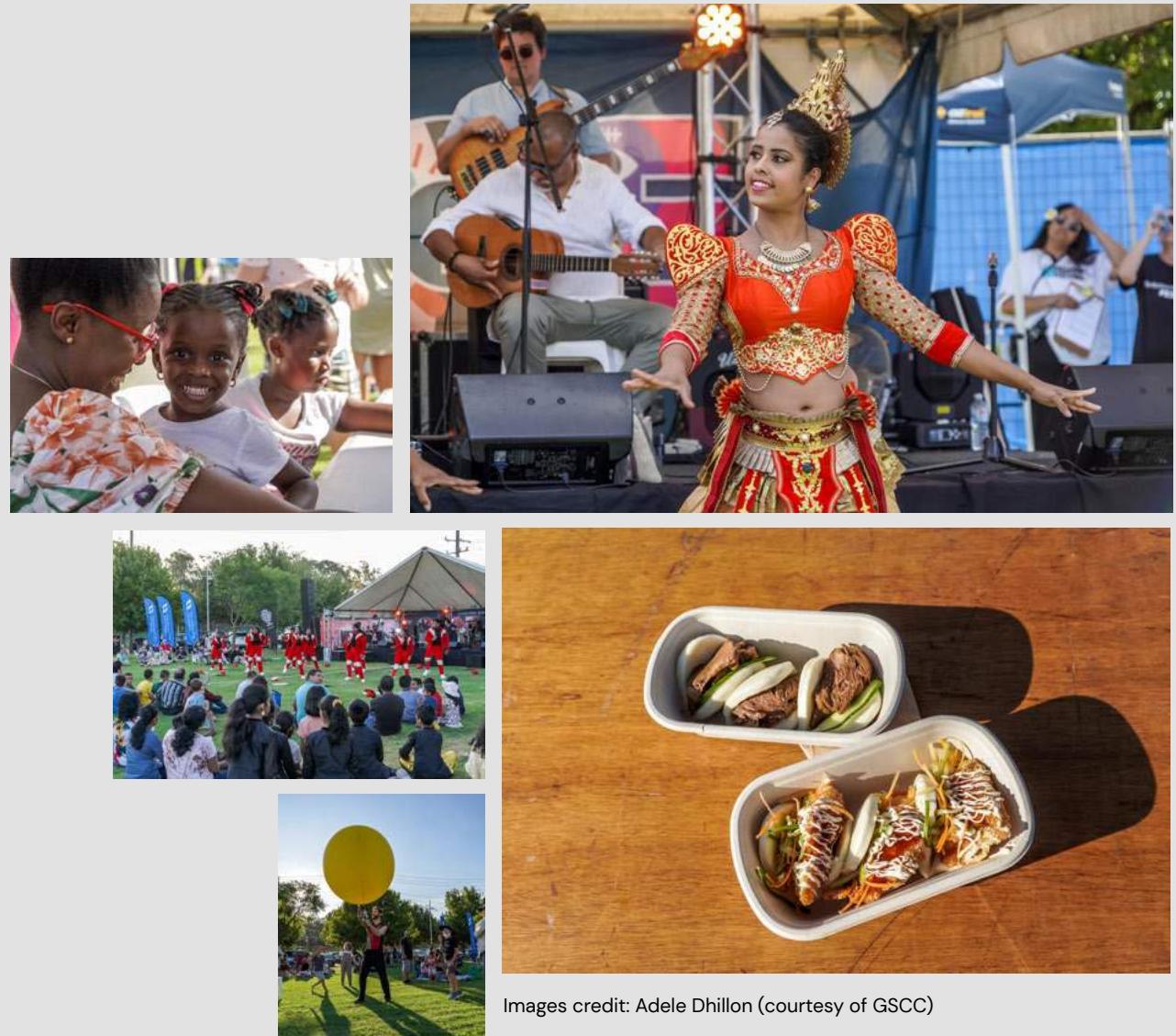
Shepparton is proud of our region's rich and diverse community which is made up of over 30 nationalities who speak more than 50 languages. *Converge on the Goulburn* was a chance for over 6,000 of us to come together to celebrate all that is incredible about our town at the region's annual premier multicultural event. This was the 8th iteration of *Converge*, a free family event at the picturesque Victoria Park Lake that included an interactive program comprising 3 major elements: Food, Culture & Heritage and Performance.

Food – a vibrant marketplace with dishes from all over the world;

Culture & Heritage – activities and exchanges through turban tying, henna tattoo, art workshops and stories;

Performance – this year Shepparton Festival were pleased to partner with *Point of Difference Studio (POD)* in the delivery of the stage program, consisting of traditional and contemporary music and dance (local community and professional bands). This provided a training opportunity for a young person from POD in the planning, oversight and delivery of the performance component of this much-loved event.

The evening ended with the headline act Scott Darlow's rendition of *Solid Rock*.



Images credit: Adele Dhillon (courtesy of GSCC)

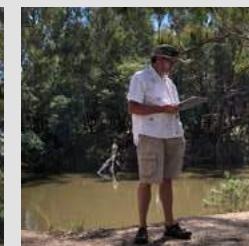


RIVER OF WORDS

20 MARCH (KALINGA PARK, SHEPPARTON)

In the second RiverConnect workshop, would-be poets were inspired and led by locally renowned bush bard Mick Coventry in creating their own River of Words at the confluence of Kaiela (the Goulburn River) and the Broken River in Shepparton. Mick shared his tips and tricks for constructing a masterpiece in bush poetry using our rivers as a theme.

Recordings of the resulting poetry were accessible via QR codes placed along the Goulburn River shared path for the duration of the Festival.



Images courtesy of RiverConnect

ABOUT US



18 MARCH to 3 APRIL (KIDSTOWN, MOOROOPNA)

An important link between the artists' vision and the community's feelings was struck when workshop participants created 124 portraits for *About Us*, working alongside practicing artists and some young leaders. The work remained on display for two weeks during the Festival in an ephemeral outdoor exhibition at KidTown. The portraits, all made with oil pastel on canvas, were an imaginative way for the young participants to explore their identity through an art making activity, as well as feeling part of the diversity of our community. The *Splinter Contemporary Artists* group formed a relationship with the *Greater Shepparton Youth Committee* that will remain a priority for the two organisations in planning for future projects.



THINK ABOUT IT? DID IT!

18 MARCH TO 3 APRIL (GOTAFE, SHEPPARTON)

Regional Victorian LGBTIQA+ elders shared their stories and history via a series of podcasts on OneFM in commemoration of the 40th anniversary of the decriminalisation of homosexuality. Each capturing a personal story of being LGBTIQA+ over the last 50+years in regional Victoria.

Listeners tuned in to hear not only touching accounts of their life but also some uproarious anecdotes. Ten guests were interviewed by the thoughtful and aware Cris Stevens-Todd with topics including the travails and triumphs of coming out, navigating identity, coping with discrimination, the influence of the trailblazing 78ers and the sense of belonging the guests find in the GV Pride community. An accompanying photography exhibition of the participants in GOTAFE's *Common Ground* café piqued the interest of customers and students alike, raising awareness of the podcasts, as well as the fun and friendship that can be found at GV Pride.



Images credit: Jono Chan



BIYULA COUNTRY

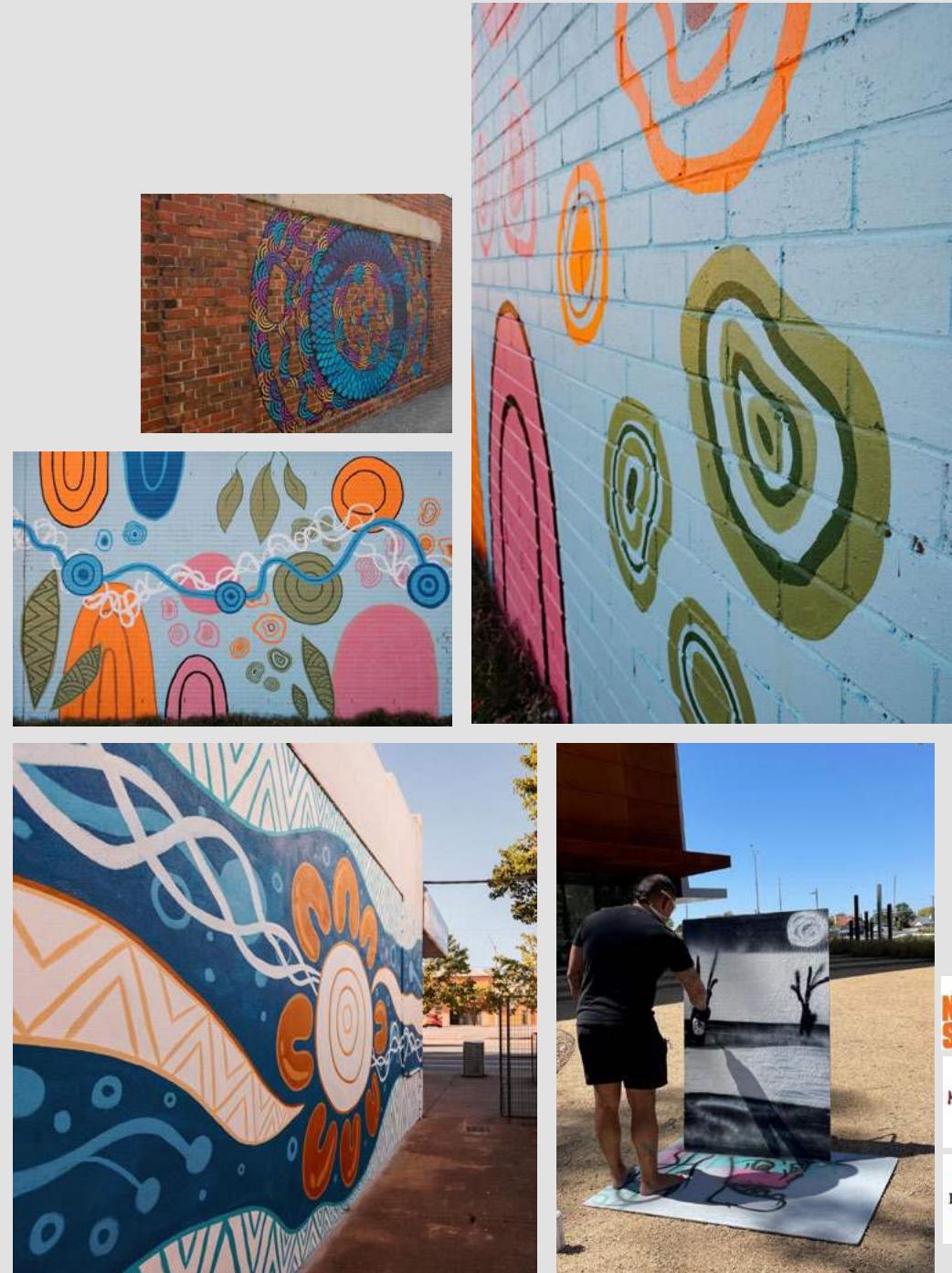
18 MARCH TO 3 APRIL (KAIELA ARTS AND 50, 62
& 80 MCLENNAN STREET, MOOROOPNA)

Brightening the walls and spaces of Greater Shepparton, our region's street art is an evolving outdoor gallery. In *Biylula Country* (Red Gum Country), established and emerging local artists collaborated to create original works, each with its own unique story.

New techniques were added to participant artists' toolbelts after renowned artists Reece Hendy from *Nacho Station* and Yorta Yorta artist Troy Firebrace delivered a mural upskilling workshop. Three Yorta Yorta artists (Tammy-Lee Atkinson, Chloe Jones and Troy Firebrace) collaborated on the design, planning and installation of a series of large-scale public art installations using differing techniques that were inspired by cultural symbolism. Chloe and Tammy painted playful abstractions and simple patterns that included symbols and elements that represent the people, the landscape, red gum leaves and stories of local rivers such as the Dhungala (Murray) and Kaiela (Goulburn). The artists' choice of a bold contemporary palette is hoped to inspire the community and draw in a younger audience. Troy's digitally designed vinyl decal is a representation of the ripples that form when life hits the surface and is carried away on a journey filled with twists and turns.

The result? A series of murals in Mooroopna town that are permanent art for the public to enjoy 24/7.

"We hope this project and collaboration will become a vessel to inspire the community to create positive changes, expand on reconciliation, and build the confidence and hope in our Indigenous youth by them seeing that there are more opportunities available." Chloe Jones



Images credit: Amina Barolli Photography & Kaiela Arts

THRIVING

18 MARCH TO 3 APRIL (LA TROBE UNIVERSITY, SHEPPARTON)

From Melbourne's inner north, where the Merri Creek cuts through train lines and freeways, to the diverse sweeping landscapes of central Australia, this photography exhibition explored the cultural and social relation to land and locality post-colonisation, encompassing Indigenous and non-Indigenous perspectives.

Through their large-scale photographs, artists Michael Cook and Siri Hayes have reflected on the complexities of our relationship with the land. Hayes's contemplative composition *Crossing the Murray* observes contemporary entanglements with landscape, including the agricultural and metropolitan interventions that have changed the face of our waterways and forests. By contrast, Michael Cook's highly staged and expansive photographic series *Australian landscape* explores the evolution of identity in harmony with the environment, juxtaposing desert scenes and the vibrance of drag.

This exhibition presented thriving as a continuum, whether in nature's ability to endure or the continuation of the oldest living culture; we all have the potential to thrive under the right conditions.

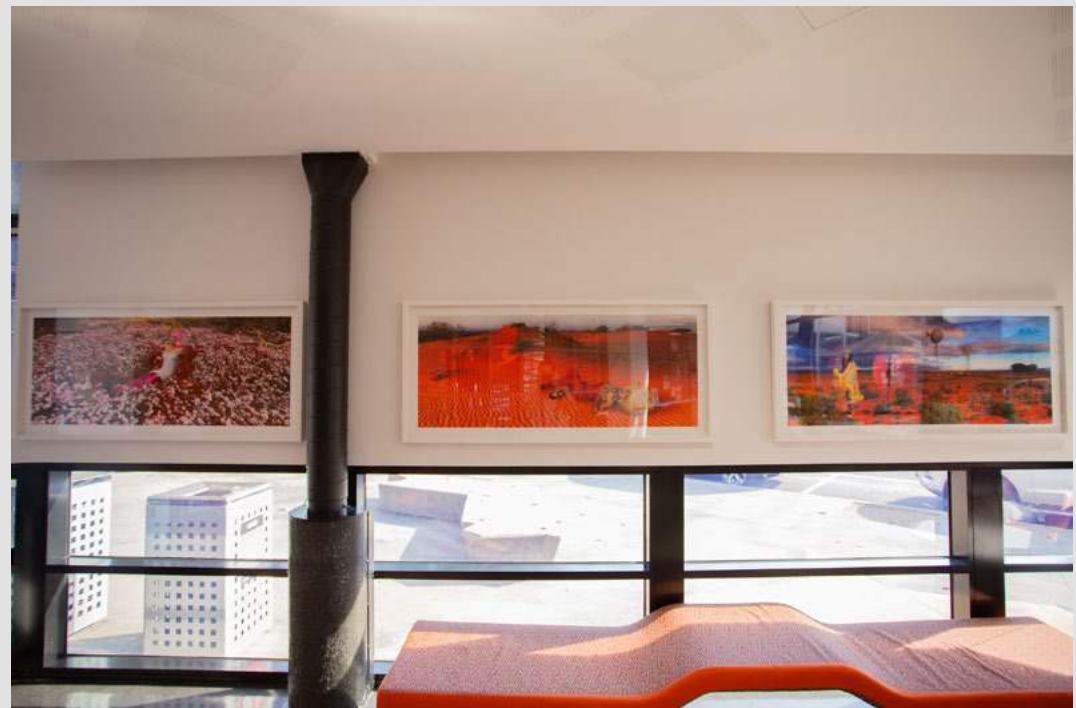


Image credit: Jono Chan



ULLABY

18 MARCH TO 3 APRIL (SHEPPARTON LIBRARY)

Liz Arcus is passionate about documenting lives and helping others to tell their stories and share their culture. She did exactly that with the Lullaby project. Using her skills as a photographer and communicator she partnered with her musician and sound producer son, Jaiman Forest Long, to capture the distinctive beauty of lullabies told through the voices of different cultures.

The exhibition at Shepparton Library included audio recordings of 15 lullabies in different languages with each recording accompanied by a photograph taken in the home of the mums, dads, or grandparents singing to their young family members. Via headphones and QR codes visitors could listen to 13 minutes of lullabies or immerse deeper into each lullaby by listening to an accompanying oral history interview.

Although the exhibition was meant to conclude at the close of the festival, it drew so much public interest that the Shepparton Library extended its duration until the end of April so that the community could continue to enjoy it during the school holidays.

"It doesn't matter what language we speak, a lullaby is universal. Since launching Lullaby, community members have contacted us wanting us to extend the project and offering to sing lullabies in other languages as part of Lullaby Part 2!" – Liz Arcus



Image credit: Liz Arcus

ART IN THE HEART

8 MARCH TO 3 APRIL (SHEPPARTON'S TARGET PLAZA, RIVERLINKS EASTBANK, HARVEY NORMAN AND TATURA MUSEUM)

Empty shops and spaces were transformed into creative places that gave an opportunity for local artists to display their work. In five exhibitions across the region, artists from a range of disciplines and experience showcased their work. Artists included established professionals, school-age children, *Call to Create* applicants and dedicated hobbyists.

Click here [ART IN THE HEART](#)

Call to Create exhibition: Eight *Call to Create* artists exhibited their work in Riverlinks Eastbank. Art media used in the creation of the various pieces included glass, chalk, dye, photography, acrylic, watercolours, oil paint and up-cyclable materials, resulting in an exhibition that showcased the fruition of variety of techniques.

Milo Rose Exhibition: Arguably Greater Shepparton's youngest ever exhibitor, and demonstrating his precocious versatility, six-year-old Milo's works included oil and acrylic paintings, sculptures and printworks.

Lighthouse Community Exhibition: Students from Gowrie Street Primary School wrote and recorded a series of raps they had written as part of the *Aunties Program*, an initiative that encourages Aboriginal students to express their feelings and share their culture through poetry and rap. The final recordings

could be heard while viewing the artworks created by members of the Lighthouse community.

Pieced Together Exhibition: Three female artists from Tatura's Doller family exhibited a series of complementary works that cohesively intertwined, expressing their memories and familial ties through vibrant hues and delicate handicraft of quilting, woven artwork and mixed-media collages.

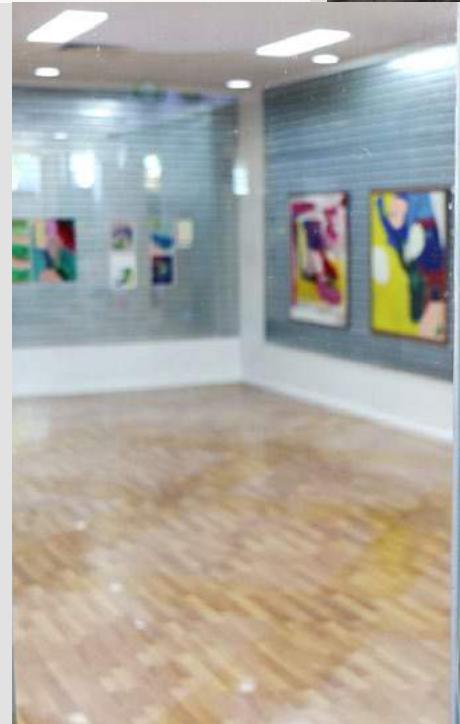
The Art of Change digital exhibition: A collection of multimedia and mixed media non-fungible token (NFT) art by local artist Nathan Carkeek were displayed on the many screens on Harvey Norman!

The public exhibitions allowed some of the participant artists the opportunity to sell their art at their set price. Additionally, the artists' exhibiting costs were supported by the project, allowing local participation in a fairly large-scale public project and series of exhibitions which will raise their profile, while providing income from the sale of their work.





Images credit:
Cameron Matheson



MULANA GARRA

22 MARCH (MOOROOPNA UNITING CHURCH)

Yorta Yorta, Dja Dja Wurrung, Ngurai Illum Wurrung and Wiradjuri artist Neil Morris, also known for his music project DRMNGNOW, exuded what can only be described as incandescence during this immersive and multisensory performance. His message was clear: Indigenous Sovereignty is important and honouring Country is a way of life. The raw passion of his storytelling that intertwined hip hop, poetry, Yorta Yorta language and ethereal soundscapes delivered a spine-tingling show in which he evoked the spirit of his Elders, provoked the audience to consider uncomfortable truths and invited us to join him as vanguards for change.

"MULANA GARRA WAS SUCH A DISTINCTIVE EVENT. SOUND, LIGHT, MUSIC AND VISUAL PRODUCTION GAVE A TRULY EDIFYING EXPERIENCE. NEIL MORRIS IS A TALENTED ARTIST."

AUDIENCE MEMBER



Images credit: Jono Chan

VERY MATURE

24 MARCH (THE VAULT, SHEPPARTON).

The people of Shepparton were ready for some laughs. So, after a three-year hiatus, comedy made a welcome return to this year's Festival program. *Very Mature* played to an enthusiastic crowd in Shepparton's very own CBD laneway bar, *The Vault*. Sweeney Preston and Ethan Cavanagh's light-hearted, split-bill show regaled the audience with their take on how to do your 20s in a regional town and the Big Smoke. From the bogan early years to coming out straight to bewildered friends and family members, Ethan and Sweeney had the crowd chortling away at the relatability of their ridiculousness.



"IT WAS SUCH A FUN NIGHT. MY SIDES WERE HURTING! GOOD TO HAVE COMEDY BACK ON THE SHEPP FEST PROGRAM."

AUDIENCE MEMBER



CHARCOAL DRAWING & CULTURE

26 MARCH (KAIELA ARTS, SHEPPARTON)

The Festival was thrilled to partner with *RiverConnect* and *Kaiela Arts* who presented a charcoal drawing workshop, drawing on the theme of plant life. At this sell-out workshop, participants learnt how to source and prepare natural materials to use in their art, and then were able to practice charcoal drawing in the new *Kaiela Arts* workshop.

PARTICIPANTS ALSO ENJOYED
A TOUR OF KAIELA GALLERY AND
A TALK ABOUT THE MANY AND
VARIED TRADITIONAL YORTA YORTA
ART PRACTICES AND SYMBOLS.



Images credit: Serana Hunt-Hughes



ILLUMINATE

25 AND 26 MARCH, SHEPPARTON ART MUSEUM (SAM) PRECINCT

The jewel-in-the-crown of Greater Shepparton City Council's annual community events, *Illuminate* was a 2-evening festival-within-the-Festival that brought the new SAM precinct to life – and light!

A crowd of thousands was treated to headline acts Clare Bowditch and Christine Anu. The musical entertainment was bolstered by a rich array of other astounding musicians such as Deans of Soul, Grim Fawkner and Elliott.

Illuminate included a range of experiences for all the family to enjoy, including light installations throughout the SAM precinct which gilded the lake, trees and the sky. Roaming performances were provided by the mythical, otherworldly *Swan Sisters* and the mischievous rascals *The Skullies*. The Giant Robot in the *Healing Garden* enthralled young and old alike.

AN OUTSTANDING LASER AND SOUND SHOW EMANATING FROM THE NEW SHEPPARTON ART MUSEUM CAPPED OFF AN EVENT THAT SHOWCASED SHEPPARTON AND PUT IT ON THE 'MUST-SEE DESTINATION' MAP OF REGIONAL VICTORIA.



sam
Shepparton Art Museum



Images credit: Adele Dhillon (courtesy of GSCC)

BLOOM

30 AND 31 MARCH 2022 (THE WOOLSHED, KIALLA)

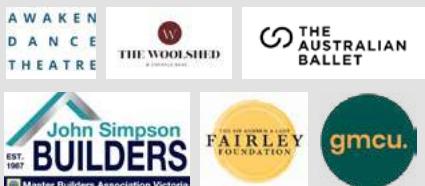
Greater Shepparton Secondary College's arts teacher Kyla McGregor says that "I could see some really amazing students and I just wanted them to be able to develop further, give them an opportunity they wouldn't get regionally and bring it to life here". She succeeded in doing so with the Awaken Dance Theatre Company (ADTC), who delivered *Bloom*, a piece which explores the concepts of rising up to meet one's full potential using nature as a metaphor. This is the fifth sell out Shepparton Festival performance delivered by ADTC. After starting out with *Voyage* in 2018 with 18 hand-picked students, the cast of dancers grew and went on to deliver *I am in* 2019, *For the One* in 2020, *Within* in 2021 and now *Bloom* in 2022.

Click here [BLOOM](#)



Images credit: Julie M Photography

WITH TWO PERFORMANCES AT THE WOOLSHED, THE AUDIENCE'S SENSES WERE ENRAPTURED BY THE PROJECTION-ENHANCED PERFORMANCE WHICH WAS ACCCOMPANIED BY FINE FOOD AND WINE OF THE REGION. THE COLLABORATIVE, CONTEMPORARY DANCE WORK WAS CREATED BY KYLA AND THE CAST IN PARTNERSHIP WITH THE AUSTRALIAN BALLET EDUCATION & OUTREACH.



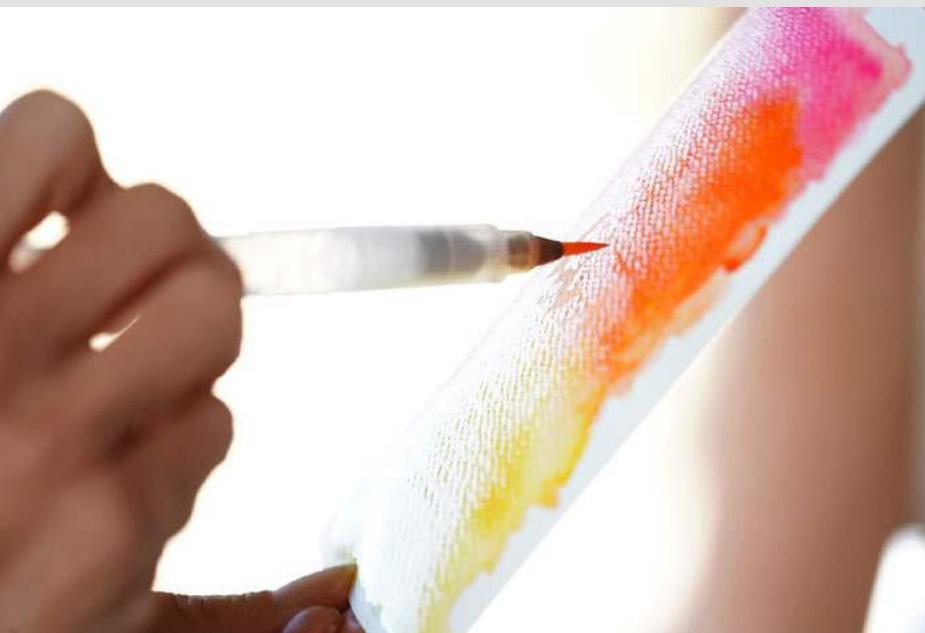
WATERCOLOUR AND WINE

31 MARCH 2022 (TALLIS WINE, DOOKIE)

Local artist Sophletta knew that Tallis Winery would be the perfect location for her wonderful workshop of watercolour painting; the evening sun and the Dookie Hills provided the perfect inspiration, light and setting for this guided botanical art class. In this relaxed environment, participants were deftly guided on some easy and effective techniques to bring their watercolour painting to life. A grazing platter and a selection of Tallis's best wines topped off a perfect creative event.



**SELLING OUT IN A MATTER OF HOURS, THIS WAS
QUITE LITERALLY THE HOTTEST TICKET IN TOWN!**



Images credit: Serana Hunt-Hughes



WORDS AND WOOD

22, 23, 29, 30 MARCH (LA TROBE UNIVERSITY, SHEPPARTON)

During his residency program at La Trobe University, 2021 Furphy Literary Award Winner and carpenter-turned-writer Thomas Alan led a series of comprehensive workshops created to help developing writers understand the architecture of Australian short stories. Harnessing both his skills with words and wood, participants were able to not only craft their own short stories but also to contribute to a large timber mural representing the theme THRIVE.

PLAYWRIGHTS BAKE-OFF

26TH MARCH (ZOOM)

Based on the methodologies of US playwright Paula Vogel, Fleur Murphy's workshop encouraged participants to respond to a classic Australian play, extracting its essential 'ingredients' and using them to write their own delicious masterpiece.



#FACE

26 MARCH (ST PAUL'S AFRICAN HOUSE, SHEPPARTON)

#FACEofShepp (Fashion and Cultural Event) is an opportunity for young people of diverse backgrounds to explore their creativity in the field of fashion and design.

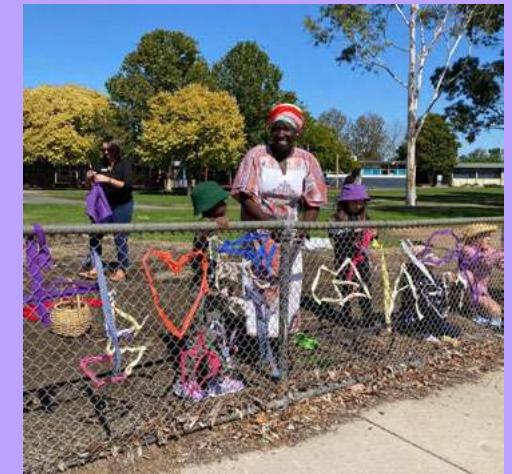
The very first workshop, facilitated by a local bespoke & couture fashion designer Stacey Popovski, was delivered during the 2022 Festival. In a partnership with Holmesglen, workshop participants have the opportunity to then join the FACE Program and be mentored over 12 months to develop their vision and build skills in the world of fashion, design and business.

The resulting designs from this year-long, exciting program will be presented at the 2023 Shepparton Festival.



HARMONY DAY
COMMUNITY WEAVING.

Images courtesy of Marion Langford.



BEARING FRUIT

Over the years, there have been a number of artists, ideas, projects and initiatives that have interfaced with or started their journey at the Festival. We are proud to have been a springboard for some of those. We are pleased to share with you a few examples that have percolated and resulted in connections created and paths laid, over this past year.

COVID COLLABORATIONS

Using art as the perfect medium for connection, William Kelly's 2020 project *COVID Collaborations: A Shared Step on a Long Journey* started when he drew a preliminary template image and shared it with 28 artists from across the globe. He then invited those artist friends to do whatever they wanted to do with it: write on it, draw on it, paint it, film themselves dancing in it! Contributors included Yorta Yorta artist Rochelle Patten, Moroccan poet Samuel Elias Pritchard, American First Nations artist Edgar Heap of Birds and Scottish academic Mary Mundee. The resulting works were projected for many weeks on the north wall of the not-yet-opened Shepparton Art Museum (SAM) during the 2021 Shepparton Festival.

In January 2022, all 28 works were displayed in the now recently opened SAM, in its Williamson Community Gallery.

"YOU KIND OF GET A SYNOPSIS OF HOW PEOPLE WERE FEELING ABOUT NOT JUST THEIR OWN SITUATION, BUT ABOUT WHAT IS ABOUT GOING ON IN THE WORLD. SO THERE'S IMAGES TO DO WITH HOPE, THERE'S IMAGES TO DO WITH ANXIETY, AND THERE'S TEXT TO DO WITH WISHES AND THERE'S THOUGHTS ABOUT PEACE AND SOCIAL JUSTICE." William Kelly

HARMONY DAY COMMUNITY WEAVING

In this brilliant example of how art can connect not only individuals but also cultures and communities, 2021's *Call to Create* artist Marion Langford made use of existing infrastructure, recycled materials and community participation to create a series of weavings in this remaining THRIVE pop-up event. In collaboration with St George's Road Primary School Community Hub, over 100 students, teachers and community members came together on Harmony Day 2022 to create! They threaded their textiles into a series of colourful patterns along the school fence. The yarns of participant from all cultural backgrounds are now interwoven, creating beautiful pieces that truly reflects our aspiration to be a united and inclusive community.

FESTIVAL WALL

Now in its 8th year, the *Festival Wall* is an exciting collaboration between the Festival, accounting firm Stubbs Wallace and the people from Greater Shepparton. Community groups or schools are approached to create a piece of art which is then enlarged and displayed in a highly visible place for an entire year.

This year Shepparton Access Eco Arts Group was invited to develop a piece in response to the theme THRIVE. With a focus on resilience in spite of the pandemic the group's artwork conveys their optimistic outlook. Eleven artists collaborated to create lino prints, with each group member designing their own take on the theme, with some incorporating native wildlife and environmental elements. The resulting lino prints were cut in equally sized 10cm squares and meticulously pieced together before being enlarged.

"WE DISCUSSED THE THEME AT LENGTH, WE TALKED ABOUT GROWTH AND THEN WE LANDED ON THE IDEA OF SEEDS, SEED PODS AND NATURE, WITH A FOCUS ON PLANTS AND WHAT YOU NEED TO MAKE THEM GROW." Lesley McLellan, artist

A delightful outcome of this project is that the artwork has been made into tea towels and tote bags which are selling like hot cakes in Shepparton's Ecostore.

ATTENDANCE

THE GENEROUS SUPPORT FROM OUR SPONSORS AND SUPPORTERS ENABLED THE DEVELOPMENT AND DELIVERY OF OVER 25 EVENTS WITH AN EXCESS OF 30,000 ATTENDANCES/INTERACTIONS AND OVER 200 VOLUNTEERS.

ATTENDEES YOUNGER THAN 2 YEARS OLD WERE SOOTHED BY MOTHER-TONGUE MELODIES AS PART OF THE *ULLABY* PROJECT AND WATERCOLOUR ENTHUSIASTS OVER THE AGE OF 70 CREATED THEIR OWN ARTWORK DURING ARTIST SOPHIE WILSON'S (*SOPHLETTA*) POPULAR WORKSHOP AT *TALLIS WINERY*.

Event	Date(s)	Venue	Attendees*
Opening Celebration	18 March	Australian Botanic Gardens, Kialla	250
UNEARTHED	18 March – 3 April	GOTAFE, Shepparton	2,000
About us - workshops	18 March – 3 April	KidsTown, Mooroopna	100
About us – exhibition	18 March – 3 April	KidsTown, Mooroopna	500
Lullaby	18 March – 3 April	Shepparton Library	800
Thriving	18 March – 3 April	La Trobe University, Shepparton	250
Biyula Country	18 March – 3 April	Kaiela Arts, 50, 62 & 80 McLennan Street, Mooroopna	2,000
Festival Wall	18 March – 3 April	Shepparton CBD	1,000
Art in the Heart	18 March – 3 April	Shepparton's Target Plaza, Riverlinks Eastbank, Harvey Norman and Tatura Museum	2,000
Think About It? Did It!	18 March – 3 April	GOTAFE, Shepparton	450
Creating with Clay and Nature	19 March	Australian Botanic Gardens, Kialla	400
Converge on the Goulburn	19 March	Victoria Park Lake, Shepparton	6,000
River of Words	20 March	Kalinga Park, Shepparton	17
Harmony Day Community Weaving	21 March	St Georges Road Primary School, Shepparton	100
Words and Wood	22, 23, 29, 30 March	La Trobe University, Shepparton	9
Mulana Garra	22 March	Mooroopna Uniting Church	200
Very Mature	24 March	The Vault, Shepparton	57
Illuminate	25 & 26 March	Victoria Park Lake SAM precinct, Shepparton	15,000
Charcoal drawing and Culture	26 Mar	Kaiela Arts, Shepparton	20
Playwrights Bake-off	26 Mar	Zoom	2
#FACE	26 Mar	St Paul's African House, Shepparton	12
Bloom	30 & 31 Mar	The Woolshed, Kialla	166
Watercolour and Wine	31 Mar	Tallis Winery, Dookie	12

*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)

PROMOTION & MARKETING

A fresh and modern approach to all marketing strategies were required for 2022, not only to contemporise the Festival's methods but also so that we could easily adapt to any sudden restrictions.

To set the scene, we conducted a comprehensive audit of our approach over recent years. The results of our SWOT analysis informed our marketing goals and methods, as well as our social and digital tactics. These new approaches, that were largely digitally driven, have led to an increased awareness of and engagement with the Festival – locally, nationally and internationally.

PRINTED COLLATERAL, MEDIA, ADVERTISING, SIGNAGE & ACTIVATIONS

FOLDED BROCHURE X 2,000, STICKERS X 2,000,
COASTERS X 500, SIGNAGE AROUND TOWN +X 30,
TOWN ENTRY SIGNS X 4, TOWN-ENTRY ROAD FLAGS X 28,
DIGITAL SCREENS/BILLBOARDS X 3, TOWN ENTRY SIGNS
X 4, TOWN-ENTRY ROAD FLAGS X 28, ARTS HUB DIGITAL
ADS AND POST X 7, ONE HOUR OUT DIGITAL ADS X 3



BIG WINS & HIGHLIGHTS

- 200+ pieces of community content across Facebook, Instagram and Instagram Stories (punters, artists, community groups, local council, venues, media)
- Instagram account followed by NGV

SINCE 2021'S FESTIVAL:

- 14.6K new site users
- All metrics increased by at least 80% on Instagram
- 1000% increase in Instagram reach
- 50% increased reach and 14% increased engagement on Facebook
- 15% increase in Instagram followers
- 10% increase in Facebook
- Organic Google searches for Shepparton Festival were significantly higher this year compared to the previous period in 2021

WEBSITE

The previous years of COVID highlighted how desperately Shepparton Festival required a new website that was able to provide a more intuitive and user-friendly experience for consumers, sponsors and artists.

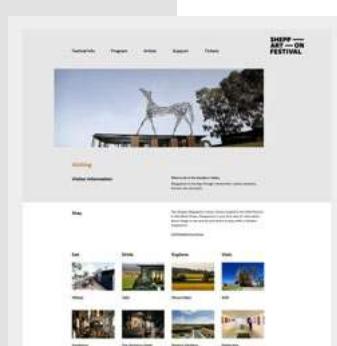
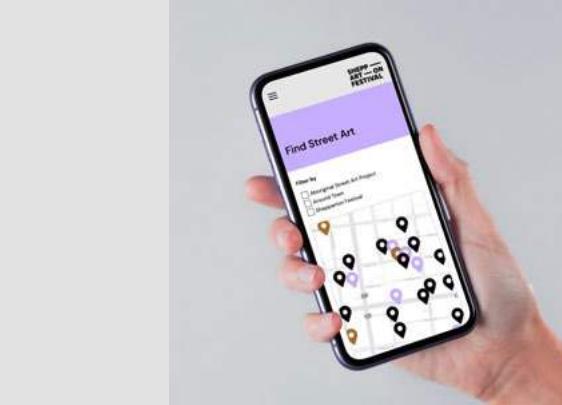
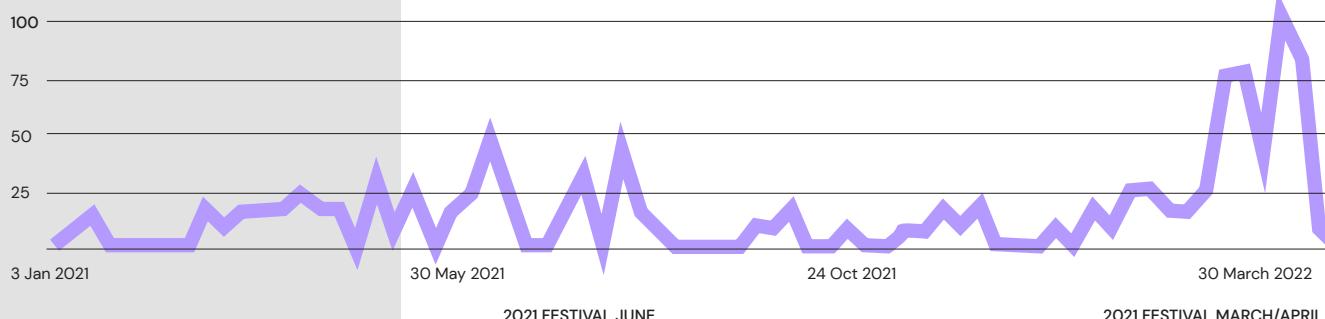
The website was completely refreshed in design and content, bringing to life:

- A dynamic and agile online program with quick links to ticketing
- Artist spotlight – showcasing participating artists and their work
- Festival News
- An interactive street art map showing Aboriginal Street Art, Shepparton Festival art and other art around town
- Visitor information – a page for people coming to town during the Festival with quick links to local businesses and must-see destinations



SHEPPARTON FESTIVAL WEBSITE

— Interest over time



AFTER DIRECT SITE VISITS AND ORGANIC GOOGLE SEARCHES, THE BULK OF SITE TRAFFIC CAME FROM FACEBOOK AND INSTAGRAM, HIGHLIGHTING THE IMPORTANCE OF SOCIALS IN DRIVING AWARENESS AND ENGAGEMENT AROUND THE FESTIVAL.

Metric	Result	% +/- 2021
WEBSITE ANALYTICS		
Users:	14,642	251.55%
New Users:	14,550	249.34%
Average Time Spent on Site:	02:02	-28.96%
Bounce Rate:	56.90%	23.06%
Sessions:	21,660	258.31%
Page Views:	60,967	195.40%

ONCE ON SITE, USERS VIEWED THE ILLUMINATE AND FESTIVAL OPENING CEREMONY PAGES THE MOST AFTER THE HOME PAGE

SOCIAL MEDIA

THE STATISTICS SPEAK FOR THEMSELVES!

Metric	Result	% +/- 2021
	FACEBOOK PAGE	FACEBOOK PAGE
Total posts:	103	-14%
Page reach:	113,662	+50.7%
New page likes:	490	-1.09%
Total page likes:	5208	N/A
Engagements:	28,648	+14%
Comments	378	-70%
Shares:	231	-58%
Video views:	41,839	+89.2%
	INSTAGRAM PROFILE	INSTAGRAM PROFILE
Total posts:	115	+1050%
Reach:	25,679	+1000%
New follows:	314	N/A
Total followers:	2311	N/A
Engagements:	3474	+283%
Comments:	63	+80%
Shares:	368	+234%
Video Views:	11,900	N/A

RESULTS TOP POSTS (ORGANIC)

FACEBOOK

[Trip down memory lane](#) (top organic reach)
Reach: 6445
Engagements: 46

[Jamie Lea bio](#) (most engaged with)
Reach: 3229
Engagements: 229

[Illuminate](#) (top shares/comments)
Shares: 23
Comments: 30

[Opening night](#) (top link clicks)
Link clicks: 1064
Reach: 5256

INSTAGRAM (ORGANIC)

[Affinity Quartet](#) (top reach and video views)
Reach: 3477
Video views: 3510

[Posters](#) (top comments and likes)
Comments: 7
Likes: 131

[Program trailer](#) (top shares)
Shares: 32
Engagements: 60

CAMPAIGNS & PARTNERSHIPS

ARTS HUB

Shepparton Festival secured an advertising campaign with ArtsHub, Australia's leading independent online resource dedicated to the world of the arts. The campaign included an article published on its site, in two weekly newsletters and on its home page, as well as raising awareness of the Festival using their social media platforms, providing the Festival with International exposure, further raising the Festival's profile with its artist target audience.

[Article](#)
[Instagram post](#)
[Twitter post](#)
[Facebook](#)
[LinkedIn](#)
[Website article](#)



ONE HOUR OUT

A new type of advertising campaign was proposed this year with one hour out, an online publication dedicated to exploring all the best food/drink, nature and cultural experiences happening outside melbourne. This campaign provided the festival with a total reach of over 103,701 across social media and edm (electronic direct mail).

**103,701
PEOPLE REACHED**

A screenshot of the One Hour Out campaign dashboard. It features two main sections: 'Newsletter - Inclusion #1 Bonus' and 'Enhanced Calendar Listing'. The newsletter section shows a breakdown of regional events and festivals with metrics for opens and clicks. The enhanced calendar listing section shows a map of Victoria with various festival locations marked and a summary of the campaign's impact.

MEDIA & TV

GSCC'S TOURISM AND MAJOR EVENTS INDUSTRY LUNCHEON

Shepparton Festival's Creative Director headlined a presentation to the region's tourism and event management stakeholders, showcasing the Festival's 2022 program and highlighting how the Festival is a major event in the region's calendar.

RADIO & PODCASTS

Terri Cowley from OneFM interviewed Call to Create artist Vanessa Morton and Festival General Manager Louise Tremper in the lead up to the Festival program launch.

During the Festival itself, Ethan Cavanagh from *Very Mature*, Liz Arcus and Jaiman Long from the *Lullaby Project* and Kyla McGregor from *Awaken Dance Theatre* were interviewed. In addition, Matt Dowling from 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 the *Call to Create* winner Vanessa Morton, Creative Director Jamie Lea's Festival launch, introduction to the online program

and new website. Other stories during the Festival included *Illuminate*, Bill Kelly's *COVID Collaborations* exhibition at SAM and Sophletta's *Water Colour and Wine* event at Tallis Winery.

DURING ITS 26 YEARS, SHEPPARTON FESTIVAL HAVE ENJOYED BEING CHAMPIONED BY NEWSPAPERS, BOTH LOCALLY AND BEYOND. 2022 WAS NO EXCEPTION AND WE THANK YOU FOR YOUR ONGOING INTEREST AND SUPPORT. TO THE RIGHT ARE A SELECTION OF ARTICLES COVERING THE 2022 FESTIVAL.

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 1,614 qualified recipients. Campaigns sent via MailChimp achieved an average open rate of 49% and an average click-through rate of 5%. These statistics are well above the industry standards for Events & Entertainment, which are 20.5% and 2.36% respectively.

THE MOST POPULAR CAMPAIGNS VIA EMAIL CAMPAIGNS WERE 2022 PROGRAM DROP, ONE WEEK TO GO & POST EVENT THANK YOU.

ARTICLES

- [Shepparton Festival Launch – The Adviser \(Print only\)](#)
- [Six-year-old Milo Rose in his debut exhibition](#)
- [Shepparton Access fostering artists](#)
- [Still thriving: Shepparton Festival completes its 26th program](#)
- [Shepparton Festival coming to life](#)
- [Shepparton Festival partners with council](#)
- [3 Year Partnership – HIT](#)
- [UNEARTHED](#)
- [Shepparton lights up tourism industry](#)
- [Awaken Dance Theatre will bloom once again](#)
- [Thriving on the power of art](#)
- [Shepparton Festival prepared to thrive in its 26th year](#)
- [Splinter Contemporary Artists workshop](#)
- [Illuminate Festival to light up SAM, lake in March](#)
- [What's on this weekend](#)
- [The Indigenous art to check out at this year's Shepparton Festival](#)
- [Star power to help celebrate Illuminate Festival](#)
- [Everything you need to know about Illuminate Festival](#)
- [Shepparton shines as Illuminate draws thousands](#)
- [Express yourself: Students rap for Shepparton Festival exhibition](#)

THANK YOU

SHEPPARTON FESTIVAL
RECOGNISES AND GRATEFULLY
APPRECIATES THAT NONE OF THIS
WOULD HAVE BEEN POSSIBLE
WITHOUT THE STEADFAST
SUPPORT FROM OUR COMMUNITY,
LOCAL BUSINESS, DONORS,
MEMBERS AND MAJOR SPONSORS.
ALL HAVE STOOD BY US AND
BELIEVED IN US. THANK YOU.

SPONSORS

PRINCIPAL SPONSORS



BUSINESS SPONSORS



PROGRAM PARTNERS

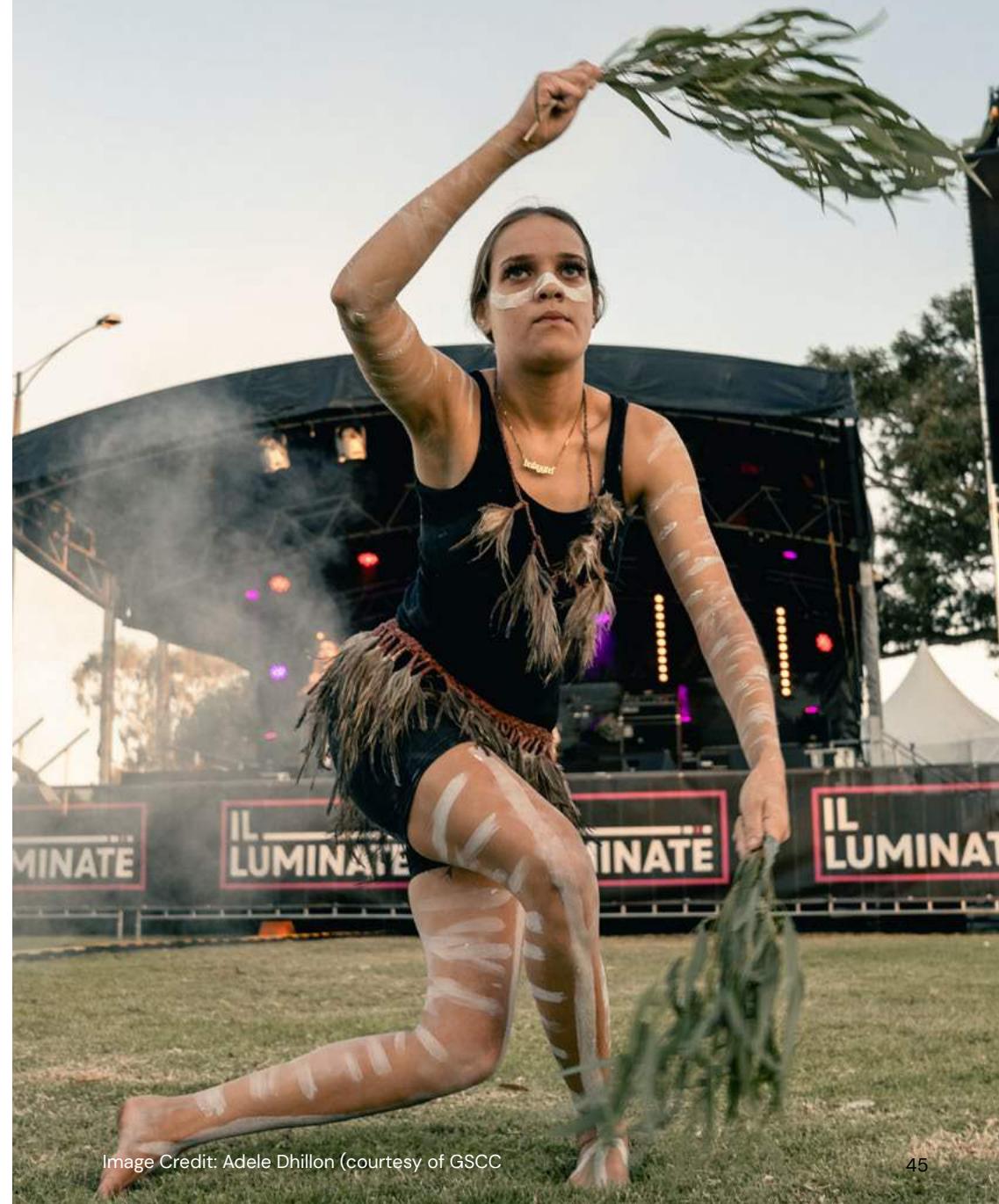
- as listed against specific events within the report

MEDIA PARTNERS



The Advertiser

ACCOMODATION PARTNERS



CONTACT

THE COMMITTEE

Chair: Kirsten Green

Artistic Director: Leigh Findlay

Secretary: Peter Kelton

Treasurer: Glen Pearson

Kristen Retallick

Arti Shah

Fiona Smolenaars

Betul Tuna

Louise Tremper

General Manager

hello@sheppartonfestival.org.au

THE TEAM

Creative Director: Jamie Lea

General Manager: Louise Tremper

Admin Support Officer & COVID Marshal: Alaina Tuckett

Brand strategist, marketing, social media
and design partner: Rye Studio

Accounts: Simone Mann (Stubbs Wallace)

LIFE MEMBERS

John Head

Heather Gange

Carmel Johnson

Ross & Daphne Turnbull

Karen Parker

John Lewis

Angie Russi

Rob Robson

Paul Cathcart

In memory of Tina Nelson

