

City Promotions Action Plan

July – December 2011

1. Introduction

The City Promotions Program was established to promote a positive image of the City and deliver marketing initiatives and support that encourage growth across a variety of target markets.

The City Promotions Strategy provides a five-year strategic vision which is supported by an 18-month action plan. To date, two 18-month promotions action plans have been completed and reported against.

Council endorsed the most recent six month report at its May 2011 meeting.

The City Promotions Marketing Strategy is directly linked to the City's Economic Development Strategy. With the new Economic Development Strategy currently being drafted, a six month bridging City Promotions Action Plan has been developed. This six-month plan maintains alignment with the goals and objectives outlined in the five-year City Promotions Strategy.

A new City Promotions Strategy and 18-month action plan will be developed following the development of the new Economic Development Strategy. It will aim to directly support the objectives outlined in the Economic Development Strategy.

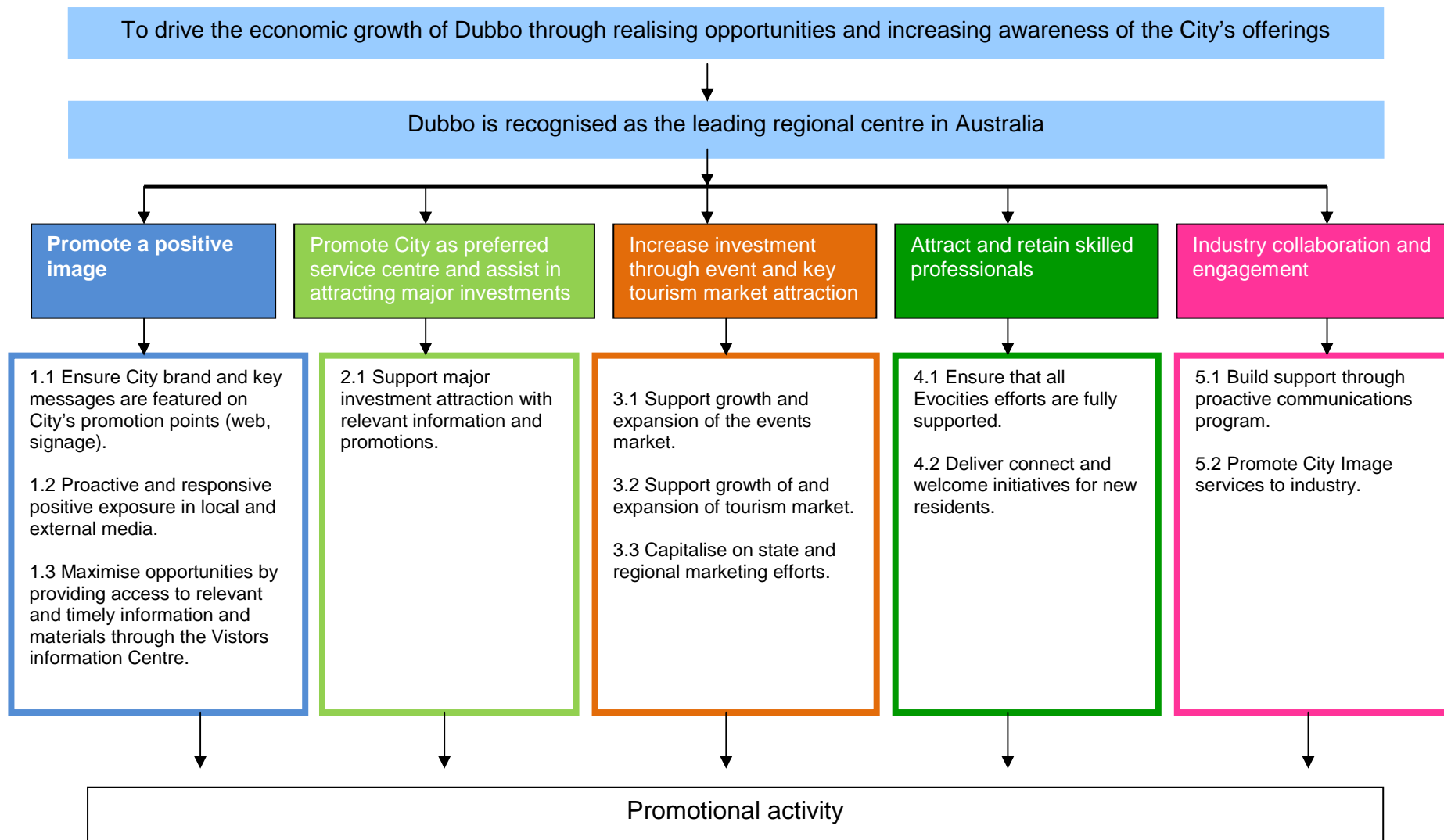
2. City Promotions Strategy

Guided by the priorities outlined in the current Economic Development Strategy there are five critical outcome areas identified in the City Promotions Strategy.

To continue to achieve in these five critical outcome areas, 11 objectives and 28 strategies have been identified with supportive actions to be delivered in the next six months.

Key performance indicators (KPIs) remain aligned to the five outcome areas, and the goals of the five-year City Promotions Strategy.

City Promotions Strategy map



3. City Promotions Action Plan

1. Promote a positive image

KPI: 90% customer satisfaction with quality of information and quality of service through Visitors Information Centre

1.1 Ensure City brand and key messages are featured on City's promotion points (web, signage).	
Strategy	Outcome
1.1.1: Maintain an industry and community database to communicate city promotions activities, key messages and events information.	<p>Community database maintained.</p> <p>Industry database maintained.</p> <p>Bi-monthly newsletters sent to community database.</p> <p>Bi-monthly newsletters sent to industry database.</p> <p>I love Dubbo Event delivered</p>
1.1.2 Transport advertising: promotion on local transport vehicles travelling outside region.	Transport/ suppliers co-operatively branded.
1.1.3 Online marketing/search engine marketing program for Dubbo.com.au	<p>Increase in site traffic.</p> <p>Achieving online campaign KPIs.</p>
1.2.4 Utilise Council and industry communications i.e. City Connection, Communique, E-blasts, weekly radio segments and newspaper column, to promote events in the City and Program activities.	All channels contain information about Program/activities.

1.2 Proactive and responsive positive exposure in local and external media.	
Strategy	Outcome
1.2.1. Local advertising campaign promoting dubbo.com.au.	Local media campaign implemented. Information / familiarisation / engagement program targeting local service stations.
1.2.2 Support local and external media enquires that support positive promotion of the City.	Positive coverage received in local and external media.

1.3 Maximise opportunities by providing access to relevant and timely information and materials through the Visitors Information Centre.	
Strategy	Outcome
1.3.1 Maintain and distribute New Resident, Visitor, Investor and Events Information Packs.	Packs maintained. Packs distributed. City information bays/stands developed in key city attractions/businesses.
1.3.2 Local and regional produce program established.	Products available and sold through Centre.
1.3.3 Maintain high level of customer service.	Customers served at Centre Satisfaction with quality of service and quality of information.

2. Promote City as preferred service centre and assist in attracting major investments

KPI: Provide support or referral to all investment enquiries

KPI: One campaign promoting City's retail offering and professional services

2.1 Support major investment attraction with relevant information and promotions	
Strategy	Outcome
2.1.1 Local retail promotional program provided to major events that attract overnight visitation.	Minimum 3 events supported with reward/retail program for delegates/visitors.
2.1.2 Promote City's retail diversity and encourage local and catchment area spend.	Deliver regional catchment area campaign promoting City's shopping and services.
2.1.3 Ensure all investment leads and referrals are managed effectively and reported against.	All investment leads actioned and/or referred. Local Business Resource Centre maintained on dubbo.com.au

3. Increase investment through event and key tourism market attraction

KPI: Support attraction of three major events (12 month KPI)

KPI: Develop 2011/12 City Guide on time and budget with 90% stakeholder satisfaction

3.1 Support growth and expansion of the events market	
Strategy	Outcome
3.1.1 Oversee delivery of conferences awarded to the City for 2011/2012.	<p>Successful delivery of 2011 Australian Livestock Markets Association (AGM) and Conference (including central reservation service).</p> <p>Successful delivery of Local Government Aboriginal Network Conference.</p> <p>Commence planning for Australian Local Government Women's Association Conference.</p> <p>Commence planning for NSW LGA Conference.</p> <p>High level support to Division of Local Government Conference (including central reservation service).</p>
3.1.2 Facilitate development of the Dubbo City Event Strategy.	<p>Strategy developed.</p> <p>Resourcing / implementation program developed to support Strategy.</p>

<p>3.1.3 Promote local events to the local community.</p>	<p>Event calendar maintained.</p> <p>Calender expanded to include live music “gig” guide (involving local hotels).</p> <p>Weekly radio and print promotion of events maintained.</p> <p>Increase use of social media to promote local events.</p> <p>Utilise CBD events board.</p> <p>Increase communication to local businesses of major events in the City.</p>
<p>3.1.4 Continue to deliver follow-up mechanisms to event enquiries and opportunities.</p>	<p>Maintain events database and what’s on communication channels.</p> <p>Provide support (advice/ collateral/ referrals/promotion) to local events.</p> <p>Develop or support development of event bids to attract events to the City.</p>

3.2 Support growth of and expansion of tourism market	
Strategy	Outcome
3.2.1 City information bays/stands developed in key City attractions/businesses.	Stands developed.
3.2.2 Produce cooperative, high quality Dubbo City Guide that meets needs of key target markets.	Dubbo City Guide produced on budget and on time 90% satisfaction with Guide.
3.2.3 Support identified tourism campaigns in cooperation with local tourism industry.	Implement television campaigns where appropriate.
3.2.4 Direct marketing and advertising activities targeting school/educational tour market.	Promotional a activities undertaken: - Online marketing - Advertising in speciality media - Direct Mail activity Dubbo Education Tours Program expanded.
3.2.5 Conduct regular visitor satisfaction research.	10 surveys conducted monthly. Satisfaction with Visitor Information Centre services remains above 90%. All customer feedback communicated back to relevant operators.

3.3 Maintain, grow and capitalise on state and regional marketing efforts	
Strategy	Outcome
3.3.1 Maintain memberships and strong working relationships with regional groups.	Maintain membership with: <ul style="list-style-type: none"> - NSW Tourism - FilmCentral - Newell Highway
3.3.2 Support identified regional and cooperative marketing initiatives.	<ul style="list-style-type: none"> - Newell Highway Guide - Central NSW Tourism initiatives - Country and Regional Living Expo

4. Attract and retain skilled professionals

KPI: deliver and support Evocities campaign (support minimum 50 new residents' relocations per year)

KPI: deliver one new resident engagement activity

4.1 Ensure that all Evocities efforts are fully supported	
Strategy	Outcome
4.1.1 Respond effectively to all new residents enquires. Maintain and update fulfilment packs/materials to ensure they connect with campaign target markets/key messages.	Information packs and online information maintained/updated. All enquires responded to in campaign targets.
1.4.2 Support Evocities activities	Promote and support dubbo-jobs.com.au Campaign's promotional and public relations activities supported.

4.2 Deliver connect and welcome initiatives for new residents	
Strategy	Outcome
4.2.1 Welcome new residents to City and encourage connection with community.	New Resident Night held. 90% participant satisfaction.

5. Industry collaboration and engagement

KPI: 80% stakeholder satisfaction with Program initiatives

5.1 Build support through proactive communications program.	
Strategy	Outcome
5.1.1 Ensure industry is aware about City Image Program and cooperatives opportunities.	Bi-monthly e-blast updates delivered. 90% awareness of Program among stakeholders. 700+ contacts on City Promotions and City Information database.
5.1.2 Support business learning and development opportunities.	All known local and regional learning and development programs are communicated via City Image communications channels (online resource centre, business events listings, e-blasts, weekly radio segments and weekly newspaper column).

