

CAIRNS ENTERTAINMENT PRECINCT COMMITTEE 27 JULY 2011	4
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COMMUNICATIONS REPORT

Vanessa Lahey : 26/7/18-03: #3242787

RECOMMENDATION:

That Council receives and notes this report.

INTRODUCTION:

The following report outlines the marketing and communications activity for the month ending June, 2011.

BACKGROUND:

This report summarises the marketing and communications actions and issues arising in June as considered by the Project Control Group on 15 June 2011. This report follows the communications strategy as outlined in the Cairns Cultural Precinct Communications Strategy previously adopted by Council on March, 16, 2011, which resolved to:

- Endorse the communications strategy as being appropriate for the next 12 months;
- Implement the strategy including the production of all marketing material and community engagement material; and
- Require further reports to be brought back to Council at regular intervals detailing the progress of the implementation of the strategy.

MARKETING/COMMUNICATIONS ACTIVITY:

Website:

Throughout the month of June the website was updated so that the information provided was in-line with the project's status as per the Cairns Cultural Precinct Communications Strategy. These updates also took into account feedback received from Arts Queensland with regard to specific items contained within the document.

Community consultation notices for the June 14 series were published on the CEP and Council's website including Council's web events calendar and Facebook page. The July 12 community consultations have also been published via these channels.

Radio:

For the month of June there were six mentions of the CEP on radio;

- 3 on local ABC radio featuring an interview with architect Michael Rayner.
- 3 on Sea FM promoting the June and July community consultations.

Television/Cinema:

- Advertising: The CEP advertisement ran on four screens at the Cairns Central cinema and on two screens at the Earlville cinema.
- News stories: The CEP's two concept designs following on from the June 14 community consultations featured on WIN News 6.30pm bulletin, June 15.

Print/Press:

- Advertisements and notices: Throughout June the CEP published four notices for community consultations in the Cairns Corner, Port Douglas and Mossman Gazette and The Sun. Three advertisements for the June 14 consultations were placed in each of the major newspapers outlined.
- Media releases: Two media releases were sent out inviting all media, Councillors, Council staff, local business and the general public to the June and July community consultations.
- News stories/feature articles: The CEP featured in seven Cairns Post articles and two Weekend Post articles.

A sample of press comments for the month of June are as follows;

"The proposed entertainment precinct is going to soak up a lot of money and time when you could spend a portion of it on tidying up the place and tackling a number of smaller projects that could be done quickly and have an immediate effect." Page 11, June 11, Weekend Post. Ends.

"News of the fast-tracking of the City Place redevelopment; the notion of bringing parts of the James Cook University faculty into Cairns Civic Theatre once the Cairns Entertainment Precinct is under way; or the possibility of expanding our naval base are signs of a new era in the Far North.

"For too long the ebb and flow of the tourist dollar has dictated the forward planning in the region and now well-documented effects of the global financial crisis have left their mark, as too, the high Australian dollar.

"Stakeholders in the region are finally turning to a diversification of Cairns' reason for being... We have to think big." Page 18, June 29, Cairns Post. Ends.

Direct Marketing:

In order to promote the fourth round of community consultations (July 12), CEP 'Fact Sheets' with an invitation to the next round of community consultations attached were sent to all of Cairns Regional Council library sites for display and distribution from the front counter.

Accompanying the printed material was a supporting digital advertisement (created in-house) for use on nine libraries' multiscreen display. This same digital ad was sent to the Civic Theatre for use on a looped screen display in the venue's foyer.

COMMUNITY ENGAGEMENT:

A series of community consultations (2 x 2 hour presentations) were held on June 14, at Barlow Park. Of the 59 attendees, excluding Councillors;

- 12 responded to the email invitation
- 12 responded to the newspaper advertisement
- 3 read about it in Council Corner
- 32 were prior attendees

PLANNED ACTIONS:

Website:

The development of a stand-alone Facebook site for the CEP along with the re-development of the CEP website www.cairnsep.com.au to broaden the scope, functionality and interactivity of the website is planned. The re-development of the website is scheduled for mid-August, the Facebook site will be finalised at this time so the two sites can share a simultaneous launch.

Radio:

A series of radio interviews will be devised in association with the project manager to outline the next phase of the project after the exhibition period for the two concept designs. These will be conducted throughout the exhibition period to help educate the public about the key differences in each of the concept designs.

Television:

A series of television commercials promoting the two concept designs will be rolled-out from 7pm, July 12. The advertisements are scheduled to run for two weeks on the major networks.

Print/Press:

The two concept designs and an interview with consulting architect Carlo Amerio of CA Architects will feature in an article for the first edition of Profile magazine. The publish date for the first issue of this magazine is set for mid-July.

A series of syndicated articles featuring the two concept designs on exhibition and an outline of the next phase of the project will be published on national arts websites ArtsHub (www.artshub.com.au) and Australian Stage (www.australianstage.com.au). This will help raise the profile of the project in respective industries across the country and generate interest from prospective touring companies. These articles will be published prior to the delivery of the Creative Partnership Proposal and act as supporting evidence for the proposal. The articles will be published in late July.

Direct Marketing:

For the duration of the exhibition period, the community will have the opportunity leave their comments on the two designs on a forum-style blog (created in-house) that will be available on the CEP and Your Say websites. The page will be structured so that the comments can be administered and limited to a number of comments visible. All comments will be able to be viewed by clicking a view all comments tab at the bottom of the page.

The development of a Creative Partnership Proposal will be established as a tool to invite commercial and local ambassadors to come on board representing the precinct. The proposal will also enable the development of new marketing collateral through the use of iconic imagery and 'heroes' for the precinct that will help the community form a clearer understanding of the potential uses for the CEP.

Community Engagement:

Stakeholder reference group presentations were planned for the following dates: Youth Advisory Group Meeting (July 4), Multicultural Advisory Group Meeting (July 5), meeting with Ports North (July 6), Performing Arts User Group Meeting (July 6), Schools and Tertiary Education Suer Group Meeting (July 7). A repeat of the June 14, community consultation series will be held at the Port Douglas community hall (July 7).

Another round of community consultations were held in Council's Civic Reception room (July 12). The purpose of the fourth masterplan consultations is to present the final preliminary ideas developed by the architectural design team in response to the community's comments.

Cairns & Mossman Show: In order to promote the two final concept designs, visual flatscreen displays accompanied by A3 copies of the masterplan and an iPad interactive display illustrating 3D models of the designs will be part of the Cairns Regional Council stand at each of the upcoming shows.

The public will get the opportunity to leave feedback on each of the designs via the 'Your Say' website.

Stage 2 of the marketing and communications strategy is in development and will be available for the next PCG meeting in August.

CONSULTATION:

As reported above.

CONCLUSION:

The aim for the next phase of the project is to continue to provide project information to the community via an integrated marketing and communications strategy (in development) whilst engaging with the community throughout the process.

This will be done by building relationships with publishing houses for the purpose of creating opportunities for feature stories; utilising our existing network within the education sector to distribute information within school/TAFE newsletters and websites etc; identifying popular local blogs to engage and post information on; increase the number of media releases produced; create regular updates/mini news stories for inclusion in Council Corner and write and distribute more articles specific to our Indigenous, CALD and Access communities.

Our community consultations will continue to be held at key milestones throughout the project and will be promoted in the usual manner (web, print, radio and using direct marketing methods).

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