

**DECISION OF 3648<sup>th</sup> COUNCIL MEETING  
HELD ON 19 MAY 2014**

**187. PDS04: North Sydney Centre Marketing and Promotion Strategy**

Report of Mark Yee, Strategic Planner

Council at its meeting on 9 December 2013, resolved (Min. No.812) to appoint Frost to undertake the *'North Sydney Centre Marketing and Advertising Strategy'*. The project forms part of the North Sydney Centre Review.

*To avoid copyright issues regarding the concept marketing and promotional material provided by Frost, it will be necessary to close the Council meeting to the public.*

Funding for this project was included in the adopted 2013/14 budget.

**Recommending:**

- 1. THAT** Council adopt the North Sydney Centre Marketing and Promotion Strategy from Frost.
- 2. THAT** Council move into implementation of the North Sydney Centre Marketing and Promotion Strategy.

**RESOLVED:**

- 1. THAT** Council adopt the North Sydney Centre Marketing and Promotion Strategy from Frost.
- 2. THAT** Council move into implementation of the North Sydney Centre Marketing and Promotion Strategy.

The Motion was moved by Councillor Gibson and seconded by Councillor Barbour

Voting was as follows:

For/Against 11/0

Councillor	Yes	No	Councillor	Yes	No
Gibson	Y		Morris	Y	
Reymond	Y		Robertson	Absent	
Clare	Y		Burke	Y	
Baker	Y		Butcher	Absent	
Carr	Y		Marchandean	Y	
Beregi	Y		Bevan	Y	
Barbour	Y				

**ADOPTED**



**Report to General Manager**

Attachments:  
Nil

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**SUBJECT:** North Sydney Centre Marketing and Promotion Strategy

**AUTHOR:** Mark Yee, Strategic Planner

**ENDORSED BY:** Joseph Hill, Acting Director Planning and Development Services

**EXECUTIVE SUMMARY:**

Council at its meeting on 9 December 2013, resolved (Min. No.812) to appoint Frost to undertake the *'North Sydney Centre Marketing and Advertising Strategy'*. The project forms part of the North Sydney Centre Review.

*To avoid copyright issues regarding the concept marketing and promotional material provided by Frost, it will be necessary to close the Council meeting to the public.*

**FINANCIAL IMPLICATIONS:**

Funding for this project was included in the adopted 2013/14 budget.

**RECOMMENDATION:**

- 1. THAT** Council adopt the North Sydney Centre Marketing and Promotion Strategy from Frost.
- 2. THAT** Council move into implementation of the North Sydney Centre Marketing and Promotion Strategy.

## **LINK TO DELIVERY PROGRAM**

The relationship with the Delivery Program is as follows:

Direction: 3. Our Economic Vitality

Outcome: 3.1 Diverse, strong, sustainable and vibrant local economy  
3.2 North Sydney CBD is one of Australia's largest commercial centres  
3.3 North Sydney is a place that attracts events

## **BACKGROUND**

Council at its meeting on 9 December 2013, resolved to appoint Frost to undertake the *'North Sydney Centre Marketing and Advertising Strategy'*. The project forms part of the North Sydney Centre Review.

## **CONSULTATION REQUIREMENTS**

Community engagement is not required.

## **SUSTAINABILITY STATEMENT**

The sustainability implications were considered and reported on during the initiation phase of this project.

## **DETAIL**

The project required Frost to identify a 'brand' for the North Sydney Centre which is unique and will distinguish North Sydney from other competing centres in Sydney. Once the 'brand' was established, Frost were then required devise strategies as to how this brand is to be marketed to the target audiences.

From research Frost found that North Sydney's competitive edge was that it is a key commercial centre with similar attributes to the Sydney CBD, but has the benefits of being in a location which was less hectic than the city and more relaxed.

To take advantage of this competitive edge, Frost has developed a marketing campaign based on a theme which promoted work/life balance. The theme of the campaign will be supported by the tagline 'Happiness Works Here'.

To promote this theme Frost has identified that the campaign will require initiatives such as events and activities, rather than be a more traditional print based marketing campaign. This approach will provide greater flexibility for Council to link into existing project/initiatives and will also provide better value. However material will be developed to establish a visual narrative for the campaign and may appear on billboards, posters, banners etc.