

# City Image Program 18-month action plan

Cooperative opportunities  
Nov 2010 – April 2011

Action	2010 - 11	PHASE 1 Jan – June	PHASE 2	PHASE 3																													
				Nov					Dec					Jan					Feb					Mar					Apr				
				1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25				
Week commencing Monday				1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	7	14	21	28	4	11	18	25				
<b>POSITIVE IMAGE ACTIVITIES</b>																																	
1.1.3	Dual branded merchandise		On going																														
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																																
<b>EVENTS</b>																																	
1.1.4	Lovin Dubbo Event		Commenced																														
3.1.3	City Guide launch	Completed																															
1.1.4	Support DRTCC launch/marketing	Completed																															
4.2.1	New Resident events (every 6 months)		Commenced																														
1.1.2	Rhino awards Sponsorship: gifts		Completed																														
4.2.2	Support international health recruitment	Completed																															
5.1.1	City Development Forum																																
<b>CAMPAIGNS</b>																																	
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		Completed																														
2.1.1	Retail support campaign: Jazz Festival		Completed																														
2.1.1	Retail support campaign: School Bands		Completed																														
2.1.1	Retails support campaign: State Pony Club		Commenced																														
2.3.2	EvoCities		Commenced																														
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		Commenced																														
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		Completed																														
3.3.2	Regional co-ops/Orana C&C show		Completed																														
3.3.2	Regional co-ops/Canberra C&C show		Completed																														
2.3.1	Industrial land co-op																																
2.3.1	I&I co-op: Small business month		Completed																														
3.3.2	Sydney lifestyle show - co-op RDA		Completed																														
3.2.4	Newcastle 'winter' visitor co-op/Qantas	Completed																															
3.2.4	Maitland Caravan and Camping show	Completed																															
<b>SIGNAGE STRATEGY</b>																																	
1.1.1	Phase 1	Completed																															
1.1.1	Sculpture display (part of Phase 2)	Commenced																															
1.1.1	Repaint city entry (part of Phase 2)																																
1.1.1	Generic street banners (part of Phase 2)		Commenced																														
1.1.1	Seasonal street banners (part of Phase 2)		Commenced																														
<b>GENERAL ADVERTISING</b>																																	
3.2.4	Holiday Escape Feature		Completed																														
3.2.4	Discover magazine: City Info Centre	On going																															
1.2.1	dubbo.com local bus adv campaign	Commenced																															
1.2.1	dubbo.com local media campaign	Commenced																															
<b>INITIATIVES</b>																																	
2.2.1	Database management	Commenced																															
4.2.2	Co-op recruitment campaigns	On going																															
3.1.1	City information stands																																
<b>PUBLIC RELATIONS ACTIVITIES</b>																																	
1.3.1	Specialty media lists	Completed																															
1.1.4	DRTCC launch/media support	Completed																															
1.3.2	Media Famil Program		Commenced																														
<b>ONLINE</b>																																	
1.1.7	Search engine campaign		Commenced																														
3.2.4	Improve home page capability		Completed																														
3.2.4	Review Social Network marketing		Commenced																														
1.1.5	Support Dubbo Neighbourhood Centre	Completed																															
<b>RESEARCH</b>																																	
3.1.4	Rolling visitor survey	On going																															
4.2.3	New residents survey		On going																														
5.1.1	Economic stakeholders survey																																
<b>OTHER</b>																																	
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																															
1.1	Centralised booking service: RFS service		Completed																														
3.2.6	Special event room bank: Rotary		Commenced																														
<b>COMMUNICATIONS</b>																																	
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																															