

TIME TO UNDERSTAND WHAT

It's all in the detail. Now we have agreed on the road forward, it is important that we identify the actions that will successfully take us down that road. Following is a list of major projects that will be implemented by the City Image Branch in collaboration with industry and the community. These projects will lay a strong foundation for future city marketing activities. They will also provide support to individual pursuits of local industry groups and organisations. These projects have been prioritised to be delivered over the next 18 months, with the project plan to be reviewed annually. Many of the projects rely on collaborative funding, so success will come from all stakeholders working effectively together.

TIME TO SMILE

TABLE KEY:

- Project already commenced or ongoing
- Before December 2008
- Before June 2009
- Before December 2009

CIB City Image Branch

- ★ Budget for project allocated (will not come from the 2008/2009 \$114,000 promotional budget)

Project	Detail	High level actions	Funding	Cost	Stage or Priority
CITY BRAND Launching our City	Development of city wide brand, includes defining our brand personality, guidelines and developing key deliverables (i.e. city signs).	Create brand positioning and key marketing messages	DCC and DSRD grant	\$27,000*	●
		City information boards throughout city	Information board company	-	●
		Airport signs	DCC Airport	60 street banners \$20,000	●
		Street banners	DCC and industry sponsorship		●
		Brand Guidelines	DCC, signage sponsorship	\$20,000*	●
		Entry signage			●
		Online			●
		Three print advertisements developed for visitors, investors and potential residents	DCC, DRSD grant (production cost recovered via industry buy-in)	\$13,000*	●
		City Prospectus Pack			●
		Brand engagement benchmark established			●
PRODUBBO Telling our City's story	Develop and implement pro-active strategy to promote positive image of city in targeted regional, state and national media.	National media database management	DCC	CIB Resource	●
		Active story collection including personal stories, case studies and best kept secrets.	DCC	CIB Resource	●
		Active story placement connecting stories with audiences	DCC	CIB Resource	●
		Media famil program	DCC possible cost recovery via industry support	\$3,000	●
		Develop City Image Library	DCC	\$5,000	●
CITY ONLINE Connecting our City online	Improving city web presence, establishing a web promotions framework and creating an online strategy that supports all areas of city marketing.	Site developed with high tracking capability	DCC & DSRD funding	\$40,000*	●
		Online research hub	Cost recovery via online advertising		
		Online feedback mechanisms			
		Virtual city tours	Advertising cost recovery	CIB Resource	●
		Online marketing campaign including search engine optimisation	Based on advertising cost recovery	\$5,000	●

Project	Detail	High level actions	Funding	Cost	Stage or Priority
CITY INFORMATION Providing a 'Hub' of City Information	Management of research, editorial, product and images. Promote service to industry. Be a 'one stop shop' for city information.	Research, editorial and image library developed	DCC	CIB Resource	●
		Walking, cycling, riding and driving itineraries developed	DCC	CIB Resource	●
		Coordinate Famils from regional VIC's to experience the city	DCC	CIB Resource	●
		Investigate use of satellite navigation information for visitors.	DCC	CIB Resource	●
		'Experience Dubbo' City tours provided to new residents for free.	DCC	\$1,000 (2 x a year)	●
		Investigate 'mini' city information hubs	Cost recovery via industry participation	CIB Resource	●
		'Experience Dubbo' city tours provided visitors of major events charged a minimal cost.	DCC and cost recovery	\$2,000 (4 x a year)	●
		Annual cooperative marketing campaign produced	DCC	CIB Resource	●
		Encourage online leads via industry site "find out more about Dubbo" link	DCC	CIB Resource	●
		Quarterly e-newsletter delivered to industry outlines campaign buy'ins, research and progress reporting.	DCC	Part of Online project	●
INDUSTRY LINK Working together to form strategic alliances to enable success	Establishing strong partnership and networks for mutual gain including: collaborative campaign buy-in, skill attraction networks, spreading cities main branding messages.	Utilise industry networking opportunities to communicate progress	DCC	CIB Resource	●
		Encourage businesses that have business networks to use satellite branding and bring conferences to the city	Industry participation	CIB Resource	●
		Lead and referral map agreed	Industry participation	CIB Resource	●
		Informal network established to refer skilled professional partners	Industry participation	CIB Resource	●
		Develop a City Image Branch information guide that details who we are and what we do	DCC	\$500	●
		New 'Welcome to Dubbo' businesses kit developed that included City Image Branch services brochure	DCC and industry participation	\$2,000	●

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COMMUNITY LINK Revitalising the love for our city	Revitalise the love that the community has for the city, so residents continue to act as the city's strongest selling force.	'Why I love Dubbo' section on website and Community Connection newsletter	DCC	Part of Online project / corporate newsletter	●		
		'I love Dubbo' weekend to continue every October	DCC and industry participation	\$5,000	●		
		Growth of city ambassador program	DCC	\$2,000	●		
		New Resident Kit includes special offers for new residents to experience the city	DCC (special offers provided by industry)	\$500	●		
		Communications program with residents to educate them of the tangible benefits of living in the city	DCC	CIB Resource	●		
		CONSUMER 1ST Acting with the consumers needs top of mind	That products and message delivery be introduced with the consumers needs top of mind.	Introduce central city online booking service	DCC and possible cost recovery	\$15,000	●
				Subscription e-newsletters that a tailored to needs to consumer	DCC	Part of Online project	●
				Support minimum three 'best practice' industry initiatives	DCC	\$4,500	●
				City signage review	DCC	CIB Resource	●
		SUSTAINABLE MARKETING Realising and achieving funding potential	Introduce ways of working to ensure marketing efforts are sustainable.	Develop collaborative campaign planner that includes a media buy plan for key markets	DCC	CIB Resource	●
City Marketing initiatives aligned with TWPZ	DCC/TWPZ/cost recovery			\$10,000	●		
Industry buy-in to consumer and trade shows	Cost recovery via industry participation			-	●		
Develop city DVD/ online presentation	DCC and cost recovery via industry buy-in			\$5,000	●		
Corporate event planner is produced	DCC and cost recovery via industry buy-in			\$2,000	●		
Investigate establishment of funding streams through VIC development	DCC			CIB Resource	●		
Investigate options for tiered membership program	DCC			CIB Resource	●		
Market one hour regional experiences online and in Dubbo City Guide	DCC and cost recovery via industry participation			CIB Resource	●		
'Centralised' local or VFR visitor pass	DCC (special offers provided by industry)			CIB Resource	●		
Retail promotions supporting major events (beyond local attractions i.e. fuel discounts)	DCC (special offers provided by industry)			CIB Resource	●		
EXPERIENCE DUBBO Showing the breadth of what we have to offer	Promote breadth and quality of services increase spend rate and capitalise on Multi-purpose trips.	Minimum two annual retail promotional campaigns to increase catchment spend	DCC and cost recovery	\$10,000	●		
		Investigate group educational tours marketing campaign	DCC	CIB Resource	●		
		Direct marketing to inbound tour operators	DCC	\$2,000	●		

