

# Marketing Plan

## Objectives

- To promote participation in and enjoyment of the arts and music as an accessible, enjoyable, everyday experience for a wide range of residents and visitors.
- To attract residents located in the City of Yarra to a signature outdoor concert series.
- To encourage a sense of community pride in having a free, high quality music event at their doorstep.
- To feature and celebrate the use of outdoor spaces in the City of Yarra.
- To promote the City of Yarra as a municipality in which the arts are thriving, engaging and accessible.



## Target Markets

The Summer Series will attract local City of Yarra residents and visitors to the municipality with wide-ranging demographic profiles:

- Families; appealed by low cost, physical accessibility, safe day time activity, no sale of alcohol
- General adult audience appeal; 25 to 65+; music lovers, arts engaged
- Groups of friends; 25 to 65+; appealed by low cost, opportunity to have a picnic together, quality of programming on offer
- Culturally and linguistically diverse communities; appealed by the range of programming, inclusive messaging and safe, informal setting
- Regular visitors to Fairfield Park; appealed by the opportunity to have a low-cost day out with family and friends, the ability to pack a picnic and enjoy lunch before the concert
- New visitors to Fairfield Park; who are attracted by the programming and discover the beauty of the park
- Older music lovers; 65+ audiences, attracted by a day time event with high quality music and low cost factor

## Key Messages

- Enjoy free live music every Sunday afternoon in February at the Fairfield Amphitheatre
- Summer Series is proudly produced by Purplestage Arts and Event Management and presented by the City of Yarra
- Leave the car at home! Ride your bike, walk along the Main Yarra Trail or catch the train (Fairfield Park is approximately a 5 minute walk from Fairfield Train Station)
- Summer Series is a glass free, family friendly event.
- Be Sun Smart! Don't forget to slip on a shirt, slop on sunscreen, slap on a broad brimmed hat, seek shade and slide on some sunnies. (Download the free SunSmart app and keep track of the high UV times. Sunscreen is available at the Summer Series information stand.)

## Measures of Success

- Audience attendance of at least 1,000 people across the series (or 250 per concert)
- Gain 80% customer satisfaction ratings (good or higher) in audience surveys conducted on the day by volunteers
- 50% of attendees live or work in the City of Yarra
- 30% of attendees walked, cycled or caught public transport to the event
- 20% of attendees are first time visitors to the Summer Series
- Customer survey feedback to show 70% of attendees would recommend attending the Summer Series to somebody else
- 30% of audiences saw performance information on printed or online marketing materials
- 150 hits to the Summer Series web page on Yarra City website or social media



# Summary Timeline of Marketing Activities

Dates	Key Milestones
3 December 2014	Proposed program to be submitted to the Council Representative for approval
4 December 2014	Source style guide from communications department to ensure posters and flyers are in line with the Council's standards
5 December 2014	Confirm community signboard booking and contact local real estate agent to provide sign.
8 December 2014	Present first media release (programming focus) to Council Representative for approval and possible inclusion of quote from Mayor
9 December 2014	Submit article and images for The Yarra News February edition
10 December 2014	Submit text for additional Council promotional outlets (e.g. On Hold messages, staff intranet, Things to Do web feed, Community Noticeboard etc.)
15 to 22 December 2014	Prepare design concepts
5 January 2015	Presentation of marketing and promotional material to City of Yarra
6 January 2015	Finalised posters and handbills sent to print
7 January 2015	Prepare first e-newsletter for distribution and upload listings of concerts on Melbourne event websites.
8 January 2015	Present social media schedule to City of Yarra Communications team
9 January 2015	Draft speech notes for Mayor or Councillor to speak at event(s)
12 January 2015	Community signboard installed on Heidelberg Road
13 January 2015	Distribution plan commences to local residents (letter box drop or similar) and local organisations (e.g. Yarra Libraries, Neighbourhood Houses and Learning Centres, active traders groups etc.)
14 January 2015	Present second media release (event detail focussed with opportunities for interviews) to Council Representative for approval
15 January	List of FAQ to be sent to City of Yarra Customer Service team to handle any enquiries that come directly to the Council
17 January 2015	Large event signage sent to print (including programming details and way-finding signage)
19 January 2015	Prepare second e-newsletter for distribution
26 January 2015	Final week of social media promotion – include significant cross-promotion via websites and social media channels of participating artists
1 February 2015	SUMMER SERIES CONCERT 1
8 February 2015	SUMMER SERIES CONCERT 2
15 February 2015	SUMMER SERIES CONCERT 3
22 February 2015	SUMMER SERIES CONCERT 4
23 February 2015	Issue post-event press release promoting the success of the Summer Series and thanking artists, audiences, sponsors and partners.
28 February 2015	Prepare and submit post-event marketing and publicity report to City of Yarra representative.

