

Swan Hill Incorporated Overview



Contents

ABOUT SWAN HILL INCORPORATED.....	2
Our Purpose:.....	2
Our Vision:.....	2
Our Strategies:	2
OUR STRUCTURE	2
Swan Hill Inc. Board Members.....	3
Marketing Committee.....	3
Traders Committee.....	3
Business Support Committee.....	3
Business Advocacy Committee	3
HOW HAVE WE PROMOTED THE REGION SINCE 2014 – 2018.....	4
HOW HAVE WE PROMOTED SHOPPING IN OUR REGION?.....	5
ECONOMIC BENEFITS	7
SUMMARY	7

ABOUT SWAN HILL INCORPORATED

Our Purpose:

To market and promote the Swan Hill Region.

Our Vision:

We will be the relevant organisation supporting business in the marketing and promotion of our region.

Our Strategies:

Visitation to the Region

Increase visitation by specifically marketing the Swan Hill region as a place to visit and enjoy.

Shopping in the Region

Specifically market the Swan Hill region as a place to shop and encourage the provision of quality service.

Promote and educate the importance of shopping locally.

Advocacy

Engage with and advocate on behalf of members.

Business Support

Provide support and direction to members.

OUR STRUCTURE

Swan hill Inc. has a Board of Directors and four sub-committees to cover:

- Marketing
- Traders
- Business Advocacy
- Business Support

In total we currently have 22 volunteers that make up our main board and the sub committees. Each of these people give their time voluntarily and a number of them have done so since Swan Hill Inc.'s inception.

Swan Hill Incorporated Overview



Swan Hill Inc. Board Members

Murray Ray – Chairman

Greg Roberts – Vice Chairman – Murray Downs Golf & Country Club, Spoons Riverside & Swan Hill Club

Sebastian Parseghian – Swan Hill Toyota and Kia

Colin McAlpine – Sew Graphics

Claire Billing – Swan Hill Disposals

Paul Dillon – Mallee Rising

Stuart King – Swan Hill Hire & Nifty's Car Hire

Brian Richardson – Jane Eliza Motor Inn

Chris Jeffrey – Swan Hill Rural City Council

Marketing Committee

Janelle Earle – Chairlady - Pioneer Settlement

Greg Roberts – Vice Chairman – Murray Downs Golf & Country Club, Spoons Riverside & Swan Hill Club

Brian Richardson – Jane Eliza Motor Inn

Jessica Warburton – Pioneer Settlement

Ainsley O' Bryan – Swan Hill Big4 Riverside

Lauren Schmidt - Murray Downs Golf & Country Club, Spoons Riverside & Swan Hill Club

Traders Committee

Colin McAlpine – Chairman - Sew Graphics

Paul Dillon – Mallee Rising

Terry Jennings – Northern Shoe Store

Carolyn Willox – Ultimate Fashion

Renee McCaig – Ultimate Fashion

Colin Hayward – Stihl Shop Swan Hill

Paul McKee – Homes Hardware

Stephen Colombo – Colombo's Pasta Bar & Café

Rob Duffield – The Guardian

Business Support Committee

Sebastian Parseghian – Swan Hill Toyota and Kia

Claire Billing – Swan Hill Disposals

Business Advocacy Committee

Paul Dillon – Mallee Rising

Stuart King – Swan Hill Hire & Nifty's Car Hire

All Swan Hill Inc. members are encouraged to attend the committee meetings monthly to be able to hear what is proposed and are welcome to put forward ideas for the expenditure of available funds.

HOW HAVE WE PROMOTED THE REGION SINCE 2014 – 2018

The Swan Hill Inc. Marketing Committee have annually developed and executed a marketing plan to promote the Swan Hill region through the following key activities:

- **Mainstream Marketing**
Regional TV advertising together with Press advertising in Metro newspapers. Our current campaign is Dane Swan promoting Swan Hill.
- **Digital Marketing**
 - Targeted digital marketing on Facebook, Instagram and You Tube have formed the basis of our digital marketing campaigns.
 - New consumer website which forms part of the Murray River Tourism digital platform - Visit Swan Hill was launched in 2016
- **Partnered with Murray Regional Tourism Board**
We partnered with the Murray Regional Tourism Board which allows us to access programs at a subsidised rate. We participated in a number of promotions like What's Up Down Under, Master Chef, consumer shows such as Masters Golf, Melbourne Show and Caravan & Camping.
- **Food and Wine Festival**
We have successfully presented an annual Food and Wine weekend which attracts visitors from far and wide to our region. Visitor numbers through the gate has increased by 115% for the past 4 years in comparison to the previous 4 years.
- **Official Visitor Guide and Touring Guides**
We have also promoted our region with the production of 2 visitor guides which are distributed state wide in visitor information centres.
- **Partnered with Swan Hill Rural City Council**
We partnered with SHRCC on the Discover More Project, The Good Day Show & Master Chef.

HOW HAVE WE PROMOTED SHOPPING IN OUR REGION?

The Swan Hill Inc. Traders Committee have every year developed and executed a marketing plan that has promoted shopping locally through the following key activities:

- **Mother's Day Promotion**

This competition is run for 2 weeks from the beginning of May till Mother's Day. Locals are encouraged to shop locally and take part in the competition. 1 Lucky winner wins a \$500 pamper hamper.

- **EOFY Campaign**

A new campaign that started in 2017 to encourage shopping in a June which is a quieter time of the year for traders. The campaign begins mid-June with all businesses providing a loss leader product which is advertised on radio and appears every week in the Guardian from the beginning of the promotion. The campaign culminates on the last Friday of June with an outside broadcast.

- **Buy Local Campaign**

In 2016 The Swan Hill Traders Committee in partnership with The Guardian ran a buy local campaign consisting of a 286 page booklet filled with discount coupons from local businesses in the region. Locals were encouraged to purchase the book for \$20 with thousands of dollars' worth of in savings. The campaign culminated with a lucky winner winning a car and 8 follow-up prizes of 1000 Swan Hill Inc. dollars.

- **Buy Swan Hill / Local Loop Campaign**

Swan Hill Inc. partnered with Ace Radio every year to run the local loop, which is now known as 'The Buy Swan Hill' campaign. Local businesses receive an allocated number of 30 second slots on the radio for the duration of the year. The message in every advert conveyed the importance of supporting shopping locally.

- **Market Day**

An annual event held in October. A portion of Campbell Street is closed off and is filled with stalls and entertainment for young and old, whilst the Traders bring their wares out onto the foot paths. The event has consistently proven to be very popular amongst locals as well as visitors in town.

- **Christmas Decorations & Christmas Shopping Campaign**

Every year Swan Hill Inc. ensures that the greater CBD area is adorned with colourful Christmas decorations to create a festive atmosphere in town.

From mid-November till Mid December our Christmas Shopping competition is held. By shopping locally every customer received 1 entry for every purchase made. 3 lucky winners stand a chance to win 1 of 3 giant Christmas stockings filled with donations from local businesses and 8 winners stand a chance to win 1000 Swan Hill Dollars each.

SUPPORTING LOCAL EVENTS

- **Funded Community Projects**

Swan Hill Inc. provides funding and marketing assistance to numerous community projects. Since 1 July 2015 we have provided support to the following festivals, events & projects totalling \$84 000:

Festival of Motorsports, Bowls Victoria, CBD Street Flags, Lake Boga Easter Regatta, Farmers Market, George Fairfax Festival, Heartbeat of the Murray Laser Light Show, Jazz Convention, Lake Boga Brochures, Nyah Harness Racing Sponsorship, Da Vinci Exhibition, Harmony Day, Country Week Tennis, Swan Hill Show, Swan Hill Show & Shine.

BUSINESS FORUMS

- **Advocacy - To engage with and advocate on behalf of our members.**

- Bi-annual advocacy forums have been held to provide our members & stakeholders with a platform to engage with Swan Hill Inc. and to raise issues that the Swan Hill Inc. Board can advocate for on their behalf.
- Swan Hill Inc. has conducted regular reviews annually with Councillors and the Council Executive team to provide updates on key achievements aligned with the annual Marketing Plan.
- Monthly meetings are held with the CEO and senior staff of Council to raise issues and share information.

- **Business Support – Provide business support and direction to members and encourage the provision of quality service.**

We have hosted 2 forums per year which included motivational /educational speakers and provided a platform for networking. Over the past 4 years the guest speakers have been: Max Walker, Chris Helder, Dave Staughton and Paul Lyons.

ECONOMIC BENEFITS

The promotion of our Region is focused on bringing visitors to Swan Hill and the surrounding region. Results from Tourism Research Australia for the year 31 December 2017 showed that the Swan Hill Region experienced 412 000 domestic and international overnight visitors in that time. This equated to a 22% increase on the previous year.

Fact sheets produced by Tourism Victoria Research Unit in December 2017 show the average expenditure in the Murray region to be \$171 per night.

The visitor economy results in many businesses, not directly related to tourism, benefiting significantly from the proceeds of visitors to the region.

SUMMARY

Swan Hill Incorporated has operated under the Special Rate for the past 16 years and been very successful in the promotion of Swan Hill and the region.