

Annual Report 2016

Australian National Show and Shine Euroa



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The Australian National Show and Shine is an annual event run by Euroa Show and Shine Inc a not for profit Incorporated Association.

The event has been running for 16 years, with the year 2000 being its start date. From humble beginnings with approximately 150 cars on display and several hundred visitors the event has grown to become one of Australia's most popular car events with a large number of cars, motorbikes, trucks, tractors and stalls on display and visitors who now number in their thousands.

This is a not for profit event, all gate takings go to community or charity work.

The aim of the sub-committee, apart from running a premium award winning car and motorbike show, is to encourage tourism and visitation to Euroa and the Shire of Strathogie. Broad community participation and volunteerism is encouraged as well as focusing on accessibility (physical) for people from groups that experience ongoing exclusion. The event is run from sponsorship, so that all proceeds go to community or charity.

We are fortunate to be able to normally hold the event in world class parkland, Seven Creeks Park Euroa, however due to persistent wet weather this was changed at the last minute for 2016 to the streets in the town centre and shopping centre

Euroa is located halfway between Albury NSW and Melbourne Victoria and is adjacent to the Hume Freeway. Euroa is within easy driving distance of Melbourne 1.5hrs, Canberra 5hrs and Sydney 7.5hrs.

The date of the 2017 event is Sunday 1st October.



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The 2016 event was planned to be the biggest event since its inauguration but the continuing wet weather made this impossible. With over 200 volunteers on the day and many special attractions everything was in place but four days prior to the event it was clearly evident that the Show and Shine could not be held in Seven Creeks Park due to the saturated ground.

At a meeting with the Strathbogie Shire Council it was decided to move the show from the park into the streets and shopping centre of Euroa. While the decision to move the Show and Shine was an obvious one the implementation was something else and the next four days was spent planning for up to 8000 visitors to be catered for. During this time the rain continued unabated and it was not until late Saturday that the rain stopped but the wind was still a problem. Sunday morning dawned fine and the event went ahead, whilst the move to the streets had to be made, this decision was on a temporary “make do” basis so it came as a complete shock the success the show became. All the visitors raved about how much better it was to have all the show cars parked in the streets, the event had a wonderful atmosphere and everyone enjoyed themselves. All the committee members reported that visitors kept telling them to hold the event in the streets next year as it was much better in the streets than in the park, many stated it was much easier to move around and you did not miss seeing cars and bikes.

Special attractions were a big hit with record numbers (1000) going through the CFA Community Education Bus and looking over the major CFA display which included fire trucks and even an historic steam powered mobile pump from yesteryear. The Euroa Miniature Railway did an amazing job with five trains running all day giving free rides, the petting zoo put on a great show and the Evolve Youth Group had great music and displays at the skate ramp. The music was a great hit with four music venues going simultaneously, Greg Dudley, the Eurokafellas, Jimmy Davidson and Evolve are all congratulated on their performances. It was a pleasure to meet with the committee members of the Evolve Youth Group at their Showcase on the 25th November and to thank the members personally, Anton, Shannon, Ben, Malaki, Denver, Ashleigh, Lily, Brandon, Mary, Sarah, Jade, Ayden, and Julia

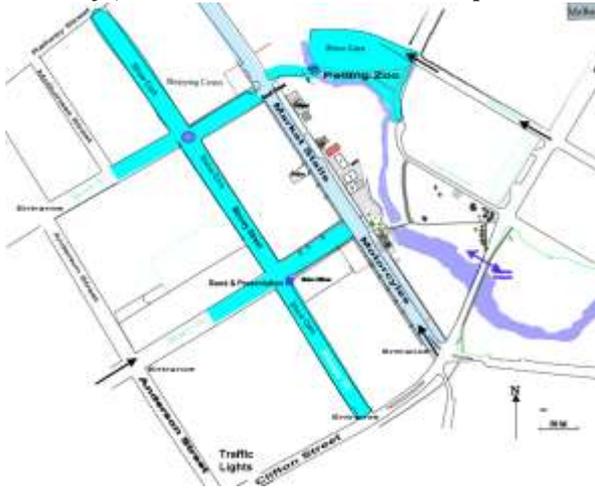
One of the shortcomings of the event was that due to gale force winds in Melbourne there was a shortfall of 40% in the number of motorbikes in comparison to last year, this is made more significant when it is known that the event was geared up for an increase in bike numbers in 2016 of 100%. Virtually no motorcyclists were keen to ride to Euroa from Melbourne in gales and gusts in excess of 80kph which caused the closure of a runway at Melbourne airport.

An unexpected bonus this year was traffic control was not needed due to the show being entirely to the North of the major thoroughfare Clifton St/Burtons Bridge. There were no holdups on the Freeway or the local roads.

The Bowling Club area was the only part of Seven Creeks Park that was dry enough to use, this was fortunate as this provided continuity of the event from

the shopping centre all the way to the entry to the Miniature Railway in Turnbull St. This area was home to trucks, tractors, historic ambulances, vintage machinery, show cars, trade stalls and the petting zoo and was very capably run by Area Manager Tony Clota and his band of volunteers. Since the event subsequent floods have washed away a large section of riverbank in this area and it will require attention prior to next years event.

The Third Age Club once again managed to feed and treat like royalty our judging team, the judges put in a hard day and it is a huge plus having them treated as VIPs by Joan and Pam and their capable co-workers.



In Summary

Overall it turned into an excellent event.

The 2016 year was one of the wettest on record and as the big day approached it became obvious that the grounds of Seven Creeks Park were saturated and there was also the possibility of major flooding of the creek inundating the parkland if the rains continued. Our backup location at Euroa Secondary College was in worse condition and it was looking like the event would have to be cancelled. The Strathbogie Shire Council put forward a plan to hold the event in the streets of Euroa and with the local residents and business owners enthusiastically behind the idea it was decided to give it a try. This worked so well that future events will now utilize the streets as well as the parkland so that the event flows from the parkland into the shopping centre.

Pre-planning for future events must take notice of extreme weather where if it is extremely hot the event can be held mostly in the park under shade trees or if it is wet or floods the event will be held mainly in the streets. Future events must include non motor vehicle attractions and rides, art, music, food, oddball and quirky attractions and anything that will appeal to partners and children who do not have a desire to spend all day looking at motor vehicles.

The motorbike display area needs to take in all of Kirkland Ave between Clifton St and Brock St and also the area outside of the Civic Centre

One of the major benefits of the Show and Shine was the coming together of the township of Euroa to make sure this national event was a success. An estimated 200 volunteers worked at the event in a variety of roles from gate staff to food handlers, entertainment, managerial staff, car-parking, judging and traffic control. All this was done with a positive attitude and a welcoming smile for our many visitors.

Outcomes

Show cars	581
Motorbikes	303
Visitors	7000

Marketing

The marketing campaign that has been targeting enthusiasts for the past six years was ramped up for the 2016 event. A total of 40,000 double sided brochures were distributed mostly at other events starting straight after our 2015 event. This is now being surpassed by social media especially Facebook and our website.

