



## **Report to General Manager**

Attachments:  
Nil

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**SUBJECT:** NTH SYD CBD Marketing and Events Strategy Review

**AUTHOR:** Isobel Moore, Events Officer (CBD)

**ENDORSED BY:** Sandra Moore, Acting Director Corporate Services

### **EXECUTIVE SUMMARY:**

This report provides an update on the current strategy review for activities in the CBD as part of the “Happiness Works Here” NTH SYD CBD Marketing and Events program. The review recommends incorporating some higher impact events into the schedule, increasing the focus on relationship building, and adjusting the digital media strategy to expand the digital Nth Syd community.

### **FINANCIAL IMPLICATIONS:**

There are no financial implications; the shift in emphasis can be achieved within the current budget.

### **RECOMMENDATION:**

**1. THAT** the report be received.

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## **LINK TO DELIVERY PROGRAM**

The relationship with the Delivery Program is as follows:

- |            |  |
|------------|--|
| Direction: | 3. Our Economic Vitality<br>4. Our Social Vitality   |
| Outcome:   | 3.3 North Sydney is a place that attracts events<br>4.1 Community is connected<br>4.3 Enhanced arts and cultural programs and facilities |

## **BACKGROUND**

In August 2017, external consultancy Frost Collective was engaged to review the NTH SYD CBD Marketing and Events Strategy (“Happiness Works Here”). The campaign has been active since May 2015 and with the ongoing changes and developments in the CBD, it is timely to review the strategy. The review recommends a tweak to events and an increased focus on building relationships and driving digital engagement.

## **CONSULTATION REQUIREMENTS**

Community engagement is not required.

## **SUSTAINABILITY STATEMENT**

The sustainability implications are of a minor nature and did not warrant a detailed assessment.

## **DETAIL**

The Happiness Works Here campaign was launched in May 2015 with a street festival. Since then there have been weekly events and activations held in the CBD. The Happiness Works Here positioning is very flexible and allows Council to offer a wide range of activities under the core brand values of joy, wellbeing and connection. Activities have ranged from musical performances to a petting zoo, dance classes, slot car racing and photo opportunities with Batman and the Batmobile.

The strategy review completed by Frost Collective has been revised internally and has identified an opportunity to shift the focus towards building relationships and driving digital engagement. The core objective of the program will remain the same.

### **Shift in Approach**

In practical terms, the proposed new strategy results in minor changes to events implementation:

- More co-hosted events to build corporate relationships and business partnerships.
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- More events which are driven by social media outcomes to increase participation (e.g. find your photo on our Facebook or social media competitions).
- Utilising internal resources to build opportunities to connect with CEOs.
- Growing reputation through fewer events with more impact.

Events will be used to engage these outcomes through the below touchpoints:

	<b>Description</b>	<b>Alignment</b>
Happy Lunch Fests	Larger events involving more than one participatory aspect. Opportunities to share lunch and entertainment with friends and colleagues – ‘best lunchtimes ever’	Connection & Joy
Random Acts of Happiness	Novelty events; low cost and high impact	Joy
Happiness at Work	Series of live talks on relevant issues from high quality speakers; talks to be available on the NTH SYD website and social media	Wellbeing
Happy Future	Build relationships with CEOs of CBD businesses and other influencers	Connection

The shift in strategy focus also has implications for marketing within the campaign:

- Increase traffic to website for informative content.
- Shift social media use from informative to developing relationships with new and existing community.
- Increase organic acquisition of followers (including increased EDM subscribers) through events (paid acquisition is limited).
- Focus advertising/marketing spend on digital.

Our touchpoints for marketing content will be updated and redeployed with independent content plans which utilise the strengths of each medium.

	<b>Desired Outcome</b>	<b>Actions</b>	<b>Alignment</b>
Website	Update landing page to be more user- friendly which will drive informative content	<ul style="list-style-type: none"> <li>• ‘About’ statement at top of website.</li> <li>• Prominent EDM sign up option.</li> </ul>	Connection
Social Media	Increase engagement and acquisition through relevant content	<ul style="list-style-type: none"> <li>• Increase online event promotion (pre, during, post)</li> <li>• Increase social media engagement at events</li> <li>• Create a series of high quality social media videos, interviews and talks</li> <li>• Social media competitions (Instagram)</li> <li>• Individualise platform content (Twitter, Facebook)</li> </ul>	Connection, Wellbeing & Joy

	<b>Desired Outcome</b>	<b>Actions</b>	<b>Alignment</b>
		and Instagram to have separate content plans)	
Influencers	Increase social media engagement and acquisition by leveraging the following of other relevant individuals/companies	<ul style="list-style-type: none"> <li>• Cross promotion of strategic partnerships at events</li> <li>• Local businesses and CEOs as advocates for North Sydney</li> <li>• Leverage individuals with following for aligned content</li> </ul>	Connection
Database/EDMs	Direct to inbox marketing has better engagement rates than social media (direct vs. passive). Distribute events schedule to as many North Sydney CBD workers as possible	<ul style="list-style-type: none"> <li>• Introduce monthly EDM with events digest to opt-in database of individuals</li> <li>• Contact internal communications managers for North Sydney corporates seeking inclusion of event schedule in staff newsletters, etc.</li> </ul>	Connection