

ITEM	STCSC2 (1)
	SALISBURY TOWN CENTRE SUB-COMMITTEE
DATE	10 October 2011
HEADING	Marketing and Investment Attraction Strategy
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SUMMARY

This report discusses a proposed “Marketing and Investment Attraction Strategy” that will be used to implement elements of the STC Renewal Structure Plan and keep the momentum during the project implementation phases.

BACKGROUND

City Wide Context – Marketing and Identity

1. Council has invested over the past 6 years in a positioning strategy called ‘*The Living City*’. This is built upon a notion of city pride, which underpins the current marketing program.
2. Salisbury is also strongly associated with its sustainability initiatives, including the wetlands and water recycling and is perceived by residents to have a strong sense of community. The Mawson Lakes development is an exemplar of the positive aspects of Salisbury’s brand in action. It brings together a master planned community, based on sustainable urban design principles, a sense of community and integrated education and employment options
3. In addition, the ‘*Salisbury Makes Good Business Sense*’ campaign was launched last year to provide a promotional umbrella for Council’s economic development work. The associated prospectus and micro site provide good reference points for how the investment attraction component of the STC project could work.

STC Context– Marketing and Identity

4. The Salisbury Town Centre (STC) Renewal Structure Plan is anticipated to be completed in March 2012.
5. Although the Structure Planning project has not yet been finalised, it is envisaged that it will have a number of recommendations under the following categories (or similar):
 - Marketing / Branding / Identity;
 - Governance / Management Arrangements;
 - Developing Partnerships;
 - Investment Attraction;
 - Urban Design / Place Making;
 - Traffic Management;

- Capital Works;
- Maintenance and Appearance;
- Cultural, Social Activities and Public Art;
- Development Plan Policy; and
- Early Wins.

REPORT

6. Having regard to the proposed Marketing / Branding / Identity recommendation, it is considered important to maintain the momentum of this project and deliver on key anticipated recommendations. For this to occur, we need to plan and deliver on the implementation aspects of this project as soon as practically possible.
7. Marketing / Branding / Identity of the STC is an important element of the revitalisation and promotion of a changing STC. Bringing together stakeholders to ensure consistent messaging and careful targeting of these messages will help to increase awareness of what the STC has to offer investors and consumers.
8. The following two marketing projects are proposed that will build upon the current STC Renewal project:
 - A repositioning/branding project that will develop a new identity (including a new name) for the STC; and
 - A development attraction project that presents a suite of investment attraction materials to implement the required private and government sector investment in the STC.
9. The repositioning/branding project's objective is to develop a new identity for the STC that denotes the change and communicates the desired attributes of the revitalised town centre.
10. Deliverables of the repositioning/branding project will include:
 - Brand identity guidelines (including name and logo);
 - Input into the look and feel of the final STC Structure Plan to be completed in March 2012 (subject to timing); and
 - Gateway and street signage designs.
11. To be developed concurrently with the STC Structure Plan, key branding messages could focus on the STC being:
 - Liveable;
 - Sustainable;
 - Progressive; and
 - Development ready.
12. The repositioning/branding project target audiences will be users of the STC and investors.
13. The second component relates to an investment attraction project. The objective of this project is to develop a suite of materials that assist staff and Councillors to sell the vision for the future of the town centre and clearly communicate the options, benefits and processes to become involved as a developer ,investor or key service provider.

14. Project deliverables for the investment attraction component include a suite of materials including:
 - A development prospectus;
 - A micro site;
 - A quick facts and contact sheet;
 - A template and core content for presentations; and
 - Example press/magazine advertisements.
15. The target audience for this investment attraction project will include existing STC landowners and metropolitan wide developers (including aged care providers). The target audience will need to be informed of the existing services and attributes provided at the STC (ie interchange, cinema, ovals, banks, Parabanks etc) and convinced that the STC is “development ready” and Council is a willing partner in the revitalization of the STC.
16. Funds for these projects are likely to be requested at the next quarterly budget review, unless funds are received from the Department of Planning and Local Government.
17. Subject to the outcome of the Committees deliberations, Council staff will liaise with Parabanks and the Salisbury Town Centre Association regarding how these projects can be developed in a collaborative and integrated manner.

RECOMMENDATION

1. The information be received.
2. The Committee provides in-principle support for the proposed repositioning / branding and investment attraction projects.

CO-ORDINATION

Officer: A/DSP A/DDES
Date: 05/10/2011 06/10/2011