



NOTES:

- This Marketing Plan Summary is to be presented at the Group's Management Committee's February meeting, for discussion and approval.
- The following summary is generally an update of previous years 'Marketing Plans' and further information can be found in those. An 'Annex' is also available on request. It describes the following: Objective; The Group's Constitution; General Role; Promotion; the promotional Mix; and Goals.
- Both the 'Marketing Plan' and 'Annual Report' are available for public scrutiny on the Group's website www.cromwell.org.nz.
- At the end of this Summary are some 'opportunities' that should be explored and which may affect the estimated budgets.

The Cromwell Promotion Group's proposed programme and expenditure for the 2008-09 period comprises the following:

EXPENDITURE

Advertising

Comprises Classified Advertising, Cinema Advertising and Website Advertising. It is proposed to delete the Cinema Advertising (Queenstown Movies costing \$3,685 pa) bringing the total requirement to \$6,500.

Personal Selling

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Includes Promotions Officer (\$40k), Canterbury A&P Show (\$21k) and Promotional Goods (\$2k). Allowance should be made for possible involvement with 'Ellerslie Flower Show in Christchurch (see 'Opportunities below) of \$10k. Total requirement \$73k.

Publicity

Allow for Local Activity Support of \$7,000.

Sales Promotion

This includes activities such as Town Centre Promotions (\$5k), photographs, brochures, Tearaway Maps, Banner and Signs, and Equipment (\$5k) - giving a total of \$10,000.

Infrastructure Development

This includes Walkway construction and maintenance (where costs are not recovered), and Mall Security. Allow \$2,000.

Operating

Includes: Insurances (\$2k), stationery & postages (\$2k), copying (\$1.8k), Administration (\$10.7k) and AGM Expenses (\$1.5k). Total \$18,000.

Therefore the total proposed budget for the 2008-09 period is \$116,500 (say) \$117,000.

INCOME

Income is derived from the following:

Grant from District Council	\$90,000
Subscriptions	\$7,000
Miscellaneous Income	\$2,000
Event 'surplus'	\$15,000

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Farmers Market \$3,000

Therefore the total income is expected to be \$117,000.

OPPORTUNITIES

The Committee should investigate and discuss the following opportunities (as well as any others) that could form part of the proposed plan.

#1: Ellerslie Flower Show

The Christchurch City Council has purchased the rights to the Ellerslie Flower Show and it is proposed to stage the event in autumn 2009. Information from Christchurch is not available yet but the Group should explore a joint Group/Otago Polytechnic exhibit.

#2: Wakeboard Competition

The Southern Lakes Board riders Club are organising a competition to be held adjacent to Old Cromwell on 23-24 February. As part of that there is ramp or 'slider' being constructed and it has been indicated that a permanent location for that slider is being sought. It is considered that Cromwell may be a good location as if it was readily available more competitions would be attracted. If taken from the water it could possibly be located in the group of trees to the south of Melmore Marina.

#3: Second Hand Recreational Vehicle Sale

This would be held over busy Christmas period on the Golden Gate Lodge paddock. To be organised by Group or local service club, or both. Include boats, jetskis, 4WD's etc. Sale on one day only - from 8am to 4.30pm. Site would cost (say) \$10 or \$20. Once in 'compound' no vehicles allowed out for testing etc before 4.30pm.

#4: The Great Cromwell Challenge

Event organised to coincide with an Old Cromwell Fair Day.
Walk/run/MTB/kayak/horse ride from Lowburn Peninsula to Old Cromwell. Auckland's

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Round the Bays attracts some 80,000 people but that only represents about 8% of the local population. If Cromwell could get 400 or 10% participants that would be bigger than the Auckland event. Would need to be free, and attractive to families.

#5: Cromwell Summer Series

Investigations should be made into the extension of the series with a MTB event on either/or both Mt Pisa Station or Bendigo. Depending on numbers this year, deletion of the Carricktown Crusher could be an option.

#6: Cromwell Districts Walkway Trust

In the past the Group has developed various local walkways on its own, or in conjunction with Sport Otago. Although the basic trails have been developed there are more 'major' routes that should be constructed - including a link along the Kawarau Gorge to the Nevis, hence linking to Arrowtown. The Cromwell Gorge route should also be constructed along the lines of the 1990 Amenity Grant funding report.

The Group can spend a certain amount of time on this work, but it is best that a separate "Cromwell Districts Walkway Trust", or similar, be set up. The Trust would then source funding from the Central Lakes Trust to plan and undertake the work. If considered feasible, the Group could assist with the setting up of the Trust.

Terry Emmitt
Secretary
1/08