50th Anniversary of the Naming of the Sunshine Coast
Communication Plan

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Spokesperson/s	Mayor
Portfolio/divisional councillors	Cr Jason OPray, Cr Jenny McKay
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1.   Communication objectives

The objectives of this communication plan are to:

- Create awareness of the 50th anniversary naming of the Sunshine Coast
- Promote the celebratory and commemorative activity with the aim to generate excitement and a sense of pride within our community
- Through the anniversary we will profile and showcase our region, our Council and key projects and activities to local, national and international audiences
- Through community engagement we will inspire local community involvement and participation in anniversary events

2.   Communication approach

The basis of the overarching approach is proactive, positive and cohesive communication based on the three pillars of Celebration, Engagement and Legacy.

- Through cohesive and positive marketing communication activity in partnership with key stakeholders
- Through proactive profiling of carefully selected projects and activities
- Through promotion of clear call to actions to participate and be involved in all marketing communications activity
- A living communication action plan will developed an updated through out the year to facilitate the delivery of the communication plan

Key activity areas

- **Media relations**: Activate proactive media relations driving key campaign messages
- **Social media:** Develop schedule of social media comms to drive two way campaign conversation and program specific hashtags and encourage usage
- **Internal Comms:** Engage and excite SCC employees around anniversary activities and events
- **Stakeholder Engagement:** Drive activity through stakeholder comms channels
- **Partners and sponsors:** Drive activity through identified and appropriate partners and sponsors

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- **Marketing**: Drive awareness of milestone and activities through identified and appropriate marketing channels

Key communication activities

Logo and guidelines
A 50th anniversary logo and guideline has been developed and will be utilised through out the celebrations. The overarching guidelines is for internal audiences and a brand guideline "kit" will be developed for grant recipients.

Graphic Design & Collateral
- A range of marketing collateral will be produced to promote the 50th anniversary celebrations e.g. banners, postcards, program, posters, email signatures which will be updated with relevant events and activities through out the year.

Internal Communications
- CEO email informing all staff about the plan for 50th anniversary celebrations – including the background, celebration fund, events calendar.
- Q&As for customer contact, SAFI
- Provision of updates through staff @ work page and via other internal channels

Anniversary fund
- Traditional marketing - including print and radio advertising
- Media releases - to promote the Celebration Fund, applications open dates, closing dates.
- Social media – organic and paid
- E- newsletters: Council library email database (77,000), Community Connections email database (8000), Gallery email database (8000), scene email database (800), Sunshine Coast Creative Alliance email database (500)
- Council Spotlight advertising – print, radio, messages on hold, website
- Council website
- Councillor columns

Website
- Dedicated page(s) on Council website updated on ongoing basis to include anniversary and other events

Calender of events (tactics could include)
- Traditional marketing - including print and radio advertising
- Collateral kit including banners, postcards, posters, brochures (TBC)
- Media releases
- Social media – organic and paid
- Social media competitions
- E- newsletters
- Council Spotlight advertising – print, radio, messages on hold, website homepage
- Council website
- Councillor columns
- Council TVC
- Competitions, prizes etc.

Major events
- Category B activities separate comms plans to be developed in consultation with event organiser

Media / marketing activity

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- Identify relevant non-exclusive partnership opportunities with media or other partners – ABC schedule of activity radio interviews, Backward Glance, MWP feature(s)
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3.   Project background

Project objective

The 50th anniversary of the naming of the Sunshine Coast offers an opportunity for the community to celebrate its history and how that history has formed who we are today in a regional context.

Project background

The name 'Sunshine Coast' was launched in December 1958 at the inaugural dinner of the Sunshine Coast Branch of the Real Estate Institute of Queensland, held at the Hotel Caloundra. The Branch had begun a drive to popularise and obtain recognition for the name, to replace the term 'Near North Coast', which was not considered distinct enough, and had 'no significance for southerners.' The name 'Sunshine Coast' was officially endorsed by the then Landsborough, Maroochy and Noosa councils in November, 1966 when it was agreed to utilise the name to cover the three Shires. The name tied in with the decision to also form the Sunshine Coast Promotion Bureau to promote the district covered by the three Shires. It gave the district 'a great start in developing a tourist industry'; 'Sunshine', signifying 'brightness and warmth' (and providing a different but complementary attraction to the Gold Coast). A "Notification of Decision to Adopt a Place Name" under the Queensland Place Names Act of 1958 appeared in the Queensland Government Gazette in July 1967. The name was endorsed by the Minister for Lands, Alan Fletcher, who advised that the decision would take effect from 1 August, 1967.

4.   Target audiences

Group	Description	IAP level of communication
• Residents	• "Long term locals" who have existing sense of history • "Recent residents" to the Sunshine Coast who have very little context of Sunshine Coast's history	• I,C,I
• Community Groups	• Groups actively involved in cultural and historical activities • New community groups who see the partnership opportunities • Key community groups (i.e Community groups who are regular recipients of grants) •	• I,C,I
• Local businesses	• Business who have a long term history on the Sunshine Coast and who've helped shape the past and the region. • Newly established businesses who will help shape the future.	• I,C,I
• Visitors to region	• Repeat visitors who have a shared sense of history. • New visitors to the region.	• Inform
• Media	• Local, state, national media	• Inform
• Tourism operators / industry	• Local and national operators who would be leveraged through relationship with VSC	• Inform

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• Internal audiences	• SCC audiences	• I,C,I,C

Table 2: IAP2 Spectrum

Inform	To provide the public with balanced information to assist them in understanding the problem, alternatives, opportunities and/or solutions.
Consult	To obtain feedback on analysis, alternatives, and/or decisions.
Involve	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.
Collaborate	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.
Empower	To place final decision-making in the hands of the public.

5.   Key messages

General Messaging
- The 50th Anniversary of the Naming of the Sunshine Coast will be officially commemorated on August 1 2017.
- During the 50th Anniversary year we plan to celebrate our identity, showcase our history and future and engage our community.
- Sunshine Coast Council is supporting celebrations throughout 2017 to mark this historic occasion.
- 2017 will be a year of region wide celebrations.

Celebration
- 2017 is an exciting year where we plan to celebrate and commemorate our People and our Places

Legacy
- 2017 is a milestone year where we celebrate our coming of age and look forward to our bright future.

Engagement
- In 2017 we will engage and support many community events and activities, through anniversary activities and the anniversary fund.

7.   Budget

7.1   Endorsed budget of $50,000 at beginning of project

7.2   Budget can be found in EDDIE, Record Number: D2016/1211188

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8. Risk management

Risk	Response/mitigation
Community fatigue over celebrations	Ensure activities promoted are selected appropriately and brand is managed consistently Apply tiered level of communication messaging
Negative public reaction to then and now	Appropriate messaging of SC50 milestones and celebrations – focus on bright future
Failure of external event organiser to sufficiently delivery project / activity	Need to ensure clear grant processes / protocols followed and work with category B organisers throughout delivery
Limited community involvement / attendance participation on events	Activation of all marketing communication activity as outlined in relevant plan
Incident / disaster at SC50 event	Clear event cancellation processes and procedures and comms protocols established between organiser and SC50 team Use of social media and media partners to distribute messages
Cancellation of SC50 event / activity due to unforeseen circumstances	Clear event cancellation processes and procedures and comms protocols established between organiser and SC50 team Use of social media and media partners to distribute messages

9. Communication tools

The information below contains an overview of the communication tools that will be used as part of this communication plan. Further detail is contained in the communication activity planner.

9.1 Corporate Communication owned tools

SCC Communication Tools	SC50 tie in
Internal	
Home page intranet	SC50 landing page developed and updated
SCC Customer Contact Centre/ update SAFI	To be updated as per activity plan
External	
Print	
Spotlight print advertising local papers (non APN)	Council Columns to be branded SC50
Media releases/liaison	Relevant media releases to incorporate SC50 message
Radio	
Spotlight radio advertising – HotFM, MixFM, SeaFM and ZincFM.	Spotlight ads to be utilised for milestones or key events
Online/electronic	
Messages on hold	As above
Council news centre	As above
Home page council website	As above
Social Media	
Facebook / Instgram / Twitter	SC50 relevant comms to go on SCC Social channels
Other	
Media information	To be developed as required
Stakeholder Briefing Documents (internal and external)	To be developed as required

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10. Evaluation

Measures of success

- Did we create a sense of regional pride about the anniversary?
- Did we create a sense of excitement around specific milestone events?
- Did we utilise all of the relevant story opportunities to showcase our region?
- Did we generate sufficient "noise" around the event and from profiling activities?
- Did local community groups take up the funding opportunities?
- Did local residents, businesses and community groups actively participate in the event?

Evaluation methods

- Media monitoring to measure hit rate of media liaison
- Website hits and downloads
- Monitoring of social media commentary
- Feedback (formal and informal) to council and staff
- Attendance (numbers) at events and activities
- Marketing/communication activity planner

11. Communications Activity Planner

Communications activity planner overview (see separate document for detailed planning)

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