



Place Brand Strategy

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circul8

AGENCY

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1. SITUATION ANALYSIS

SITUATION ANALYSIS



- City of Karratha has rapidly grown in population in the last ten years.
- The City has undertaken a number of economic diversification projects to identify and develop potential new industries for the City beyond the mining boom.
- The City of Karratha is now undergoing a major transformation from a mining town into a thriving, sustainable regional city.
- Future proofing infrastructure has been a key priority.
- Innovation beyond 'mining' has and will lead to a diversification of economic sustainability for the city.
- Although the community is sentimental, the external perception of the City of Karratha is not always positive. Karratha perceived as that of 15-20 years ago.
- A place branding strategy has been identified to bring together the three pillars of **community, business and tourism**.
- City of Karratha is made up of five (5) towns – Karratha, Wickham, Roebourne, Dampier and Point Samson.

TARGET AUDIENCE



Residents:

Living and working with a permanent address in the City of Karratha. Potential residents who would consider relocating for work.



Business:

Small to large business owners within the City of Karratha and large corporations. New business investment from outside the region.



Visitors:

Visiting Friends and Relatives (VFR), Experience seekers, young families, grey nomads/empty nesters

OBJECTIVES

TASK

Establish the City of Karratha as a premier tourist destination, attractive investment environment and desirable to place to live.

CHALLENGES

Karratha is currently best known as a mining town

There is little to no awareness of opportunities for work outside of mining industry

There is mixed community sentiment

It is difficult to find good inspiring information about Karratha's tourism and liveability offering online

Karratha's brand identity is currently quite fragmented

Growth and development has happened very quickly.

There is a skewed perception externally of Karratha. One of 15-20 years ago

There is little understanding of infrastructure and innovation developments in Karratha

Accessibility in and out of Karratha is restrictive and expensive

TOPLINE OBJECTIVES

Develop an overarching brand framework for the City of Karratha that sits across tourism, business and lifestyle narratives.

Change community sentiment into one of advocacy and external sentiment into one of curiosity and interest to visit, live and do business.

MARKETING OBJECTIVES

Increase awareness of the City of Karratha in the national mindset

Develop a marketing platform that sits across the lifestyle, business and tourism pillars

Create a **solid advocacy** base to build on positive community sentiment

Leverage good news stories to generate positive media coverage and **improve the City's profile**

2. WHAT MAKES CITY OF KARRATHA APPEALING?



Unique Selling Points

Business

- Emerging small-med business sector and appetite to explore new opportunities
- Good level of support through Council and key agencies
- Potential hub for innovation with new industries such as solar, aquaculture, and tourism

Lifestyle

- Relatively young and motivated demographic
- Active lifestyle
- High quality early, primary and high school options
- High quality health services

Community

- Strong sense of place and family
- High level of community interaction and connectedness
- Welcoming, friendly and supportive
- Small community with big city facilities

Infrastructure

- High quality public amenity and infrastructure at beginning of their lifecycle
- Largescale port facilities
- International capable Airport

Events

- Huge suite of mainstream and boutique events and festivals
- Regular weekend activities especially in the cooler months
- Potential to attract major industry, sporting and community events which would generate economic return

Tourism

- Exquisite natural landscape
- Proximity to world class National Parks
- Opportunity to leverage cultural tourism products
- Established drive through market
- Emerging fly in market
- Land and water based activities



3. CHALLENGES

INTERNAL

- **Business:**

- Plans for a additional retail space – the city is investing to attract more local business but mixed feelings from business community as to whether Karratha can support additional retail.
- Freight is prohibitive for online businesses in Karratha – currently Ports don't take general freight and items must be trucked up from Perth
- Felt that there is good infrastructure for residents but not as much for business (high rent, e.g. power not strong enough for construction/engineering)

- **Education**

- With the increase in young families residing in City of Karratha, and despite the establishment of new schools in recent years, they are bursting point – in particular primary schools. Whilst there has been development in establishing tertiary options – the scope is still limited.

- **Tourism Attraction**

- City of Karratha lacks high end hotel options – currently talking to a developer for a hotel in CDB quarter. Needs council funds – if it is approved it will be completed in 2 years.
- Lack of established tourism product – support needed to attract operators to develop new tourism ventures

- **Community**

- Mixed community sentiment is reflected through recent community sentiment surveys conducted by City of Karratha as well as social listening and within groups on Facebook such as Karratha Moan, Groan and no filter and (13,000 members) and Winners, Grinners and Positive Thinkers (3,600 members)

EXTERNAL

There are a number of perceived barriers externally including:

- Karratha seen as just a mining town and that there has been a mining bust (Resources aren't running out despite the perception – oil and gas (50 years) and iron ore (100 years)).
- No idea where Karratha and surrounding towns are. Perceived as desert town. *"You're going where?"*
- Seen as a place to work for a couple of years, make some money and get out
- *"Grubby, full of blokes in high-vis vests"*
- No dining options
- Expensive - Doctors, Dentists (some professional services a little more expensive but starting to balance out), fuel is the same and air conditioning can be higher but there is no heating to consider)
- It's unbearably hot all year round
- Expensive to fly in and out of
- There is nothing for a visitor to do – there is so much to do and see – but nobody knows about it!

4. SHIFTING PERCEPTIONS

PEOPLE - PLACE - PERCEPTION

- There is a positive story to be told about City of Karratha both to its own communities and externally to potential residents, investors and visitors.
- There are a number of great programs, initiatives, and infrastructure works already in place that contribute to place branding but they seem to be, at times, working as independent projects
- In order to change perceptions and for potential residents, investors and visitors to buy into all that City of Karratha offers – more specifically ‘own’ it as their place, we need to create a sense of place, of pride – that starts from the ground up.
- People are a City's best assets - to build advocacy and tell the story of ‘their’ place.
- The following will outline an amplification strategy to position City of Karratha as a place to live, do business and visit.

5. PLACE BRANDING FRAMEWORK

An aerial photograph of a city at sunset. The sun is low on the horizon, creating a warm orange glow. A rainbow is visible in the lower center of the image. The city features a mix of modern and older buildings, a large green field, and a road with a bus stop. In the foreground, there is a building with a 'Jupps' sign.

Externally, we need to change perceptions ingrained over the past 20 years.

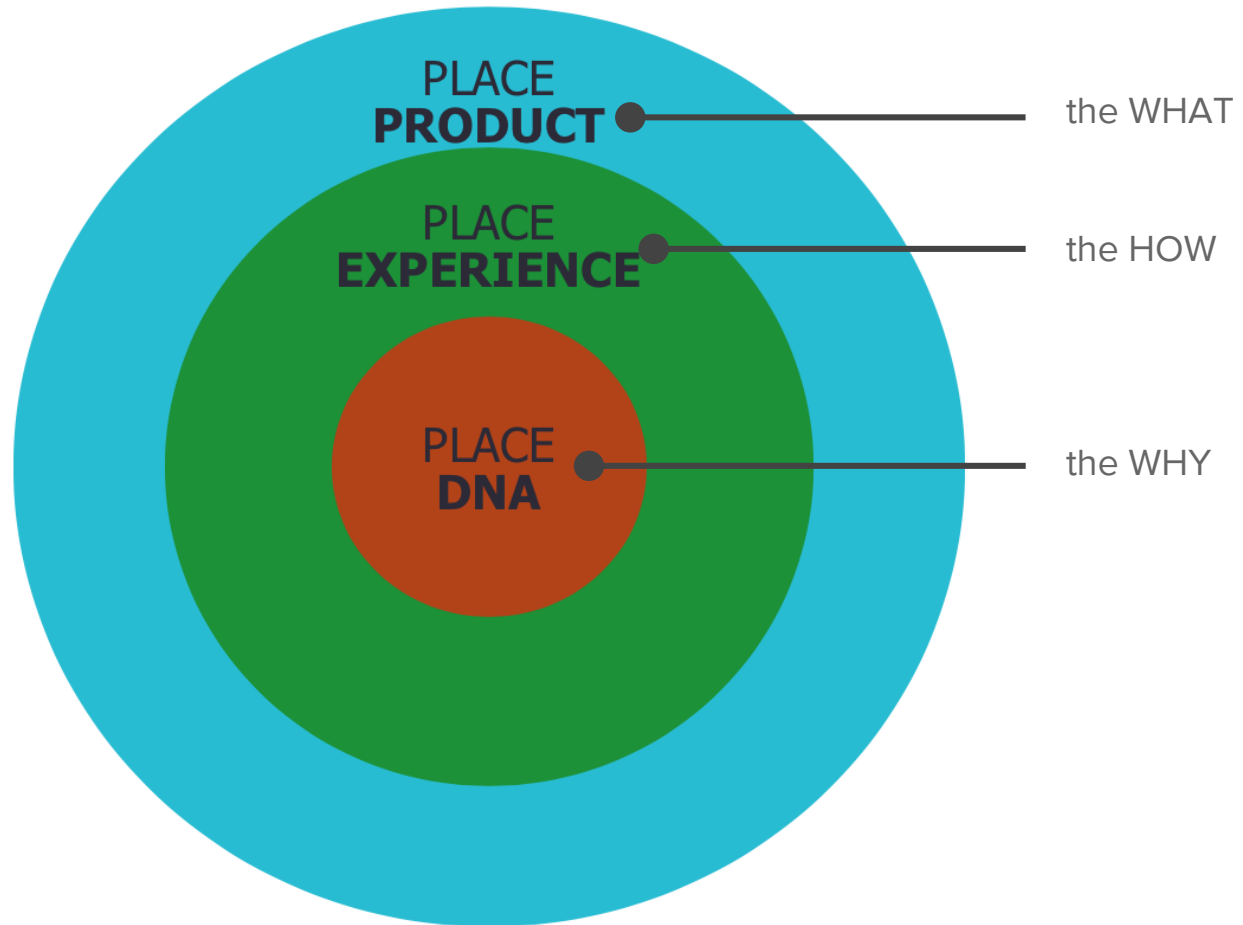
Internally, we need to build on the foundations and build up the sense of civic pride, ownership and advocacy for the City of Karratha.

CHANGING PERCEPTIONS – INSIDE OUT

There are so many positive initiatives and programs which have happened or are happening, but there is a lack of a clear and consistent message under one umbrella as well as a lack of ‘spreading the good news’

This will be achieved by inside out Place Branding Framework— Place DNA, Place Experience and Place Product

PLACE BRANDING FRAMEWORK



PLACE DNA



Define the Place DNA – This is the vision/ethos behind Brand Karratha as a place, the motivation that drives us and the emotional reason why someone would visit, live or do business in Karratha. This is our WHY and combined with our WHAT, it becomes believable.

We need to translate this Place DNA to one of pride (not boastfulness) and be proud to tell the stories and share the successes that make up the DNA of the City of Karratha.

What makes this true?

People are drawn to places and products that they can relate to. When people can relate to the heart and soul of a place, it makes the conversion step a much simpler process. There are so many strengths to pull from as to the WHY – the people are hardworking, multicultural, warming and welcoming, active and social, open minded, resilient, adventurous, optimistic, community focused, organically entrepreneurial. City of Karratha is a breathtaking contrast of green from the wide open spaces and parklands, a rich red of the mountains and rock formations and a clear blue of the magnificent sea. It may be a newly formed metropolis, but the place is ingrained in thousands of years of indigenous culture and home to some of the oldest and most accessible rock art.

PLACE EXPERIENCE



This is how Brand Karratha interacts with the people who live here, do business and visit. It is how we communicate, operate and deliver on our brand promises. In short this is HOW people experience Brand Karratha.

Great experiences build advocacy.

What makes this true?

An overload of information can overwhelm people so we need to provide it to them in small, digestible but constant chunks to help them navigate and be clear on what's in it for me.

When you've been living in a place for some time, it's easy to take the HOW for granted as it is part of the every day and is not seen of value for potential visitors, investors and residents. But it is. Society is craving connectivity yet struggling to find it (and relying on their smartphones to do so – that's merely the vehicle to serve the information to them).

This is best told by the people who live here – who work here, who shop here, who play here, who have families here. This is **#mykarratha**

PLACE PRODUCT



Place Product – This is what makes Karratha special; what makes it different. What is in it for me if I visit/live here? This describes the array of product touch points available at brand Karratha. This ranges from services, events, business, accommodation, community engagement etc. This is our WHAT.

This is then supported through specific programming and collectively creates and maintains reputation.

What makes this true?

City of Karratha has a combination that many people desire - small community with big city facilities and infrastructure. This is a unique combination but one that hasn't told as of yet – internally to communicate how the City of Karratha is being future proofed for continual growth or externally that it isn't the same place as 5-10 years ago, in fact, it's different to 12 months ago.

There is so much self-discovery for the resident and visitor alike. There is a big open space awaiting discovery. Whales and dolphins at your fingertips, fishing, state of the art facilities for individuals and families, opportunity for business growth with support of a dedicated and connected business community aligned to see City of Karratha thrive.

6. AMPLIFICATION

AMPLIFICATION MESSAGING - BUSINESS AND LIFESTYLE

THIS IS / WELCOME TO...

“#MYKARRATHA”

Why it works

Functional Appeal

City of Karratha has created a solid base outside of mining. It has state of the art infrastructure and facilities, a community that is supportive, natural wonders and the platform for tourism product development.

Emotional Appeal

It evokes a notion of civic pride, of ownership and responsibility. When people are invested in something that is ‘theirs’ they will back it even when the chips are down. This is very much the case for football teams. Once the loyalty is created, the bond is hard to break.

Platform

Brand platforms are created to leverage a selection of strategically identified opportunities.

ANNUAL BUSINESS GOAL

We recommend that this strategy works in close consultation with the community sentiment work that is currently in progress through the council and CSIRO projects to measure advocacy and community attitudes internally.

Externally, we recommend a research study is established as part of business as usual to create a baseline and monitor brand health, sentiment, propensity to live, invest and/or visit as well as the number and type of businesses currently in existence and monitor their success rate. This is best practice and maintained by regional and capital cities globally.

These goals will feed into the tourism goals outlined in the Destination Marketing Strategy and included below in grey.

Year 1

- X% positive perception increase of City of Karratha as a place to live, invest or visit
- X% increase in positive coverage and sharing on City of Karratha
- X% increase in awareness of Karratha as a tourism destination
- X% increase in awareness of Karratha as a stopover destination
- X% increase in interest to visit
- X% increase in visitors to Karratha
- X% increase in tourism spend

Year 2

- X% positive perception increase of City of Karratha as a place to live, invest or visit
- X% increase in positive coverage and sharing on City of Karratha
- X% increase in length of stay (residents)
- X% Population increase
- X% increase in new business
- X% increase in awareness of the tourism offering in Karratha
- X night increase of stopover visitors (extension to sightseeing in Karratha)
- X% increase in intention to visit
- X% increase in tourism visitors to Karratha
- X% increase in tourism spend

Year 3 - 5

- X% positive perception increase of City of Karratha as a place to live, invest or visit
- X% increase in positive coverage and sharing on City of Karratha
- X% increase in length of residents
- X% Population increase
- X% increase in new business
- X% increase in sustainable/maintained business
- X% increase in awareness of the tourism offering in Karratha
- X night increase of stopover visitors (extension to sightseeing in Karratha)
- X% increase in intention to visit
- X% increase in new visitors to Karratha
- X% increase in repeat visitors
- X% increase in tourism spend
- Established interest in long term tourism investment with identified investors

OBJECTIVES & TACTICS

Objectives & Tactics for Year 1

Year 1		
<div>1. </div> <div>Identify Brand</div> <ul style="list-style-type: none">● Brand Positioning● Brand DNA● Brand Archetypes● Brand Thematic Pillars● Tone of Voice	<div>2.</div> <div>Create Marketing Strategy</div> <ul style="list-style-type: none">● Content Strategy● Channel Strategy● Delivery Strategy● Media Strategy● Advocacy Strategy● Identify and recruit formal advocates● Integrate with community engagement strategy	<div>3.</div> <div>Launch Phase 1</div> <ul style="list-style-type: none">● Marketing Assets● Integrated Marketing Programme● Event (business and consumer) attraction programme● Roll out of community engagement programme● Business attraction programme● Trade & Partnership Programme● Training Programmes & Workshops – tourism and business

Personnel

In order for all three pillars to be effectively rolled out and integrated, C8 recommend that City of Karratha Council employ a project lead to work with implementation agency, internal stakeholders (i.e. departments in council) and external (e.g. business and interest groups) to ensure that a solid umbrella is maintained and messaging is consistent across all points. Consistent and constant messaging is pivotal to the success of establishing City of Karratha as a place to do business, live and visit and ultimately change perceptions.

4. STRATEGIC PILLARS

5 STRATEGIC PILLARS

We have identified 5 key target areas that Karratha needs to address to change perceptions and establish itself as a desirable place for lifestyle, business and tourism.

Each of our recommendations will fit within at least one of these pillars.

1. Awareness

2. Identity & Reputation

3. Community, Business and Consumer Experience

4. Advocacy

5. Tools, Upskilling & Training

PILLAR: AWARENESS

***People will not pay attention to a city
they know nothing about.***

1. Awareness

Our main challenge is that awareness of Karratha's offering from a business, liveability and tourism is very low outside of mining and perception is skewed. Therefore, the first stage of our marketing push is to create awareness of what is available and provided proof points.

Awareness will be the spark which drives interest and demand and provide a platform to start a conversation on the possibilities.

PILLAR: IDENTITY AND REPUTATION

A clear identity and reputation separates us from competitors & builds long standing brand value.

2. Identity & Reputation

Current tourism efforts from City of Karratha have been on a case-by-case, individually-driven basis and has thus created fragmentation in brand position, tone of voice, style and identity. Similarly, there are a number of initiatives to encourage a positive experience from a liveability perspective and support for business but it has been delivered siloed and those success stories that do exist, are not shared.

To create real brand value, we must establish a distinct brand direction and position then follow through on this direction with our actions. This means communicating the brand to consumers as well as to internal stakeholders. But most importantly, getting the buy in from the community. If the community is living and breathing Brand Karratha (like a football team), then this will radiate.

PILLAR: COMMUNITY, BUSINESS & CONSUMER EXPERIENCE

The experience must reflect the promise.

3. Community, Business & Consumer Experience

It's all fair and well selling someone a dream, but if the reality of the experience does not meet expectation, you lose brand credibility very quickly.

If we are to achieve a good return on investment from our marketing efforts and create organic advocacy, we need to be able to back the messaging up with the experience.

This means working closely with community and business groups who influence perception and attitudes from the Chamber of Commerce and Rotary through to local sporting clubs and the positive and negative Facebook groups and online review sites.

PILLAR: ADVOCACY

People listen to people more than they listen to brands.

4.

Advocacy

Word of mouth is still the most powerful marketing tool. And this starts from the ground up. If the community and businesses aren't on board and advocating positively for City of Karratha, it will not change the current perception (despite glossy marketing efforts) and will not attract population growth, business and investment opportunities and visitors.

From a tourism perspective, a big part of this is educating businesses on the value of the visitor economy and their impact as part of the tourism industry (it's not just the tourism/tour operators).

For visitors, 70% of consumers place peer recommendations and reviews above professionally-written content. Today's consumers value authenticity, seeking brand credibility, engagement from peers and user reviews as part of their decision making process.

We must encourage advocacy before people arrive, while they are there and after they leave.

PILLAR: TOOLS, UPSKILLING & TRAINING

People aren't born marketers, and that's ok but they have a voice....

5. Tools, Upskilling & Training

It is important that everyone who promotes Brand Karratha has all the tools available to them to do so.

It will start at grassroots levels and communicating key messages and how 'they' can be a part of it through a variety of channels and give them the tools to show their advocacy.

Systems and tools will be put in place which will empower businesses and local tourism operators to drive this efforts within our larger framework.

It will provide businesses with up skilling and training to support and help them to thrive.

5. STAKEHOLDER MAPPING

INTEGRATING STAKEHOLDERS

- The role of stakeholders will be critical in success of the delivery of this strategy as they influence the city and are the main evaluators of the brand.
- As such their role needs to be participation orientated rather than advisory with clear roles and their impact defined. This will ultimately lead to ownership of the place branding with a vested interest in seeing the success of the programming.
- These stakeholders will play an important role in laying the foundations to the City of Karratha Brand - legitimising it and heavily influencing the meaning as well as enhancing the chances of success of governance processes.
- Important considerations in integrating and engaging stakeholders
 - Be inclusive - don't just reach the 'usual suspects' - this is City of Karratha's opportunity to be seen to value difference and establish a broader perspective. This includes cultural and linguistically diverse communities and those with disabilities
 - Engage stakeholders who are opponents - their involvement creates ownership, participation and maintains accountability
- The following matrix outlines key stakeholders and their role and level of influence to the success of positioning City of Karratha as a place to live, do business and visit.
- This matrix is a sum of many moving parts and as such we recommend City of Karratha Council appoint a project lead to act as an umbrella and facilitate the smooth integration of stakeholders and the implementation of this and the destination marketing strategy. Each stakeholder group will have a relevant City of Karratha Council representative to steer the engagement and keep the group on aligned to objectives set out up front and reviewed annually as part of the evaluation process.

Stakeholder Matrix

Stakeholder	Area of Influence	Project Phase	Engagement Approach	Engagement Tools
Councillors	Infrastructure development/ Investment Attraction	All	Consult Inform	Face to Face Reporting
Local business including business Interest Group including Chamber of Commerce	Business Development and support/ Investment Attraction	All	Consult	Face to Face Communication materials Community Survey Media
Pilbara Development Commission and Pilbara Regional Council	Business attraction Community Business	All	Consult Inform	Face to Face Communication materials Reporting
Natural Resource Companies	Infrastructure Development/ Community Engagement	Development	Consult	Face to Face
Key Community Groups	Community Advocacy	All	Consult Inform Engage	Face to face Communication materials Community survey Media
Infrastructure and Transport Providers	Community Potential residents Visitors Business	Development	Consult	Face to face

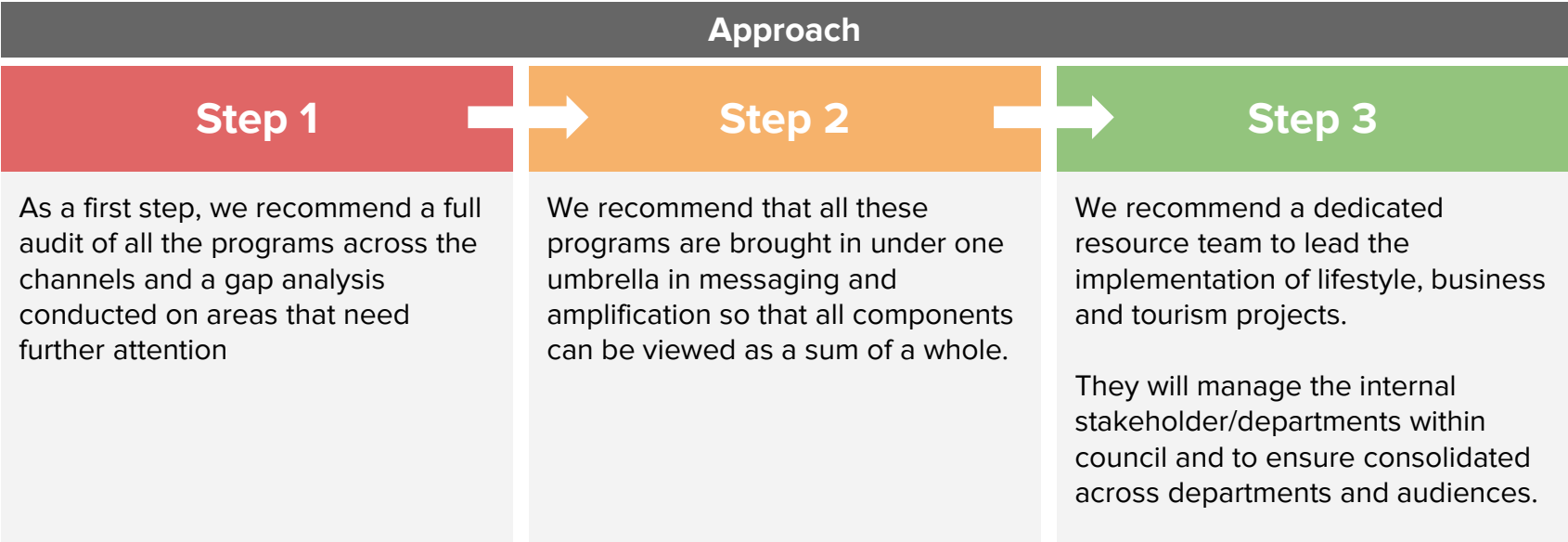
Stakeholder Matrix

Stakeholder	Area of Influence	Project Phase	Engagement Approach	Engagement Tools
Tourism Steering Committee	Product Visitors	All	Consult	Face to face Reporting
Ambassadors	Community Potential residents Business Visitors Government	Implementation	Inform Engage Delivery	Face to face Training
Residents (including a dedicated youth group)	Community Visitors Potential residents	Implementation	Consult Inform Engage	Communication Materials Media
Government	Local/state/federal	Development	Consult Inform	Face to face Reporting Media
Cultural, religious and sporting organisations	Community	Implementation	Consult Inform Engage	Communication Materials Media
Schools, TAFE and universities	Community Potential residents	Implementation	Inform Engage	Communication Materials Media

6. IMPLEMENTATION PLAN

IMPLEMENTATION PLAN - APPROACH

There is significant work across the various channels that has been done to date and a number of programs in the works; we do not need to repeat this work, but we do need to be aware of it. Our approach is to identify and acknowledge these existing activities and then highlight where there are missing pieces and new work required to complete the plan.



IMPLEMENTATION ECOSYSTEM



STRATEGIC FRAMEWORK

Target Audience

Community

Business

Visitors

Place Branding Framework

Place DNA

Place Experience

Place Product

Brand Pillars

The Place

The Experiences

The Spirit

The Opportunity

Strategic Pillars

Awareness

Identity & Reputation

*Community, Business &
Consumer Experience*

Advocacy

Tools, Upskilling & Training

Focus Areas

Stakeholders

Investment/Business Attraction

Community Engagement

Public Relations

Digital Comms

IMPLEMENTATION PLAN- FRAMEWORK

THEMES	THE PLACE	THE EXPERIENCE		THE OPPORTUNITY
CONSUMER NEED	To know that it has enough to offer them as a resident for now and the future - socially, economically and culturally	To know that the quality of life is up to or exceeds expectation.	To know that they will feel welcome and “fit in” when they are there	To understand the career and business opportunities - short and long term and how they can maximise opportunities
	Awareness & Inspiration		Education & Reassurance	Prosperity
MINDSET	SHOW ME	TELL ME	EDUCATE ME	CONVERT ME
KEY MESSAGE	City of Karratha is not in the middle of nowhere - it is accessible and offers diversity in its stunning landscape (blue, green and red) and in things to see and do	City of Karratha is not as you know it - it has come into its own and is a thriving regional city bursting with opportunity beyond mining	City of Karratha has a combination that many people desire - small community with big city facilities and infrastructure	Be part of a community like no other - one that supports each other in life and in business with opportunities to thrive.
CHANNELS / PLATFORMS	Social Channels Website Review Websites Influencers UGC Photography 360 Videos	Social Channels Website Public Relations Ambassadors Influencers UGC Review Websites Website - Aggreg8	Public Relations Media famil program Investor famil program Trade shows Stakeholder engagement	Community programs Stakeholder engagement Business Events Arts and Culture Program Business Program

CHANNEL ROLES & OPPORTUNITIES

	Purpose	Objectives	Opportunities
Stakeholders	To have a clear vision of the different groups and how their influence can impact positive advocacy	Primary: Educate, Motivation Secondary: Advocacy and share	Establish 'voices' for advocacy Ambassador program
Investment/ Business Attraction	Attract investment for key projects identified as growth needs for City of Karratha to support and encourage new business investment to the city.	Primary: Awareness, Lead Generation Secondary: Conversion	Establish alternative investment avenues
Community Engagement	Build upon the 'civic pride' and advocacy within community groups to 'spread the word'.	Primary Educate Engagement Secondary Advocacy and Amplification	Identification of positive stories. Word of Mouth/Social Media to amplify unique selling points to living/working in City of Karratha. 'voices' for advocacy Identify future development needs.
Public Relations	To push Karratha's brand proposition/ USP in lifestyle community and business publications/ blogs	Primary: Awareness Secondary: Generate interest	Deliver awareness of the benefits and interest in City of Karratha as a lifestyle/liveability and business option. Drive consideration as an viable option for business and lifestyle/liveability.

CHANNEL ROLES & OPPORTUNITIES

	Purpose	Objectives	Opportunities
Digital Communications			
Social Media	A vehicle for communicating key messages and maintaining a positive online community	Primary: Inspire, Educate and Engagement Secondary: Advocacy and lead generation	Targeted Facebook and instagram ads Seeding of both inspirational imagery and video content and testimonials Through ambassador program, create a 'voice' for City of Karratha
Website	To increase prominence of Karratha web properties, messaging and offers within search engines.	Primary Education, Information Secondary Consideration, Lead Generation	Optimise for retargeting Lead Generation
Search Engine Optimisation and Marketing	To increase prominence of Karratha web properties, messaging and offers within search engines and through digital advertising - adwords and retargeting	Primary Information Secondary Lead Generation	Increase traffic to website and awareness of key messages. Direct audience to specific landing pages relevant to key messaging Select keywords that are unique and put us aside from competitors.

STAKEHOLDERS

IMPLEMENTATION OVERVIEW

STAKEHOLDERS

OPPORTUNITY	ACTION
Establishing Engagement	Engagement workshops to determine objectives and goals of each stakeholder group.
Working Groups	Establish stakeholder working groups - depending on the group will depend on the recruitment style. E.g. community - nominations and applications to represent the City of Karratha community stakeholder group.
Bi-annual meeting	A representative from each stakeholder working group to come together twice a year to share and exchange on progress. This gives real ownership and participation to to these groups
Evaluation	Annual review of stakeholder program and engagement plan - internally communicate to stakeholder groups - positive and negative - reflect and learn for following years. This should cover off key areas of performance - planning, engagement, outcomes.
Communication	Positive progress to be communicated externally

INVESTMENT/BUSINESS ATTRACTION

IMPLEMENTATION OVERVIEW

INVESTMENT
ATTRACTION

OPPORTUNITY	ACTION
Tradeshows	Participation at identified tradeshows and conferences.
Partnerships	Identify industry partnerships to support major works and alliances to build credibility and assist in 'opening doors' to potential investors/new business.
Business Development	Continue to utilise the industry and business gap analysis tool developed to create and direct the business development sales pipeline.
Prospectus and communications materials	Develop prospectus and communications materials (video content for online dissemination) specific to address the gap analysis. Distribution (online and offline) at trade events, business development meetings, potential investors and business owners, industry partners (e.g. airline, Austrade)
Establish Program to support and establish new business investment	Create a suite of services to facilitate investment or business relocation including: Financial assistance, itinerary development, streamlined development applications, business case development, site selection, introductions, government facilitation and workforce development, new business mentoring program
Business Events	Bid and secure conferences that drives industry relevance and tourism.

COMMUNITY ENGAGEMENT

IMPLEMENTATION OVERVIEW

COMMUNITY
ENGAGEMENT

OPPORTUNITY	ACTION
MyKarratha	Program to encourage positive interaction, ownership and endorsement - moderated campaign to gather content and create pride in City of Karratha - shift from a place that I live to this is 'my place' - e.g. Know our neighbour programs and events e.g. neighbourhood parties.
Amplification	Voices of Karratha program - identifying key influencers - those who live locally, who have lived in Karratha but are now identifiable personalities as well as social media influencers.
Arts and Culture	Build on arts and festivals program (of event attendance) to bring in a broader scope to incorporate a deeper cultural component that engages and involves the community and builds on the increased family population.
Content	Series of short films with residents on why they choose Karratha. Image bank of 'living in Karratha' - working with key community groups
Pathway to Karratha	Ongoing study to understand the pathway that led residents to Karratha - to enable precise targeting for growth.
Sentiment	Deeper annual community engagement survey to measure sentiment and gap improvement.

PUBLIC RELATIONS

IMPLEMENTATION OVERVIEW

PUBLIC
RELATIONS

OPPORTUNITY	ACTION
Seeding	Seeding of stories/events to magazines/publications whose readerships matches that of pre-identified key audience groups.
Reviews	Organise media famils with key lifestyle and business publications in order to raise awareness of Karratha in news publications, magazines & TV. Advertorials in key publications.
PR Contacts Database	Create database of key lifestyle/business and news publications, journalists and bloggers created in order to seed out key product messages that position Karratha as an attractive city to live and do business.
Launching new brand positioning	Using suite of new marketing assets such as brand video and image library, introduce PR outlets to the exciting new brand positioning for Karratha.

DIGITAL COMMUNICATIONS

IMPLEMENTATION OVERVIEW

SOCIAL MEDIA

OPPORTUNITY	ACTION
Seeding	Progressing from using social media as just information platforms to an inspirational and motivating platform - building on from established following by using current Facebook platform and establishment of Instagram handle.
Reviews	Campaign within the community to encourage online reviews of local businesses and tourism areas/product in City of Karratha as part of 'My Karratha' campaign.
Influencers	Identify and engage key influencers for relevant target groups.
Advertising	Always-on Facebook and Instagram advertising to drive awareness initially then lead generation.

IMPLEMENTATION OVERVIEW

WEBSITE

OPPORTUNITY	ACTION
Integrated website	Create an integrated website with three distinct areas - live, do business and visit. Centralising this portal and optimising each sector for search provide a strong unified brand message across audiences. Achieved through landing page as an entry portal, and overhaul of content to align with messaging and provide depth of information and optimisation of site.
Targeted URL	Utilise a website URL that is related to the type of searches potential users would make and the content within the website (www.discoverkarratha.com.au).
Inspirational Content	Ensure the website uses, and capitalises on, high-res, aesthetically-pleasing imagery in order to elicit inspiration and ultimately, convert. Ensure content incorporates case studies through storytelling.
Social Media Aggregator	Incorporation of social feed into the website to display user generated content and positive social endorsements.
In Depth Tracking	Set up Google Analytics event tracking for each interaction on the website to aid in website optimisation and behavioural analysis.
Feature campaign messaging	Opportunity to feature campaign messaging once Phase 1 is launched.
Image Library	Create bank of images that can be accessed through the website by community interest groups, businesses trade partners and tourism operators. Provide these images royalty free widely to partners to extend share of voice.
Search	Create content on the website based on the type of queries that the target audience are searching for on Google. This should influence choice of images, articles, titles, body copy, metadata and page names.

IMPLEMENTATION OVERVIEW

SEARCH

OPPORTUNITY	ACTION
Audit	Complete SEO audit of owned channels alongside a keyword analysis of search queries that our target market are making on google.
Keywords	Identify keywords that are unique to Karratha and ensure they are featured within the content of our owned channels.
Backlinks	Identify potential partners who can be part of a link building exercise to raise authority of own channels in search engines.
Paid Strategy	Supplement efforts with paid search for immediate results - google adwords/retargeting.

INVESTMENT

INVESTMENT: Annual Place Branding Programming

Changing perceptions of Karratha from a mining town into an appealing place to live, visit and do business is a significant perception challenge and will occur over a period of time. The City of Karratha is infrastructurally set up to support population growth of up to 50,000.

The focus needs to be around strong consistent messaging to promote ongoing advocacy and longer term residency within the community and to change perceptions externally by raising awareness and encouraging lead generation and ultimately conversion.

Budget may be set aside within the business as usual programs, the below gives an indicative only of an annual budget for amplification and additional resourcing. A full budget based on implementation elements selected can be further developed.

INVESTMENT - BUSINESS AND LIFESTYLE

	Activity	Annual/Project	Audience	Cost
Agency	Content Asset Development	Project (annual maintenance - CoK)	All	\$150, 000
	Public Relations	Annual	All	\$100, 000
	Investment Attraction Content Creation and design materials for activations (e.g. tradeshow booth)	Project (annual maintenance CoK)	Business	\$100, 000
	Digital Communications (integrated landing page, content and asset creation, advertising, search, social media advertising, google adwords)	Annual	All	\$150, 000
	Campaigns	Annual	All	\$100, 000
TOTAL		Annual		\$350, 000
		Project		\$250, 000

INVESTMENT - BUSINESS AND LIFESTYLE

	Activity	Annual/Project	Audience	Cost
City of Karratha	Project Manager	Annual	All	\$150, 000
	Business Events attraction scheme	Annual	All	\$600, 000
	Arts and Culture attraction and diversification scheme	Annual	All	\$600, 000
	Business support services	Annual	Business (current and new)	\$200, 000
	Stakeholder programming	Annual	All	\$50, 000
	Pathways to Karratha	Project	Community/Business	\$30, 000
	Investment Attraction - trade shows and conferences	Annual	Business	\$100, 000
TOTAL		Annual		\$1, 701, 700
		Project		\$30, 000

INVESTMENT 1 : Tourism, Business & Lifestyle


























Launch campaign & asset development \$800k			Annual Maintenance \$500k	
AGENCY	TOURISM Brand Video - (60sec, 30sec, 15sec) Content videos Photography Social media assets Influencer campaign	BUSINESS Prospectus - digital & print Photography Social media assets Testimonial videos	COMMUNITY Social campaign - #MyKarratha Content videos/ Testimonial videos Photography Social media assets Content aggregator	ONGOING PR campaign Social media campaigns Influencer marketing Content aggregator Co-op marketing Ad hoc photography Website updates Training Trade show stand & assets
	Web skin PR campaign Build digital asset library Marketing assets & templates Internal training			
PAID MEDIA	\$200k			\$200k
IN HOUSE	Business events attraction scheme 600k Business support services 200k Arts and culture attractions 600k Project Manager 150k Pathway to Karratha study Management and maintenance of PR, email, asset library, website, events, social media			




INVESTMENT 2 : Tourism, Business & Lifestyle

Launch campaign & asset development \$500k			Annual Maintenance \$300k	
AGENCY	TOURISM Content Video- (60sec, 30sec, 15sec) Photography Social media assets Influencer campaign	BUSINESS Prospectus - digital version Photography	COMMUNITY Social campaign - #MyKarratha Content videos/ Testimonial videos Photography Social media assets Content aggregator	ONGOING PR campaign Social media campaigns Influencer marketing Ad hoc photography Website updates Training
	Web skin PR campaign Build digital asset library Marketing assets & templates Internal training			
PAID MEDIA	\$150k			\$120k
IN HOUSE	Business events attraction scheme 600k Business support services 200k Arts and culture attractions 600k Project Manager 150k Pathway to Karratha study Management and maintenance of PR, email, asset library, website, events, social media			

TIMELINE

ROLLOUT - KEY PRIORITIES

	Year 1	Year 2	Years 3	Year 4	Year 5
Stakeholders					
Investment Attraction					
Public Relations					
Community Engagement					
Digital Communications					

-  Low Priority
-  Medium Priority
-  High Priority

THANK YOU.



AGENCY

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