

## **ADDITIONAL ITEM**



**Item No:** 4.4  
**Title:** Central Coast Place Marketing Campaign  
**Department:** Community and Recreation Services Department

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14 September 2016 Ordinary Council Meeting

D12448933

### **Report Purpose**

This report is to provide a briefing to Council on a new place marketing campaign for the Central Coast.

### **Summary**

A new place marketing campaign for the Central Coast will commence in September 2016 to help positively change perceptions of the Central Coast area both within and outside the Central Coast region. This is the first coordinated place marketing campaign for the Central Coast and is a Year 1 and 2 action from a longer term plan to establish a Central Coast place brand.

Place marketing is a relatively new umbrella marketing term encompassing region / city branding which is generally seeking a change in perception. It is about communicating a new positioning for a city / region to a specific audience.

Place marketing for the Central Coast is designed to deliver social and economic benefits and attract attention, attract business and investment, and attract people and talent.

We aim to do this with an identity for the Central Coast, implementing design, marketing and communications solutions; working with business and community; and generating community pride across the region.

### **Recommendation**

- 1** *The Council resolves, pursuant to cl. 241 (3) of the Local Government (General) Regulation 2015, that this business be transacted at this meeting and note that the Chairperson ruled this business to be a matter of urgency.*
- 2** *That Council receive the report on the "This is the life" Central Coast Place Marketing Campaign.*

### **Background**

In 2014 the former Wyong Shire Council commenced an initiative to look at developing a new place brand to deliver social and economic benefits and attract attention, attract business and investment and attract people and talent.

In April this year the Executive Teams of both former Councils agreed that the new place marketing and branding activity would be focused on the Central Coast rather than either of the two (now former) local government areas.

Initial benchmarking of brand perceptions for the Central Coast with out of region audiences identified that while there is high recognition of the Central Coast as an area, and a strong base of positive association with the natural environment and other attributes, there is a poor perception of the Central Coast as a place to visit, live or work due to a lack of cohesive identity, and a perception that there are poor restaurant and shopping opportunities, lack of good employment and education opportunities, and a sense that the Coast looks tired and worn down. There was a sense that the Central Coast needed a better defined identity to set it apart, and that it felt it did not have the 'heart and soul' of other places on the perimeters of Sydney.

The Central Coast also scored poorly in the Net Promoter Score, a measure of how likely people are to recommend the area as a place to visit, live or work.

The research identified there is gap between the perceptions and the reality of Central Coast offerings. The Central Coast is gradually undergoing a transformation with rejuvenation occurring in town centres across the Coast driven by community, private enterprise and government activity. Council is heavily focused on making improvements across the region evidenced by completion of major projects such as Bato Yard, The Art House, Narara Valley Precinct Park, the Magenta Shared Pathway and the soon to be completed ocean going boat ramp at Terrigal.

The opportunity for the Central Coast is to collaboratively market the region to positively shape how people perceive the region; and to link an emotive message to the Central Coast identity.

Research with local residents has also helped us to uncover and understand what the Central Coast region has to offer and identify the wonderful stories about the great people and initiatives that are already here and happening on the Central Coast.

### **Current Status**

The Central Coast Council marketing team with the assistance of creative agency Headjam has now developed a new Place Brand identity and a new place marketing campaign for the Central Coast working collaboratively with the north and south offices and other stakeholders such as the NSW Business Chamber and Regional Development Australia Central Coast.

### **Place Brand Visual Identity (Logo) for the Central Coast**

There is a new logo to anchor the new Central Coast place brand identity. The logo is a wordmark with clean, simple lines to reflect a modern yet welcoming positioning for the Central Coast and be suitable for a wide range of applications, for use by stakeholders.

# Central Coast

NEW SOUTH WALES

A new place marketing campaign has been developed for the Central Coast and will commence in September. This is the first coordinated place marketing campaign for the Central Coast and will set the tone for the Central Coast region. It is designed to complement and support economic development, tourism, events and other marketing campaigns.

We have carefully considered the emotive and strategic direction for this campaign in relation to our place brand positioning. The strapline for this Central Coast campaign is:

# This is the life.

**Why it works** - "This is the life" represents a real product truth linked to genuine human insight. The values and ideals behind "this is the life" are emotive and familiar. We want to capture this essence and tie it intrinsically to the Central Coast place brand. Focus Group feedback indicated that this strapline works with a wide range of age groups and backgrounds as it is adaptable to their idea of a good life. Everyone can relate to it and relate it to their life.

Residents are encouraged to participate in the campaign by following the stories on social media and sharing with family and friends on their own social media networks.

## **"This is the life" Partnership Program**

Local businesses, organisations, sporting and community groups are invited to become campaign partners and share Central Coast campaign content and materials on their social networks, website, and workplace premises or customer outlets. It is free to join as a partner to support the advancement of the Central Coast through this campaign and receive acknowledgement on the campaign website. An official launch of the Partner Program will occur on Monday 19 September 2016.

## **Funding**

The campaign was developed under the 2015-16 budget and the Year 1 roll-out activities are funded in the current approved 2016-17 budget.

### **Consultation**

Initial consultation to uncover and understand what the region has to offer was undertaken with 650 people including community members and staff. Testing of brand perceptions was undertaken in region and out of region through a series of surveys.

The creative campaign concept received positive feedback when tested with focus groups made up of community members, education facilities and local businesses.

An out of region survey and series of focus groups were conducted in 2016 to benchmark the current perceptions and Net Promoter Score for the Central Coast region. This quantitative and qualitative feedback provides key insights and also a “stake in the ground” against which to measure changes in perception in future as a result of place brand and other activities.

Internal briefings have been held with managers and staff identified as key contributors and legal has been engaged to review the Partner Program documentation.

### **Measurement**

It is important to note that creating a change of perception is a long term activity requiring the collaborative efforts of multiple parties. This campaign is one part of a whole set of activities.

The outcomes of long term implementation of place brand activities will be evaluated over time through tracking perception change about the Central Coast. Additionally, change will be identified through measures of business confidence, visitor experience and community pride. Engagement with “This is the life” will be tracked through marketing metrics such as website visits, shares, impressions, and click throughs.

### **Conclusion**

The new “This is the life” place marketing campaign commences in September. It is the first place marketing campaign for the Central Coast.

Place marketing for the Central Coast is designed to deliver social and economic benefits and position the region to attract attention, attract business and investment and attract people and talent. Overtime, collaborative place branding effort is designed to result in a shift in perceptions of the region and an increase in the Net Promoter Score for how likely people are to recommend the Central Coast.

Perception change is a long term activity and requires ongoing commitment from Central Coast Council and the Central Coast community.

### **Attachments**

*Nil.*