

City Image Program 18-month action plan

Cooperative opportunities Jul - Dec 2010

If your business is interested in participating in any of the below activities, please contact Council's Campaign Specialist, Lana Willets 6801 4451.

Action	2010 - 11	PHASE 1	PHASE 2												PHASE 3														
		Jan - June	July				August				Sept				Oct				Nov				Dec				2011		
	Week commencing Monday		7	14	21	28	2	9	16	23	30	6	13	20	27	4	11	18	25	1	8	15	22	29	6	13	20	27	
POSITIVE IMAGE ACTIVITIES																													
1.1.3	Dual branded merchandise																												
1.1.6	Ext transport advertising campaign																												
1.2.2	Famil program local transport (cabs)	Commenced																											
1.1.4	Image library - extension	Commenced																											
4.2.1	City tours	On going																											
2.2.4	Support best practice initiatives																												
EVENTS																													
1.1.4	Lovin Dubbo Event																												
3.1.3	City Guide launch	Completed																											
1.1.4	Support DRTCC launch/marketing	Completed																											
4.2.1	New Resident events																												
1.1.2	Rhino awards Sponsorship: gifts																												
4.2.2	Support international health recruitment	Completed																											
5.1.1	City Development Forum																												
CAMPAIGNS																													
2.1.2	Local/catchment area retail campaign	Commenced																											
2.1.1	Retail support campaign: Beef Spectacular	Completed																											
2.1.1	Retail support campaign: BMX Rampage																												
2.1.1	Retail support campaign: Jazz Festival																												
2.3.2	EvoCities																												
3.1.3	Dubbo City Guide	Completed																											
3.2.4	TWPZ co-ops: Autumn School Holiday	Completed																											
3.2.4	TWPZ co-ops: Sydney Signage	Commenced																											
3.2.4	TWPZ co-ops: Maps sponsorship	On going																											
3.2.5	School education tour co-op																												
3.3.2	Regional co-ops (CNSWT) - dates tbc																												
3.3.2	Regional co-ops/Sydney C&C show	Completed																											
3.3.2	Regional co-ops/Newell HWY Guide	Commenced																											
2.3.1	Industrial land co-op																												
2.3.1	I&I co-op: Small business month																												
2.3.1	I&I CNI - tbc																												
3.3.2	Sydney lifestyle show - co-op RDA																												
3.2.4	Newcastle 'winter' visitor co-op/Qantas	Completed																											
3.2.4	Maitland Caravan and Camping show	Completed																											
SIGNAGE STRATEGY																													
1.1.1	Sculpture display (part of Stage 1)	Commenced																											
1.1.1	Repaint city entry (part of Stage 2)																												
1.1.1	Generic street banners (part of Stage 2)																												
1.1.1	Seasonal street banners (part of Stage 2)																												
GENERAL ADVERTISING																													
3.2.4	Discover magazine: City Info Centre	Completed																											
1.2.1	dubbo.com local bus adv campaign	Commenced																											
1.2.1	dubbo.com local media campaign	Commenced																											
INITIATIVES																													
2.2.1	Database management	Commenced																											
4.2.2	Co-op recruitment campaigns	On going																											
3.1.1	City information stands																												
PUBLIC RELATIONS ACTIVITIES																													
1.3.1	Specialty media lists	Completed																											
1.1.4	DRTCC launch/media support	Completed																											
1.3.2	Media Famil Program																												
ONLINE																													
1.1.7	Search engine campaign																												
3.2.4	Improve home page capability																												
3.2.4	Review Social Network marketing																												
1.1.5	Support Dubbo Neighbourhood Centre	Completed																											
RESEARCH																													
3.1.4	Rolling visitor survey	On going																											
4.2.3	New residents survey																												
5.1.1	Economic stakeholders survey																												
OTHER																													
3.3.1	Memberships (CNSWT/FilmCentral)	Completed																											
1.1.2	Merchandise giveaways	On going																											
1.1.3	Generic marketing collateral	On going																											
1.1	Ambassador program	On going																											
COMMUNICATIONS																													
5.1.1	Industry e-blasts	On going																											
1.1.5	Community database developed	On going																											
5.3.2	City Connection/Column/Radio	On going																											