

Activity 5.3: City Promotions

Accountable Manager: Richard Stokes

What services are provided?

- Deliver Christchurch city promotional material with information about living, visiting and doing business in Christchurch (such as brochures, merchandise and websites)
- Management of the city wide street banners programme - seasonal banners, event banners and Christmas decorations for the City

Why do we provide these services?

To promote Christchurch as a great place to live, work and visit.

To inform residents and visitors about key city attributes, in particular parks, sites, events, attractions and facilities.

To provide seasonal colour to the City through the banner programme.

What outcomes are we trying to achieve?	How do the services contribute to desired outcomes?
<p>Christchurch is recognised as a great place to work, live, visit, invest and do business</p> <p>People have the information and skills to enable them to participate in society</p>	<p><i>Preparation of promotional materials across print, web and digital platforms provides Christchurch residents with information about the city and promotes it as an attractive destination to work, live, visit and do business. Management of the city's promotional film and photographic library stock helps support the preparation of these materials.</i></p> <p><i>The street banners programme provides the city with seasonal colour and a festive atmosphere, enhancing the perception of Christchurch as a great place to live and visit.</i></p> <p><i>Promotional materials and websites inform residents and visitors about key events, attractions and facilities within the city, encouraging participation.</i></p>

Which group or section of the community will benefit from this activity :

Christchurch Residents, International Students, English Language Schools, Study Christchurch, Christchurch and Canterbury Tourism, Canterbury Development Corporation, Christchurch City Council, Conference and Event organisers, Tourism and Accommodation Operators.

Key legislation:

None

Customer

What business results must we deliver to our customers, to deliver on the outcomes?

Performance Standards for LTP

Performance Standards for LTP	Current performance	Benchmarks	Recommended LOS	Rationale	LTP Committee Direction
Deliver Christchurch city promotional material with information about living, visiting and doing business in Christchurch					
5.3.3 Maintain (external) Christchurch website	Provide http://www.christchurch.org.nz/ : 120,000 unique site visitors per annum		Continue to provide: http://www.christchurch.org.nz/ as the highest visited site for promotion of Christchurch City and a portal to information from City agencies	Most competitive cities worldwide maintain a site of this nature. Promote a view of Christchurch - open for business - to ensure progress of the City recovery and what is accessible is widely communicated.	
5.3.4 The Council produces and distributes city promotional material, for residents and visitors	Six major brochure categories provided		5.3.4.1 Provide print, web and digital (social media such as Face Book, You Tube) promotional material across information categories, including: <ul style="list-style-type: none"> •Christchurch Facts •City and Events Guide •City and regional map •City Walks and Drives • City Parks and Gardens 	City promotional material crosses over into resident, visitor and business marketing, therefore promotional material produced should be useful in all applications.	Add "and digital media" to recommended LOS. This will remain within the current budget level. Provide examples of digital and social media. (see bold)
5.3.1 Residents are satisfied with Council provision of information available to them about events, activities and attractions in Christchurch.	2012: 85% 2011: not surveyed 2010: 87% Annual Residents Survey	None available	85% Annual Residents survey	Key Business Driver: Provide an overview to residents and visitors about visiting, living, working and doing business in Christchurch, so that they have quality information to assist their enjoyment of living in Christchurch.	Increase LOS from 80% to 85% (see bold)

Customer

What business results must we deliver to our customers, to deliver on the outcomes?

Performance Standards for LTP

Performance Standards for LTP	Current performance	Benchmarks	Recommended LOS	Rationale	LTP Committee Direction
Management of the city wide street banners programme - seasonal banners, event banners and Christmas decorations for the City					
5.3.2 Manage the annual programme of street banners and seasonal decoration.	Up to 16 seasonal and event banners in place on banner sites all year (including Christmas decorations)	None available	Seasonal and event banners in place on banner sites all year (including Christmas decorations): Up to 16 events / seasonal change outs per annum.	Key Business Driver: Provide colour, community and festive atmosphere.	Change performance standard to "Provide banners and seasonal decoration" (see bold)

Customer

What business results must we deliver to our customers, to deliver on the outcomes?

Non- LTP Performance Standards

Non-LTP Performance Standards	Current performance	Benchmarks	Recommended LOS	Rationale	LTP Committee Direction
Deliver Christchurch city promotional material with information about living, visiting and doing business in Christchurch (cont'd)					
5.3.4 (cont'd) The Council produces and distributes city promotional material	95% satisfaction of materials produced for City Agencies		5.3.4.2 95% satisfaction of materials produced for City Agencies	City promotional material crosses over into resident, visitor and business marketing, therefore promotional material produced should be useful in all applications.	(CDC, CCT, UC Survey) removed from LOS
5.3.5 Co-ordinate an integrated marketing position across organisations promoting Christchurch			CCC, CCT, CDC and CERA agree on common principles for promotion of the City	CCC, CCT, CDC and CERA all promote Christchurch in some way. Consistency of branding and messaging will increase the value of this activity for the City.	Add new non-LTP measure: Clarify city branding issues – integrated marketing position and online interface (with CERA, CDC and CCT) (see bold)