

**CAIRNS ENTERTAINMENT PRECINCT COMMITTEE****17 AUGUST 2011****2**

## COMMUNICATIONS REPORT

Vanessa Lahey : 26/7/18-03: #3256706

**RECOMMENDATION:****That Council receives and notes this report.****INTRODUCTION:**

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

**BACKGROUND:**

This report summarises the marketing and communications actions and issues arising over the past month as outlined in the CEP marketing and communications strategy. This report will be the last for phase one Masterplan and concept design options. of the project which supports and informs up the *Preliminary Evaluation* stage of the Project Assurance Framework (PAF).

**MARKETING/COMMUNICIONS ACTIVITY:****Website:**

- Cairns Entertainment Precinct: Rendered images of the two concept designs from varying perspectives and a copy of the updated masterplan was uploaded to the CEP website on the day of its release – Tuesday, July 12. A copy of the draft Queensland Infrastructure Plan was added to ‘News’ section of the CEP website Monday, July 25. Built into this draft plan is a project timeline for the CEP which outlines the current stage of the project.

- Imagine Cairns: This website has been designed as a way of creatively engaging with the 13-26 year old community profile to promote the value of arts and culture in the region. Imagine Cairns is an initiative of Cairns Regional Council (Creative Partnerships) in partnership with James Cook University (School of Creative Arts and School of Information Technology), and Education Queensland’s Regional Excellence in Arts and Culture Hubs (REACH).

The Imagine Cairns website has linkages with the Cairns Entertainment Precinct, whereby the proposed precinct will be an artistic 'target' and community engagement tool providing the opportunity for young people to voice their opinion on the CEP and provide feedback regarding what community inclusions they would like to see contained within the precinct. The site is scheduled go live online on August 15 [www.imaginecairns.com.au](http://www.imaginecairns.com.au).

- Cairns Post: An online ad campaign was run on the [www.cairns.com.au](http://www.cairns.com.au) website beginning July 18. Advertisements for the CEP were placed in the 'Local News', 'Run of News', 'Business', 'Entertainment', and 'Sports' sections of the website. A total of 228 clicks were recorded against the ads.

#### Radio:

For the month of July there were 13 mentions of the CEP on local radio stations. This figure is more than double that of June which had only six mentions.

- 5 on talkback radio 4CA AM, John Mackenzie Show
- 5 on ABC Far North radio
- 1 on Radio 4KZ Innisfail
- 2 on Indigenous radio station Bumma Bipperra

- Advertising: A 15 and 30 second radio commercial advertising the release of the two CEP concept designs ran from Monday, July 18 to Saturday, July 30.

Advertising (total 118 placements):

- 4CA FM: 30 second x 16 placements (pre-design phase), 15 second x 42 placements (post-design phase)
- Zinc FM: 30 second x 24 placements (pre-design phase), 15 second x 36 placements (post-design phase)

#### Television:

- Advertising: A 30 and 60 second television commercial was developed in association with Michael Rayner, principal architect of Cox Rayner. This advertisement highlighted the two final concept designs with a narrative provided by Mr Rayner explaining how the two concepts were devised. A total of 124 advertisements were aired:

- Channel 7: 50 placements
- Southern Cross Ten: 23 placements
- WIN: 51 placements

- News stories: The CEP was featured on Channel 7 and WIN News, July 12, following a media briefing organised the day the two final concept designs were released to the public. The CEP was featured on WIN News, July 13, with a focus on the project's preliminary budget figures.

Print/Press:

- Notices: Three notices advertising the July 12 community consultations were published in the Cairns Post, Cairns Sun and the Port Douglas and Mossman Gazette. These were also replicated in the July editions of the Council Corner. The CEP was also advertised in the lead up to the Cairns Show promoting the display.

- Advertisements: Cairns Post Weekender: 4 placements, Cairns Post: 1, Port Douglas and Mossman Gazette: 1, Cairns Sun: 1

- Media releases: Two media releases were sent out during the month of July. The first media release was sent out July 5, notifying the community of the July 12 community consultations. A second media release was distributed July 26, updating the community on a project milestone having reached the end of the design phase or stage one of the Project Assurance Framework.

- News stories/feature articles: The CEP featured in five clips in the Cairns Post and Weekend Post throughout July. The Cairns Post incorrectly quoted one of the Cairns Entertainment Precinct (CEP) masterplan options as costing \$250.15 million ('Precinct numbers game', page 7, July 27). This was an error in the reporting and has since been formally retracted in today's edition of the newspaper (page 11, July 28).

A follow-up story from the July community a consultation was published in the July 21, edition of 'Council Corner'. This article featured an interview with one of the regular consultation attendees on what they thought about the community consultation process. Local artist, Lone White, comment that the community consultations and stakeholder group meetings were an integral component of the project framework and an invaluable community engagement tool.

Living in Cairns: This is a Cairns-based, Japanese owned publication which featured a double-page spread of the CEP masterplan and two concept design options in the July/August edition.

Direct marketing:

- Interactive web media: A forum was developed for the 'Your Say' page which went live Tuesday, July 19. The forum poses two questions inviting the general public to provide feedback on the two concept designs and what uses/facilities they would like see incorporated into the Precinct's public space. A link to this forum was added to the CEP website on the 'Have Your Say' page. At the time of tending this report, 16 comments were posted on the forum.

A mini-poll was devised for Council's Facebook site asking the public what general attractions would motivate them to visit/use the CEP. The poll (which went live Monday, July 25 and ended Monday, August 1) gave the option of a variety of community and entertainment choices e.g. live music, theatre, art/museum exhibitions and the option for people to post a new category for responses. The results at the time of tending this report were as follows;

Question: What attractions would you visit at the planned Cairns Entertainment Precinct?

- Live Music - 28
- Theatre/Cabaret - 19
- Community Events - 18
- Art/Museum Exhibitions - 14
- Film Festivals - 13
- School Productions - 9
- The old Cairns Yacht Club back where it belongs - 4
- I would not visit – 2

Total votes: 107

### **COMMUNITY ENGAGEMENT:**

- Community consultations: A series of community consultations (2 x 2 hour presentations) were held on July 12, at Council's Civic Reception room. Of the 54 attendees, excluding Councillors;
  - 4 responded to the email invitation
  - 7 responded to the newspaper advertisement
  - 1 read about it in *Council Corner*
  - 5 were prior attendees
  - 1 found the information on the CEP website
- Indigenous stakeholder reference group: A consultation with the Yidinji, Gungganydji and Tjapukai traditional owners was conducted on Tuesday, July 19. The purpose of this consultation was to ensure that all stakeholders outlined in the Strategic Assessment of Service Requirements - 2.4.3 - Stakeholder Summary of Need (Indigenous groups) had been met. The consultations are also a way of incorporating the cultural heritage and character of the Cairns Region from the perspective of the Traditional Owners into the design.

### **CONSULTATION:**

As outlined above.

### **PLANNED ACTIONS:**

#### Website:

- Cairns Entertainment Precinct: The CEP website is scheduled for re-development during the month of August, bringing the management and hosting of the website in-house. This will achieve some cost savings and give Council more immediate control of web content. The move to bring management of the website under the control of Council is inline with current council practice for other projects. The redevelopment of the website will improve the functionality of the website by increasing its scope and will make the manner in which it is managed more efficient.

Print/Press:

- Feature story on project consultants Indij Design in the Koori Mail.
- Feature story/personality piece on Linda Cardew in Profile and Cairns Life magazines.
- Feature story on building design and objectives for the CEP in the Australian Local Government Infrastructure Yearbook.
- Regular notices to be published in Ticketlink brochure which is posted out to 3000 subscribers in the region.

Direct Marketing/Public Exhibition:

- Shopfront/informational centre at 63 Abbott Street in the CBD. This shopfront is open to the public and is attended by a Council Officer during the hours 10am – 2pm, Monday to Friday. The shop display provides information on the Precinct including the masterplans and consultants reports and shows the linkage between the CEP project and City Centre Masterplan.
- Establishment of creative partners for use in next phase of marketing strategy.
- Regular notices to be emailed to 7000 Ticketlink subscribers. This targets those community members who are already actively engaged with the performing arts industry in the Cairns region.

Community Engagement:

- Community consultations: Another round of Indigenous community consultations is scheduled for August. The next two consultations will meet with the Kuku Yulanji and Irukandji traditional owner groups to present the two concept designs and obtain feedback relating to the meaning of the site and specific design features.
- Carnival on Collins: This festival will take place in and around the Botanical Gardens on Father's Day, September 4. The event attracts over 20,000 people to a day of diverse and inspiring entertainment and activities. The CEP will be promoted via a mini-concert featuring one of the project's 'ambassadors', talented local harpist Astrid Erika who has represented the CEP in a television advertising campaign.

**CONCLUSION:**

This report brings us to the end of phase two of the CEP communications strategy. The next phase of community engagement will seek the community views regarding the preferred roofscape design. Comments will continue to be invited via the project website and other avenues as previously described. All feedback will be collated and discussed with the Project Team and any necessary changes will be made to the preferred design, and a aligned with the available budget, and final concept will be announced.

**ATTACHMENTS:**

n/a

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