



Project Plan

City of Karratha Destination Marketing

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1 Overview

1.1 Background

The City of Karratha has enjoyed a strong presence in the national media based on the economic importance of the region during major construction projects in the resources sector. Since the resources industry has moved from a construction to a production phase, the City has received little coverage in the national media. As such, there is a strong impetus to re-position the City and promote a strong new identity on a national scale. A range of positioning strategies have been considered including focusing on jobs, investment attraction, lifestyle and population retention and growth. Destination marketing is seen as the best choice given the significant focus Council has on tourism through the Tourism Advisory Group, Product Development Strategy and Major Events Sponsorship Scheme.

2 Objectives

2.1 Project objective

To create a strong destination identity for the City of Karratha and to improve the City's presence in national media.

2.2 Communication objective

To develop a destination marketing strategy that supports the City's tourism objectives using contemporary strategies including:

- Content marketing
- Digital channels
- Social marketing

2.3 Matters outside of scope

The Destination Marketing Project is focused on marketing. It is separate but complementary to the public affairs and messaging strategies that are delivered in house by the marketing and communications team.

3 Delivery

3.1 Methodology

As destination marketing is a highly specialised field a high level of creativity and strong execution are required to achieve cut through. As such, it is proposed to engage creative agency with a strong track record in destination marketing and tourism via tender to deliver a channel strategy, creative pitch and content plan. The project will be delivered in three phases:

1. Strategy development including:
 - a. Local stakeholder engagement
 - b. Content strategy based on local feedback
 - c. Channel strategy following leading industry trends
 - d. Creative pitch

- e. Confirmation of project implementation budget
- 2. Channel strategy implementation
 - a. Establishment of digital assets
 - b. Selection of mass marketing targets
- 3. Content marketing
 - a. Narrative development and identification of key selling points
 - b. Campaign development based on creative pitch

3.2 Timeframes

The projected timeframes for the first phases of the project are as follows:

March 2016	Project plan and budget approved
April	Project tender released
June	Tender Award
July	Industry and stakeholder consultation
August/September	Strategy development
September	Delivery of draft Strategy
October	Feedback and strategy finalisation
	Completion of stage one - contractual stop/go point
November 2016 – Jan 2017	Channel strategy development
January – June	First phase of content delivery
	Completion of stage two - contractual stop/go point

A baseline evaluation will be conducted prior to the rollout of the strategy, with continual performance evaluation occurring every 6 months during the project to ensure KPIs are met.

4 Challenges and risks

4.1 Competition

The destination marketing space is very competitive and many destinations find it difficult to cut through in the national market. This is often due to pedestrian campaigns that do not set them apart from other regions. The City has many unique selling points as a destination which will help to create a strong campaign. Moreover, the proposed project budget will allow for an experienced creative agency with a strong track record in tourism to be engaged to develop a compelling campaign.

4.2 Complementing other tourism projects

A number of tourism development projects are currently underway in the City and across the Pilbara. These include product identification and development, visitor services, digital engagement and overall positioning. Existing and proposed products will be incorporated into the strategy through the consultation process. The Marketing and Communications team are

participating in regional marketing strategies and will ensure they are involved in consultation and that the strategy is complementary to any existing projects underway.

5 Consultation strategy

In order to develop an authentic and compelling campaign, the selected agency will consult with key stakeholders in the region. It is proposed that broad based consultation with industry representatives be undertaken at the outset, with the Tourism Advisory Group then being the key conduit for industry feedback. Council will be involved in setting the initial creative direction for the project, as well as in decision making at the contractual stop/go points.

The City's Events and Economic Development teams will be key stakeholders during the process while key regional bodies such as the Pilbara Development Commission, Pilbara Regional Council and Regional Development Australia Pilbara will be informed for the progress and outcomes throughout the project.