

City Marketing + Engagement Strategy

Acknowledgment

City of Newcastle acknowledges the traditional country of the Awabakal and Worimi peoples. We recognise and respect their cultural heritage, beliefs and continuing relationship with the land, and that they are the proud survivors of more than two hundred years of dispossession. Council reiterates its commitment to addressing disadvantages and attaining justice for Aboriginal and Torres Strait Islander peoples of this community.

Enquiries

For information about the
City Marketing + Engagement Strategy, contact:
Major Events and Corporate Affairs Manager
City of Newcastle

Published by
City of Newcastle
PO Box 489, Newcastle NSW 2300
Phone 02 4974 2000 Fax 02 4974 2222
mail@ncc.nsw.gov.au
newcastle.nsw.gov.au

**Please contact us if you require this document
in an alternative format.**

Contents

Introduction	1
Purpose of this Strategy	3
Vision	5
Our commitment	7
How we communicate and engage with our community	9
Why do we need this Strategy?	11
Research and evaluation	13
Action plans	19
Genuine community engagement	21
A recognised and trusted brand	23
Effective communications and media	25
Innovative digital experiences	27
Promoting our city	29
Become an influencer	31

**In 2030 we will
have a strong
local democracy
with an actively
engaged
community, and
effective
partnerships.**

Introduction

We're a **progressive, dynamic** local government who is leading the way as our city transitions from a regional centre to an **emerging global city**.

We're committed to collaborative leadership and focusing our efforts to deliver a **smart, liveable sustainable global city** by delivering high quality services for our city. We foster **innovation, investment and job creation** for our community to prosper everyday.

City of Newcastle is located in New South Wales, about 160 kilometres north of Sydney, with a growing population of over 160,000.

It's at the heart of the Hunter Region with a population over 600,000, and is rapidly expanding as a destination of choice.



Purpose of this Strategy

The purpose of our City Marketing and Engagement Strategy is to set the objectives, priorities and actions to achieve our corporate goals.

Our Strategy aims to:

Build trust with our community

Support open and collaborative leadership

Promote Newcastle as a tourism destination

Direct our investment in communications, marketing and engagement, and associated technologies

Provide opportunities for genuine engagement with the community to inform Council's decision making

Provide clear, consistent, accessible and relevant information to the community

**Newcastle 2030
Community Strategic Plan**



**Open and Transparent
Governance Strategy**



**City Marketing and
Engagement Strategy**



Annual action plans

This Strategy aligns with the Newcastle 2030 Community Strategic Plan (CSP), which has been developed in consultation with our community.

Our City Marketing and Engagement Strategy will drive community involvement in decision making to achieve the Strategic Directions, and will promote our activities when they are being delivered.

Our annual action plans will include our objectives and priority actions for each year.



Delivering our goals:

Vision

**Strategic
Directions**

Our Commitment

**Genuine
community
engagement**

In 2030, Newcastle will be a smart, liveable and sustainable global city

Integrated and Accessible Transport

Protected Environment

Vibrant, Safe and Active Public Places

Inclusive Community

Liveable Built Environment

Smart and Innovative

Open and Collaborative Leadership

**Recognised and
trusted brand**

**Effective
communications
and media**

**Innovative digital
experiences**

**Promoting
our city**

Our commitment

**We aim to be a leader
for local government in
Australia through:**

**Genuine community
engagement**

**A recognised and
trusted brand**

**Effective
communications
and media**

**Innovative digital
experiences**

Promoting our city

**Building trust with our
community requires an
organisation wide approach
to actively contribute to the
goals within this Strategy.**

We all have a role to play - every interaction we have with our community: the language we use, the way we present ourselves, and how helpful we are when we receive enquiries, all contribute to our reputation.

As an organisation, we aim to provide the best service we can, and deliver on our promises. We want our community to recognise the contribution we make and our staff to be proud to work for City of Newcastle.



**We're committed
to involving
our community
in decision-
making, and
providing effective
communications
through a
consistent and
trusted brand.**

Traditional media

We provide updates across radio, print and TV, keeping our community informed about events and service updates.



Project updates

We notify our community on projects and works that are occurring in their neighbourhoods.



HOW WE KEEP OUR COMMUNITY INFORMED AND



Engagement activities

We organise and attend community events where we encourage our community to have their say and influence decision making in our strategies and projects.



Printed publications

We produce a wide range of printed information (booklets, brochures, maps, posters and visitor guides) to keep our community informed about our facilities and services.

Brand recognition

We make sure our community can recognise our facilities and services to understand the contribution their rates make to our city.



Websites

We provide online opportunities to instantly and conveniently influence the future of our city and stay informed about the latest news, services and events.



OUR COMMUNITY ENGAGED



Social media

We provide opportunities for our community to keep up to date through our informative social media channels.



Signage

We install interpretive, wayfinding and project signage across the city to keep our community informed.

Why do we need this Strategy?



Community expectations are increasing

Community expectations of improved services are increasing. City of Newcastle is continuing to look for opportunities to engage more effectively and efficiently with the community and this Strategy implements clear objectives to not only meet expectations, but to exceed them. We need to be better at demonstrating the broad range of activities we deliver and increase awareness of all our services, particularly those that evoke positive sentiment.

To improve our reputation

We need to build more 'trust credits' in our community 'bank' by demonstrating the values we bring to our community. This will enable us to improve our reputation so when something doesn't work, our community trust that we had the right intent. By involving our community in decision making, being open and transparent with our communications, and promoting a strong brand identity, we can generate greater recognition of the positive influences, and strong local democracy we have in our community.

To transform beyond 'roads, rates + rubbish'

Australian councils are transforming themselves beyond the narrow focus of 'roads, rates and rubbish' and are tasked with delivering broader objectives to promote social, economic, environmental and cultural wellbeing of communities. Our communications and brand are the vehicles for promoting the additional values we provide to our community while delivering core services.

**The language
we use, the
way we present
ourselves, how
responsive we
are to enquiries,
all contribute to
our reputation.**

Research and evaluation

The actions and initiatives in this Strategy are underpinned by strong community feedback and data analysis.



Newcastle 2030 engagement program

The Newcastle 2030 Community Strategic Plan (CSP) engagement program invited our community to express their vision for the future - what would they like to see in Newcastle in 2030.

As part of this process, more than 2,700 community members were asked to rate, out of a possible five, their agreement with CSP strategies. Results indicate a high level of agreement with:

Provide clear, consistent, accessible and relevant information to the community (score of 4.7 out of a possible 5).

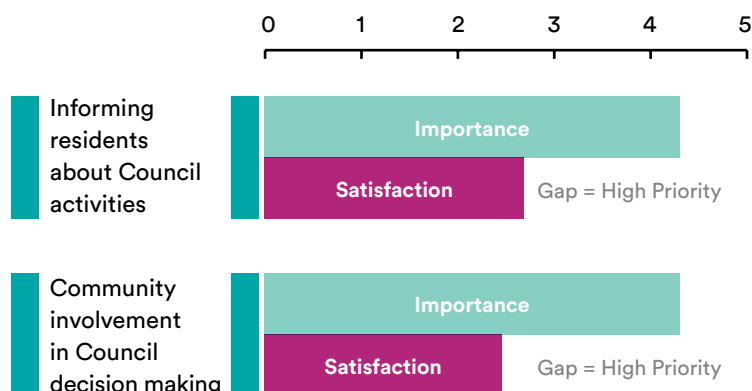
Provide opportunities for genuine engagement with the community to inform Council's decision-making (score of 4.7).

This feedback demonstrates that the community expects that they will be informed, and their input will be incorporated into Council decision-making.

Why should we improve our communications and engagement?

Community Survey

There are opportunities for Council to improve our levels of engagement and increase community satisfaction levels.



2016 high priority areas:

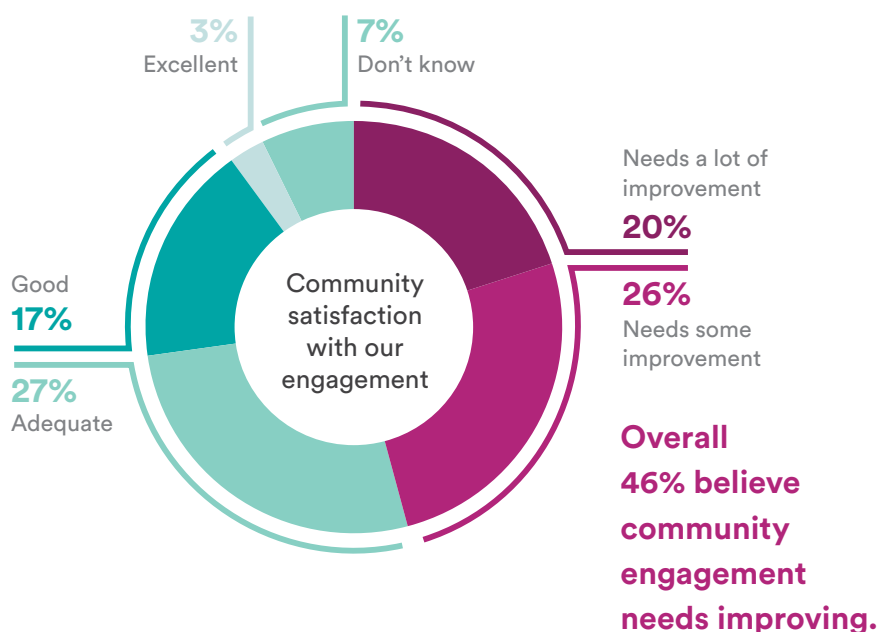
Community involvement in Council decision making.

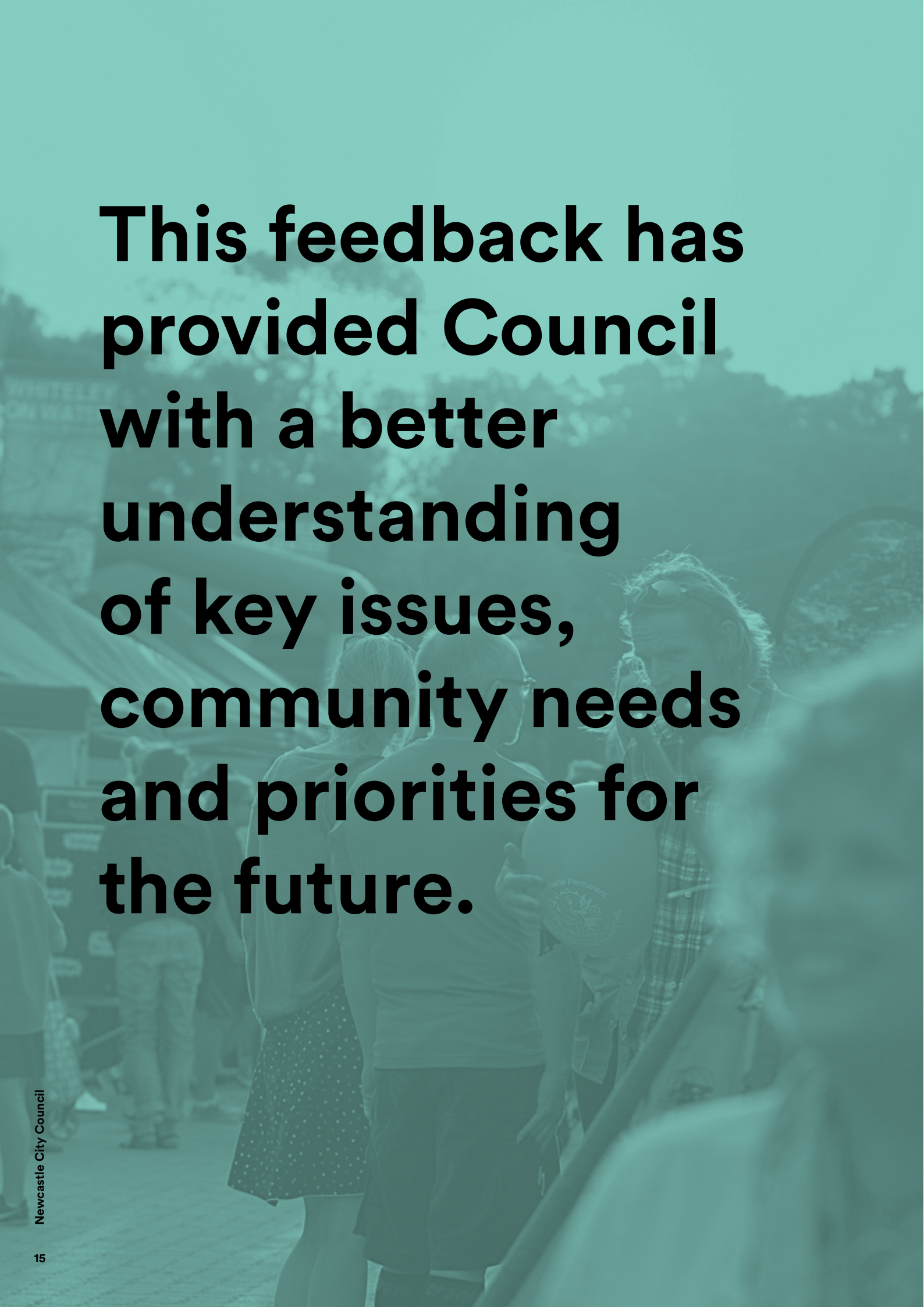
Informing residents about Council activities.

A community survey was undertaken by more than 1,000 community members who identified involvement in decision-making and information about Council activities as high priority areas we should be improving.

Our community places a high importance on how we inform residents about Council activities, however they are not satisfied we are achieving this adequately.

2016 results from community survey





**This feedback has
provided Council
with a better
understanding
of key issues,
community needs
and priorities for
the future.**

Why we invest in digital

Online digital traffic

Community expectations and online use is increasing exponentially. Analytics of our online channels for 2017 demonstrate our communities desire to interact with us online.

The landscape is changing. Traditional communication methods are being overtaken by online digital channels. We need to keep pace with community expectations.

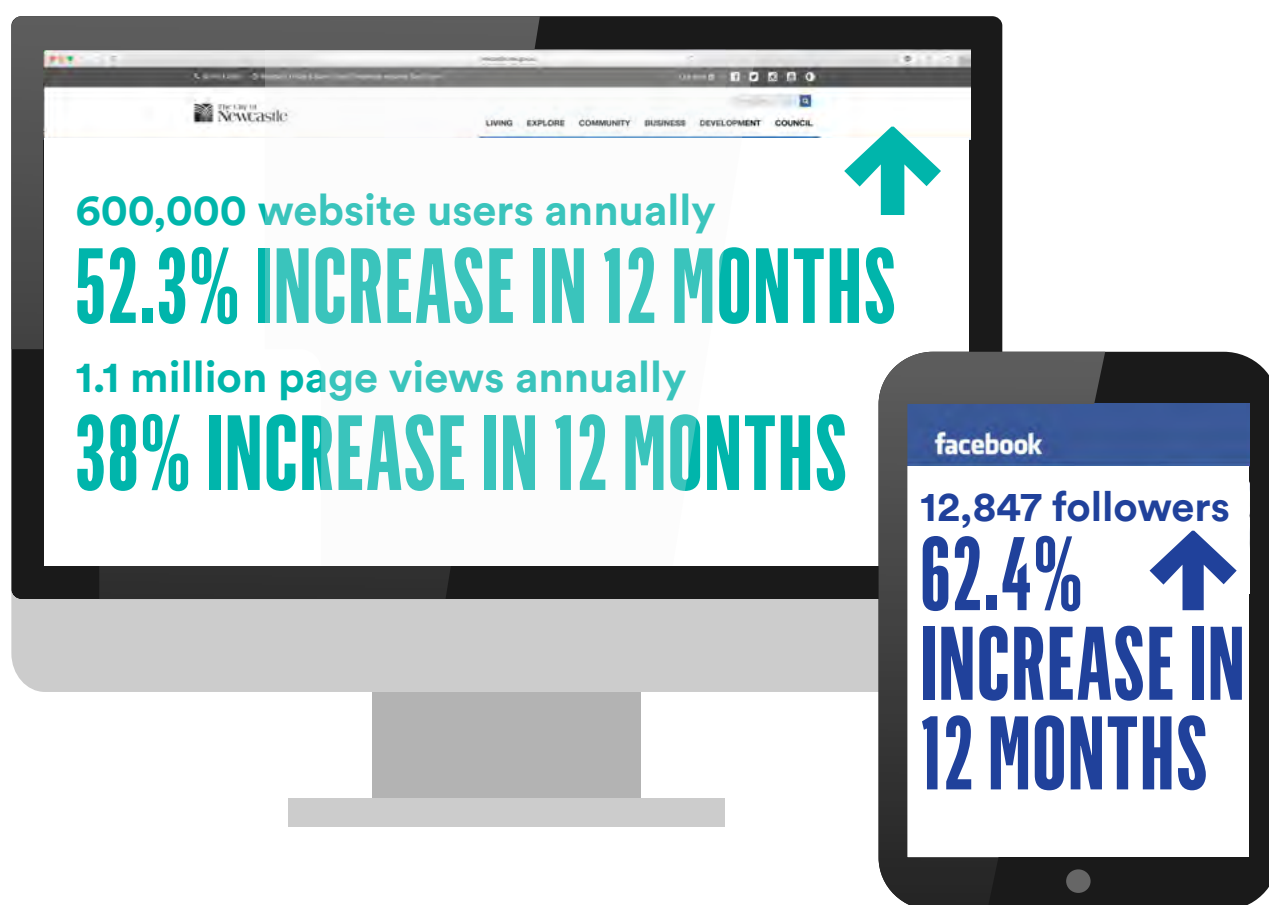
Market research

A number of common themes emerged during digital industry research by KPMG in 2018 that support the benefits of digital communications. Customers expect councils to provide services just like the other players in their every-day-lives (eg banking and social media), where the nature of engagement is personalised and proactive - even when it has not historically been seen as a core Council service.

People who use digital platforms feel **25% more connected to the local community after using the platform.**

As the customer experience improves, more 'customers' engage with and trust local government.

Clear communication is a key driver of customer experience for government agencies.



Why do we need a brand review?

Brand recognition surveys

A survey conducted with 600 residents by telephone in 2018 indicated that we could improve the recognition of the positive experiences we are providing our community.

Similarly, survey results from 229 residents by the Hunter Research Foundation Centre in 2017 indicated that 44.9 percent of resident's did not identify City of Newcastle as being responsible for Bathers Way, one of our Priority Projects.



These results show we have the opportunity to gain credibility and trust with our community by having a strong, consistent and recognised brand.



56.7% of our community were not aware that we operate Fort Scratchley.



41% not aware we operate Art Gallery



36.3% not aware we operate Museum



44.9% not aware we built Bathers Way

When people are familiar with brands, they are more inclined to favour them. Brand is much more than a logo. It builds the sentiment of an organisation through the use of consistent logos, colours, graphics, stories and experiences. Brand recognition creates a comfort and confidence in the product or service that the brand represents.



Why do we need a strong destination identity?

National and international visitor survey

A survey completed in September 2017 shows Newcastle has experienced growth since 2014 in both the domestic and international tourism markets.

4.2m visitors to Newcastle 0.6% INCREASE

Our overnight visitor from regional NSW increased by 17.7% and from Sydney by 2.4%. Meanwhile there has been a decrease in visitors from QLD and the ACT.

By continuing to build our destination brand identity and delivering targeted marketing and communications, we can ensure that Newcastle is a destination of choice, and remains front of mind for new and returning visitors.



Visitation from China increased by 113% from 2016 - 2017

This dramatic increase in visitation from China gives us the opportunity to align our marketing to specific communications channels and cultural travel preferences.

Visiting Friends and Relatives (VFR) grew by 11.5%

This ongoing growth shows that Newcastle has a strong VFR market and one that we can continue to leverage as the population of Newcastle increases. As new people move to our city, we have the opportunity to showcase Newcastle, with proud Novocastrians as the face of the destination.

Accolades

In 2017 Newcastle was named a 'world smart city' by National Geographic.

In 2016 Newcastle was named one of Australia's 10 best travel destinations by Experience Oz.

In 2011 Newcastle was voted a top 10 city in Lonely Planet's 'Best in Travel' guide.

Newcastle is a four-time winner of the prestigious International Festivals and Events City award, having won in 2012, 2014, 2015 and 2016.

Newcastle is the host city for several major events attracting domestic and international visitors to our city including Supercars Australia Newcastle 500 and Surfest.

How we'll deliver this Strategy

This Strategy addresses how we will continually enhance and evolve Council's community engagement activities, to increase community involvement in decision-making. It will also address how we inform our community through effective communications, and marketing with strong brand recognition.

We will use this Strategy to guide us. Our action plans in the following pages will be a living document to ensure we are striving to keep our community informed and engaged.

Action plans

Genuine community engagement



Our objective

Our community is involved in decision-making, and our engagement is planned, proactive and meaningful.

Our challenge

According to community feedback, we should be providing more opportunities for community to be engaged and involved in our decision-making.

Alignment with Newcastle 2030 Strategy:

7.3a Provide opportunities for genuine engagement with the community to inform Council's decision-making.

Involving our community in decision making

Community engagement and participation is essential to Council fulfilling its role and purpose as set out in the *Local Government Act 1993* (NSW). Under the Act, we have an obligation to establish and implement a community engagement strategy to determine our activities when developing plans, policies and programs. Effective community engagement provides opportunities to further align our service delivery and operations with the needs and expectations of our community. It also empowers citizens and builds their capacity to participate in community life.

Communities that are informed and engaged are more likely to support, and have ownership of our decisions or outcomes. This results in time and cost savings, builds trust and ensures that decision-making reflects the needs of the community.



Key initiative:

Improving our planning processes and building capability of Council staff.

This will ensure all projects that may impact or interest the community will receive the appropriate level of engagement at the outset. Early engagement is the key to providing opportunities for our community to influence outcomes.

As a result, we'll deliver:

Strategy Objective	Action	Lead	Partners	Due
Expand our engagement program	Embed engagement in planning phase of projects to ensure all projects with high community impact receive appropriate community engagement	Major Events and Corporate Affairs	Assets and Projects	2019
	Develop an internal community engagement toolkit to build staff capacity for community engagement	Major Events and Corporate Affairs		2019
	Replace the biennial Community Survey with a quarterly pulse check to understand community needs and expectations	Major Events and Corporate Affairs	Leadership	2018
	Implement a staff education program to improve community engagement	Major Events and Corporate Affairs	All relevant Service Units	2019
	Implement engagement as a success factor for annual reporting for all relevant areas of the business	Corporate and Community Planning	Major Events and Corporate Affairs	2019
	Report on how community engagement has influenced decision-making	Major Events and Corporate Affairs	All relevant Service Units	Ongoing
	Raise awareness of our Corporate Goal to increase community satisfaction levels around engagement	Major Events and Corporate Affairs	All relevant Service Units	Annually
Increase profile of community engagement as an integrated function of Council	Regularly highlight the services of the Corporate Affairs Unit	Major Events and Corporate Affairs		Ongoing
	Include our commitment to community engagement in induction for new starters	Major Events and Corporate Affairs	People and Culture	2019
Strategic and planned approach	Update the Community Engagement Policy 2013	Major Events and Corporate Affairs	All relevant Service Units	2018
	Review the 2012 Engagement Charter and 2013 Community Engagement Framework	Major Events and Corporate Affairs	All relevant Service Units	2018
	Leaders to advocate for early engagement	Leadership team	Major Events and Corporate Affairs	Ongoing
	Implement formal evaluation of community engagement efforts for selected projects	Major Events and Corporate Affairs	Assets and Projects	2019
	Develop annual community engagement plan outlining key dates and activities	Major Events and Corporate Affairs		Annually



Strategy Objective	Action	Lead	Partners	Due
Celebrate successful community engagement	Implement positive community engagement case studies through print and social media, and enter industry awards	Major Events and Corporate Affairs	All relevant Service Units	2020
	Develop staff rewards program to recognise effective community engagement efforts	Major Events and Corporate Affairs	People and Culture	2020
	Review and promote the Major Events and Corporate Affairs monthly report	Major Events and Corporate Affairs		2020
Increase engagement with hard to reach groups	Review Community Reference Panel	Major Events and Corporate Affairs		2019
	Develop and implement an Aboriginal Engagement Strategy in consultation with Council's Guraki Committee	Major Events and Corporate Affairs	All relevant Service Units	2019
	Develop targeted engagement strategies to ensure feedback from diverse groups is incorporated in Council decision-making	Major Events and Corporate Affairs	All relevant Service Units	Ongoing
	Regularly review the development, availability and suitability of new consultation and research techniques	Major Events and Corporate Affairs		Ongoing
Improve project planning	Engage with all areas of Council and other agencies to ensure coordinated messaging with the community	Major Events and Corporate Affairs	All relevant Service Units	Ongoing
Accessible and inclusive engagement	Ensure engagement practices consider accessibility	Major Events and Corporate Affairs	All relevant Service Units	Ongoing

Recognised and trusted brand



Our objective

Our brand is professional, consistent, recognised and valued.

Our challenge

We have multiple logos and brands creating confusion with our organisation and the value we're providing our community.

Alignment with Newcastle 2030 Strategy:

7.3b Provide clear, consistent, accessible and relevant information to the community.

Improving recognition of the value we provide

Branding represents more than a logo – it characterises our organisation's identity and values. It influences the overall experience our community has with us through our written and verbal communications eg colours, graphic designs, style of language, appearance of our staff, interactions with our staff. When we build a strong brand identity, we increase recognition and awareness of all that we do and our value to the community, as well as staff pride.

As community expectations increase, we need to work harder and smarter to promote our achievements and awareness of the activities, programs, events and services we deliver. Our brand is a crucial element in helping us achieve this recognition.

Brand recognition is created through repeated and consistent use across all areas of the organisation. To build a strong brand identity, we must apply consistent visual and communication messages, and build trust and recognition of our brand with our community.



Key initiative:

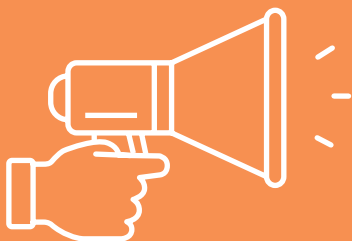
A Corporate Brand Review has never been completed for City of Newcastle, and an image refresh is long overdue.

A corporate approach to our logos and brand will increase overall recognition and awareness of Council activities. By developing a new corporate brand that allows flexibility, all facilities can be rebranded to allow recognition to our corporate brand, yet ensure a unique appearance.

As a result, we'll deliver:

Strategy Objective	Action	Lead	Partners	Due
Recognised and consistent brand	Implement a Corporate Brand Review to align all branding and improve recognition	Major Events and Corporate Affairs	All relevant Service Units	2018
	Implement new style guide and templates for signage, publications and advertising	Major Events and Corporate Affairs		2019
	Develop and implement logo conditions of use for communications and co-branded materials	Major Events and Corporate Affairs		2019
	Conduct sign audit and develop and implement signage guidelines	Major Events and Corporate Affairs	All relevant Service Units	2020
	Develop event branding guidelines	Major Events and Corporate Affairs		2019
	Conduct social research to evaluate recognition of our services	Major Events and Corporate Affairs	All relevant Service Units	Annually
	Centralise marketing for the organisation	Major Events and Corporate Affairs		2019
	Identify or source brand images to be used for all communications	Major Events and Corporate Affairs		2020
	All communications will have a professional and consistent look and feel	Major Events and Corporate Affairs		Ongoing
Strategic and planned approach	Bring our vision, values and Strategic Directions together online	Major Events and Corporate Affairs	Corporate and Community Planning	2019
	Align communication materials to our Strategic Direction to strengthen our brand purpose	Major Events and Corporate Affairs	All relevant Service Units	2019
	Increase awareness of Newcastle 2030 Strategic Directions	Major Events and Corporate Affairs	Corporate and Community Planning	Ongoing
	Regularly engage program and facility teams to improve collaboration, cross promotions and leveraging opportunities	Major Events and Corporate Affairs	All relevant Service Units	Ongoing
	Include an introduction to our brand, and our Newcastle 2030 in staff induction	Major Events and Corporate Affairs	People and Capability, Corporate and Community Planning	2019
Improve systems and processes	Create online brand hub including access to all brand elements	Major Events and Corporate Affairs	Information Technology	2020
	Investigate digital asset management software	Major Events and Corporate Affairs	Information Technology	2021

Effective communications and media



Our objective

Positive news is regularly published through both Council and media channels.

Our challenge

According to community feedback, we should be providing more information about our activities and programs.

Alignment with Newcastle 2030 Strategy:

7.2a Conduct Council business in an open, transparent and accountable manner.

7.3b Provide clear, consistent accessible and relevant information to the community.

Keeping our community informed and aware

Our community have consistently shown an interest in being informed of Council activities. As a Council, we are usually the first port of call for all enquiries, and as such we need to be aware of everything that is happening within our community so we can leverage opportunities for promotion, collaboration, and developing effective partnerships.

Our relationships with journalists can be a powerful tool in providing far reaching opportunities to share and promote our achievements.

As our cultures diversify, we need to continue to use clear, concise communications to ensure our messages get across, and look for opportunities to connect with all communities. By providing regular communications, in a variety of channels through print, online and broadcast, we can ensure we reach our target audiences.



Key initiative:

We have an opportunity to proactively share positive news stories to enhance our reputation.

Encouraging community understanding and informed judgement about Council's actions and decisions will be done through open and transparent governance and leadership. Managing responses to media inquiries in a timely manner will ensure accurate, balanced and reliable information. We also need to be flexible to enable the take up of media opportunities by sharing the importance of the urgency.

As a result, we'll deliver:

Strategy Objective	Action	Lead	Partners	Due
Improve information sharing	Establish a news centre approach to be able to share content across Council channels as well as traditional media	Major Events and Corporate Affairs	Information Technology	2019
	Proactively source positive news items and generate media opportunities	Major Events and Corporate Affairs	All relevant Service Units	Ongoing
	Increase promotion and real-time communications of events supported by Council	Major Events and Corporate Affairs		Ongoing
	Analyse call centre trends to proactively share information	Major Events and Corporate Affairs	All relevant Service Units	Ongoing
	Use web analytics on searches to our website, to proactively share information	Major Events and Corporate Affairs		Ongoing
Strategic and planned approach	Update Media Policy	Major Events and Corporate Affairs	Legal and Governance	2018
	Develop and implement media protocols	Major Events and Corporate Affairs	All relevant Service Units	2018
	Media training for subject matter experts who may perform as media spokespeople	Major Events and Corporate Affairs	All relevant Service Units	Ongoing
	Social media training for all relevant staff to be content producers	Major Events and Corporate Affairs	All relevant Service Units	Ongoing
	Raise awareness of our Corporate Goal to increase community satisfaction with our levels of communication	Major Events and Corporate Affairs		Annually
Internal communications	Review all internal communications channels, and develop a strategic approach to improve culture and collaboration	Major Events and Corporate Affairs	CEO	2019
	Develop an internal communications strategy to align our communications activity with our Corporate Goal	Major Events and Corporate Affairs	CEO	2019
Accessible and inclusive communications	Provide alternative formats for all requested communication in line with the Disability Inclusion Action Plan 2016-2019	Major Events and Corporate Affairs	Corporate and Community Planning	2019
	Provide accessibility training to staff involved with publishing to improve the use of accessible formats, colours, fonts and language	Major Events and Corporate Affairs	All service units	2019

Innovative digital experiences



Our objective

We provide our community with opportunities to influence and interact with us in an accessible and convenient way.

Our challenge

We're not keeping pace with community expectations to interact with us online.

Alignment with Newcastle 2030 Strategies:

6.2a Support and advocate for innovation in business research activities, education and creative industries.

7.2a Conduct Council business in an open, transparent and accountable manner.

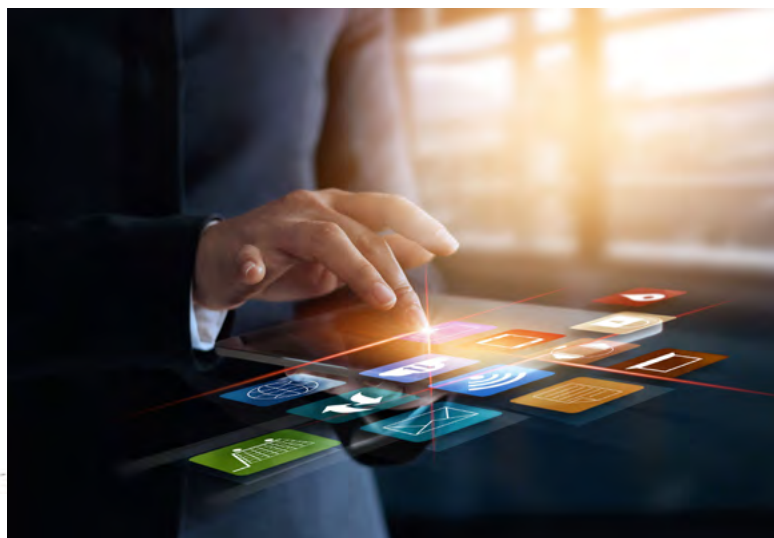
7.3b Provide clear, consistent, accessible and relevant information to the community.

Making it easy for our community to connect online

As our city transforms from a regional centre to a smart global city, we need to keep pace with emerging technology. Our community is more savvy with technology, and is expecting online services.

Our community expects that we will provide up-to-date, accessible, and concise information using new and emerging technologies.

We have the opportunity to improve the digital experience our community has with us by providing clear and easy pathways to find the right information in a timely manner. Not only will this service our community in ways they prefer and expect, it will also enable Newcastle to be innovative and create a smart global city in line with our vision.



Key initiative:

Keeping pace with changing technology and identifying innovative digital enhancements.

This will enable us to be a smart global city, and align with our strategic directions. We need to have a broader online presence, and improve our digital experience for our customers.

As a result, we'll deliver:

Strategy Objective	Action	Lead	Partners	Due
Enhance digital platforms	Establish a consolidated 'What's on' site or tool	Major Events and Corporate Affairs	All relevant Service Units	2020
	Evaluate the online engagement platform	Major Events and Corporate Affairs		Ongoing
	Develop a digital Style Guide to enable different graphics, language and tone across our media channels	Major Events and Corporate Affairs		2019
	Investigate the upgrade to Council's web platform to increase functionality for content management and engagement activities	Major Events and Corporate Affairs	Information Technology	2018
	Implement content, design and functionality audit, including user testing to ensure appropriate language is used for the web, and quick links are most useful	Major Events and Corporate Affairs		2019
	Review effectiveness of existing digital platforms	Major Events and Corporate Affairs		Annually
	Investigate stakeholder management software	Major Events and Corporate Affairs	Information Technology	2021
Strategic and planned approach	Introduce a digital communications and social media function	Major Events and Corporate Affairs		2018
	Establish a Digital Communication Plan to help community connect with us online	Major Events and Corporate Affairs	All relevant Service Units	2020
	Review Council's Social Media Guidelines	Major Events and Corporate Affairs	Legal and Governance	2019
	Investigate community engagement data analysis software.	Major Events and Corporate Affairs	Information Technology	2018
Better meet community expectations around communicating with us	Increase the number of projects available for engagement online, including public exhibitions	Major Events and Corporate Affairs	All relevant Service Units	2018
	Work with Customer Service to moderate and respond to social media enquires within 24 hours	Major Events and Corporate Affairs	Customer Service	2019
	Review approval process for publishing digital content across websites	Major Events and Corporate Affairs	All relevant Service Units	2019
	Targeted approach to our digital content	Major Events and Corporate Affairs		Monthly
	Investigate a digital approach to informing the community of works in your area	Major Events and Corporate Affairs	Information Technology	2020
Transparent communications	Analyse and report on digital engagement results	Major Events and Corporate Affairs		Monthly
	Review the effectiveness of our real time reporting of Council meetings	Major Events and Corporate Affairs	Legal and Governance	2019

Promoting our city



Our objective

To leverage our corporate communications and marketing efforts to strengthen the destination brand.

Our challenge

To increase awareness of Council's leadership in the tourism sector and management of the destination brand.

Alignment with Newcastle 2030 Strategies:

6.1a Recognise and strengthen Newcastle's role as a metropolitan capital and hub for education, health, tourism, creative, port and logistics industries

6.3 A thriving city that attracts people to live, work, invest and visit

There is a world of opportunity to leverage our corporate communications and destination marketing functions

Our city is transforming into a global smart city. At the same time, Council is at the centre of building a tourism identity and is a proactive industry leader through the Newcastle brand and its destination marketing plan.

There is an opportunity to increase collaboration and strengthen both our corporate and tourism brands.

A framework where every communications activity is viewed as potentially having dual purposes (marketing services and facilities both locally and to a visitor audience) will achieve better results in terms of resources and marketing investment.

NEWCASTLE
SEE CHANGE



Credit: Daniel Boud

Key initiative:

Leveraging of content across corporate and tourism channels.

A strategic and coordinated approach to all communications will help deliver our corporate communications goals, as well as to reach new markets. It will strengthen our promotion of our city as a great place to live, work and play, as well as a premier regional tourism destination.

As a result, we'll deliver:

Strategy Objective	Action	Lead	Partners	Due
Develop Newcastle brand identity	Work with the Corporate Brand Review project to define the use of the destination Newcastle brand by the organisation, and develop brand and style guidelines	Major Events and Corporate Affairs		2019
Support the implementation of the Destination Marketing Plan	Increase collaboration between corporate communications and destination marketing teams to drive awareness of Newcastle as a tourism destination	Major Events and Corporate Affairs		Annual
A marketing framework	Coordinate marketing activities to promote Council facilities both locally and beyond our Local Government Area	Major Events and Corporate Affairs	All relevant service units	Ongoing
	Ensures all major marketing investments comprises both corporate and tourism goals	Major Events and Corporate Affairs	All relevant service units	
Inspiring destination images	Undertake an audit of current images on file, and investigate options for using partner/industry images	Major Events and Corporate Affairs	Destination Sydney Surrounds North	2018
	Consider needs for photoshoots or image purchasing of key visitor destinations to update hero images	Major Events and Corporate Affairs		2018
Enhance digital marketing	Conduct a review of Newcastle, Australia social media channels, including current audience, content and purpose	Major Events and Corporate Affairs		Annual
	Develop a social media strategy and calendar	Major Events and Corporate Affairs		2018
	Identify opportunities for social media coverage at major events and media announcements	Major Events and Corporate Affairs		Ongoing
Provide consistent destination marketing collateral	Undertake a review and audit of current collateral and identify opportunities for improvements	Major Events and Corporate Affairs		Ongoing
	Implement distribution plan for collateral to ensure it is displayed at all major visitor contact points and events	Major Events and Corporate Affairs		2018

How our community can influence the future of our city

For many years, we have been involving our community in decision-making, and providing effective communications to ensure we have an informed community.

Let's connect

We deliver extensive communications and engagement programs aimed to be inclusive, because we believe our city will be better if we work together to make decisions.

You can find out about our news and events, and ways to have your say through a variety of communication channels by visiting newcastle.nsw.gov.au or calling 02 4974 2000 for hard copy options.

Our community has helped shape the future of Newcastle in the following areas:

Arts, entertainment and culture

Beaches, parks and recreation

Budgets and rates

Building and planning

Environmental / water / waste

Roads and traffic

Tourism and economy

You can actively get involved, or see how your input has influenced our decision making by visiting our Have Your Say page newcastle.nsw.gov.au/YourSay



**We'll use this
Strategy to
ensure we are
striving to keep
our community
informed and
engaged.**

newcastle.nsw.gov.au