

City of Rockingham

Changing Times Changing Minds



Cadell Buss

Manager Economic Development

Economic Development Strategy



-
- December 2008, Manager ED appointed
 - January 2009 ED team formed
 - April 2009 Council adopted Rockingham Economic Development Implementation plan

Economic Development Content



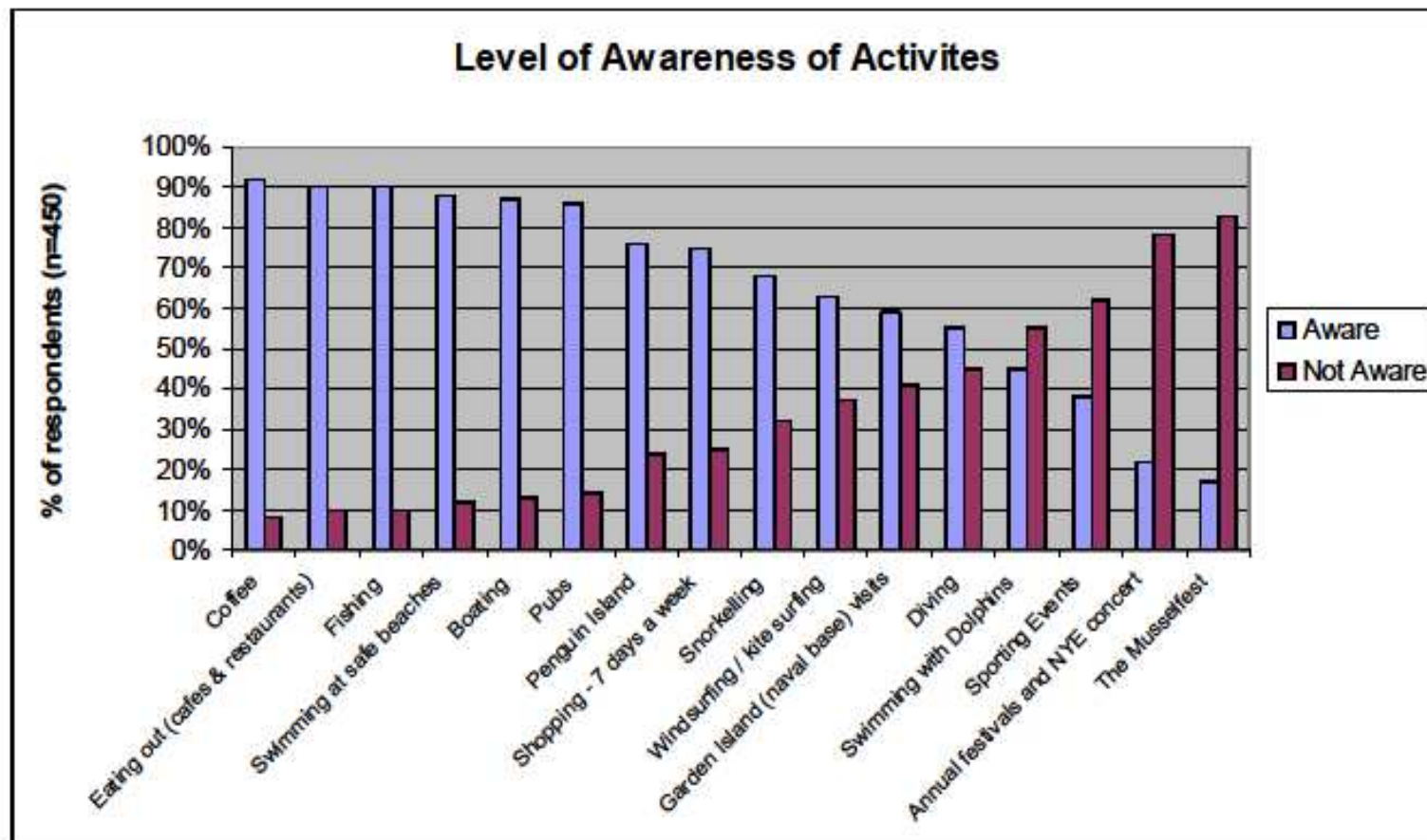
-
- 4 Key Focus Areas (each with Key Performance Indicators)
 - Regional Leadership
 - Marketing City of Rockingham
 - Major Infrastructure Projects
 - Key Regional Opportunities

Marketing City of Rockingham



-
- Research
 - Research Outcome
 - *Perceptual Values*

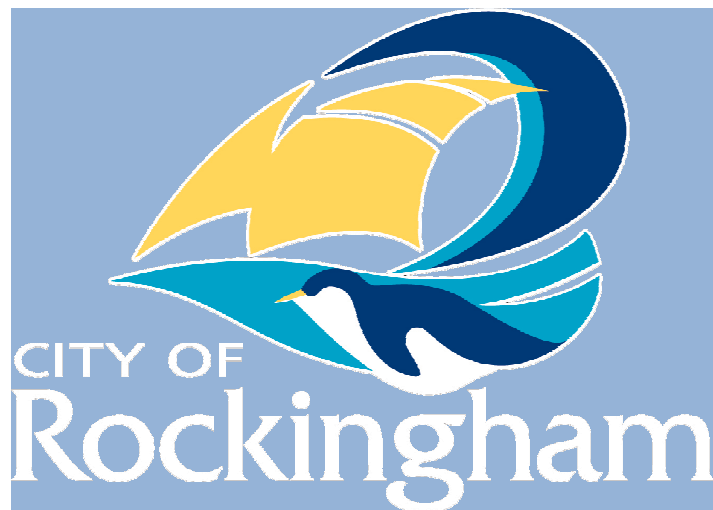
CAN YOU INDICATE IF YOU ARE AWARE THAT YOU CAN DO THE FOLLOWING ACTIVITIES IN ROCKINGHAM?



Marketing City of Rockingham



- Logo/Taglines
- Corporate Identity





Activities



- New style guide
- Investors Prospectus
- Develop strategy for consistency
 - Graphic Design and Printing Tender
- Communication Plan
- Social Media Strategy
- Tourism Event Strategy
- Tourism Strategy
 - What areas should we focus on
 - Hotel development
- Raise profile of media and public relations activities

Questions

