

FACING MODERNITY:

# DEGAS *to* PICASSO

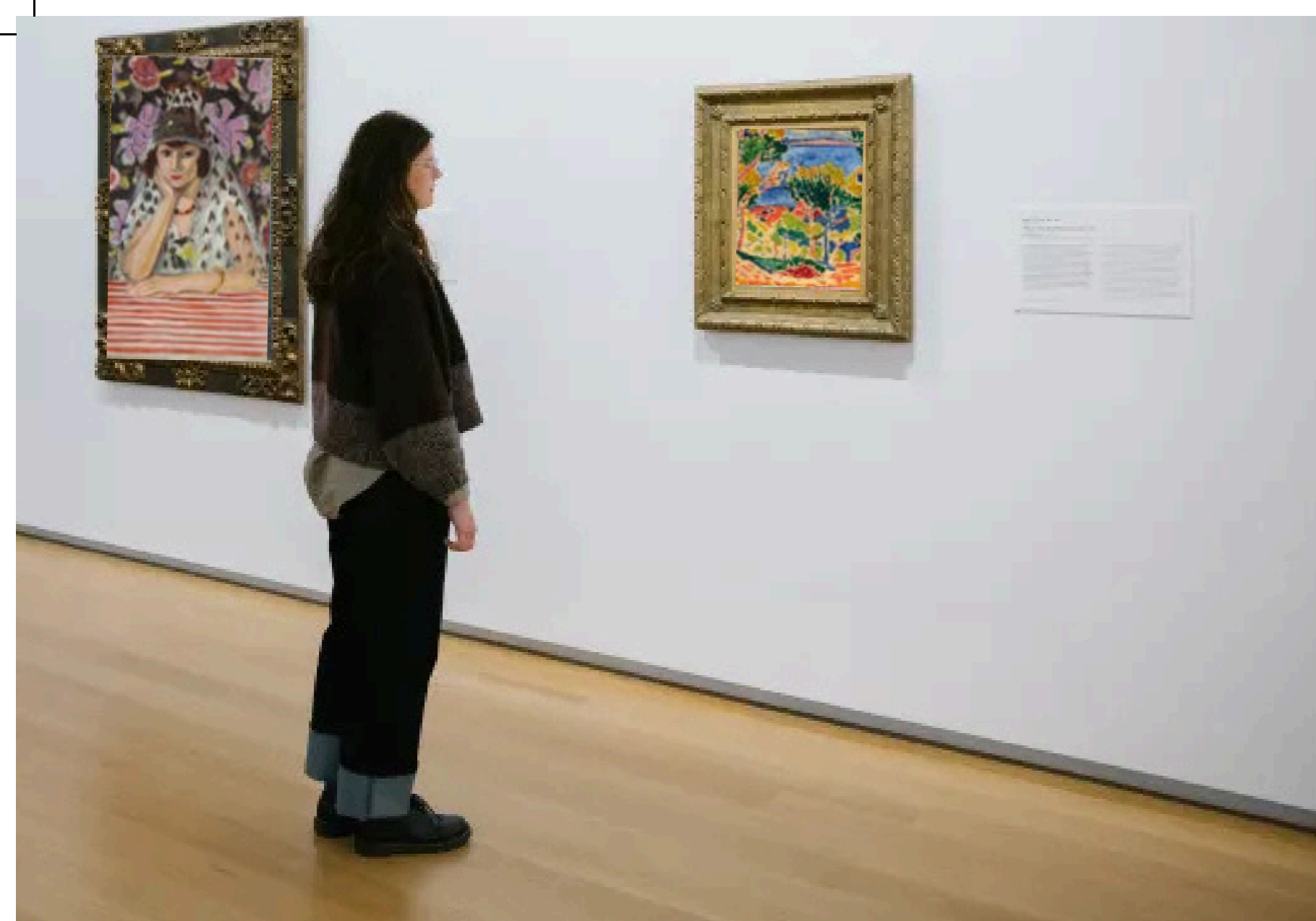
FROM THE AUCKLAND ART GALLERY TOI O TĀMAKI

You're invited to partner with us and turn this exciting exhibition into a full visitor experience

**EAT | PLAY | STAY | SHOP**

**23 May to 20 September 2026**





# WHAT ARE WE PREPARING?

Shepp & GV is gearing up with activities and experiences inspired by Facing Modernity: Degas to Picasso exhibition, an exclusive show arriving at Shepparton Art Museum this May.

Unique products and experiences will run alongside the exhibition, encouraging locals to explore and giving visitors more reasons to stay, spend and discover everything the region has to offer.



## Goal # 1

Increase visitor length of stay and overall expenditure



## Goal # 2

Increase intrastate & interstate visitation and attract new audiences



## Goal # 3

Engage industry and stakeholders to create quality offerings & packages

# Why get involved?



## 22,000

visitors expected, minimum

- Maximise business exposure - Traditional and digital channels
- Bring customers in
- Position Shepp & GV as a must visit destination
- Higher yielding visitors, staying longer, spending more

Key visitor demographics: Outside the Greater Shepparton area, we are targeting 3 key groups for visitation.

Age group	Visitation	Gender
Semi retired couple 55-70 years	65%	F- 70%   M-30%
Young professionals 32-45 years	20%	F- 70%   M-30%
VFR Locals hosting family	15%	F- 60%   M-40%



# HOW TO PARTICIPATE



Develop an exhibition inspired experiences, event or products to offer during the exhibition period.

Display assets provided by Shepp & GV at your business - posters, maps, postcards, etc.

## FREE to PARTICIPATE

Working alongside staff from Council's Economic Development Team businesses will be fully supported at every stage of the campaign.

All businesses in Shepp & GV are eligible to participate on the basis that the experience/event aligns with the Picasso Exhibition theme.



DINE  
PICASSO



# AMPLIFY YOUR BUSINESS

- **Marketing materials**

We will equip participating businesses with a full exhibition promotional toolkit, including posters, decals, postcards and EAT | PLAY | STAY | SHOP brochures, to help you stand out and attract visitors.

- **Branding & displays**

Eye-catching branding and wider promotional opportunities will ensure your business is visibly aligned with the broader campaign, as well as memorable in its own right.

- **Collaborating with key partners**

Shepparton Art Museum and the Economic Development team are working with you to create experiences and opportunities that boost your business.

- **Activations that drive engagement**

From special events and activities to photo-worthy moments, we are looking for the must see, do, taste and shop items that will drive visitors to your venue and inspire user-generated content.



# SAM LEAD ACTIVATIONS

## **Dinner & Exhibition:**

Tour the exhibition before dinner at Elsewhere.

- PAID
- Select Thursday evenings at SAM
- Limited numbers

## **Bar SAM: LIVE**

After hours evening of live music and great wine.

- PAID
- Select Friday evenings at SAM

## **SAM Deep Dive with the University of Melbourne:**

Lecture programs to get lost in from May to September.

- PAID
- Presented both online and in person at SAM
- Select Thursday evenings

## **SAM Studio for Kids:**

Saturday morning studio experiences for kids

- Gold Coin entry
- Presented in the SAM workshop
- Select Saturday mornings at SAM



# Out & about

- To be activated OPENING WEEKEND and KINGS BIRTHDAY LONG WEEKEND
- Connecting SAM to SHEPPARTON TRAIN STATION and EMERALD BANK
- To be run as a shuttle loop during exhibition hours & linking with arriving and departing rail services
- Supporting visitation to the region via rails services
- Encouraging dispersal to key visitor experiences
- Leveraging a two-day/overnight itinerary



# BUSINESS ACTIVATION

## HOSPITALITY

Craft menus and dishes inspired by the artists

- Signature Cocktails - 'Matisse Martini'
- Special menu - 'Dali Degustation'
- Happy Hour - 'Surrealist Sips'

## EVENTS

Ticketed events to leverage overnight visitation and support visitors to plan their stay

- Live music events
- 'Paint and Sip' sessions
- Parralell exhibitions and art displays

## ACCOMMODATION

Package specials, add-ons and upgrades

- The 'Picasso package'
- Exclusive offers for 'ticketholders' only
- Expand offering through collaborations eg chargeback for dinner or breakfast



# FURTHER INSPIRATION

## EMBRACE THE THEME

Dress your business to compliment the exhibition

- Front window displays
- Artist prints in venues
- Add a splash of vibrant colour through flowers, napkins, cushions or other decorations

## WORK TOGETHER

Partner with other businesses

- Ask suppliers to adapt items already stocked like themed cookies or custom printed coffee cups
- Borrow display items like picture frames, easels or art supplies
- Work with local artists to display art in your venue

## KEEP IT SIMPLE

The exhibition runs for four months

- Plan something sustainable
- Offers are 'Exclusive' not 'Discounts'



# CAMPAIGN TIMELINE



To submit your event/experience or register interest to discuss ideas please visit: [sheppandgv.com.au/eatstayplayshop](https://sheppandgv.com.au/eatstayplayshop)

or

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**SHEPPARTON &  
GOULBURN VALLEY**