



# Marketing Plan Summary 2009-10

**CROMWELL & DISTRICTS PROMOTION GROUP**

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*Cromwell & Districts Promotion Group  
Marketing Plan Summary 2009-10*

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**MARKETING PLAN SUMMARY 2009-10**

**NOTES:**

- This Marketing Plan Summary was presented and approved at the Group's Management Committee's February meeting. It was also considered at the Cromwell Community Board's January 2009 estimate meeting and included in the Long Term Council Community Plan 2009/19.
- 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](http://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 2009-10 period comprises the following:

**EXPENDITURE**

**Advertising**

Comprises Classified Advertising (mostly Holiday Guides), 'Glossy magazine' advertising (when opportunities arise), and Website Advertising. Event advertising is separate and a 'charge' to each event. The total requirement is \$14,000.

**Personal Selling**

Includes Promotions Officer (\$40k), Canterbury A&P Show (\$21k) and Promotional Goods (\$2k). Allowance should be made for possible inspection/investigation of involvement with 'Ellerslie Flower Show in Christchurch (see 'Opportunities below) of \$3k. Total requirement \$71k.

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**Publicity**

Allow for Local Activity Support including Old Cromwell, Cromwell Races, and other smaller events. Allow \$5,000.

**Sales Promotion**

This includes activities such as Town Centre including: advertising (\$3k), 6-monthly service to surveillance cameras (\$2k), and Christmas decorations erect/dismantle (\$7k) ie \$12k. In addition are photographs, brochures (reprint of Discover Cromwell required at \$5k), Tearaway Maps, Banner (new one) and Signs, assistance to Information Centre, and Equipment - all (say) \$10k - giving a total of \$22,000.

**Infrastructure Development**

This includes Walkway construction and maintenance (where costs are not recovered), to Bannockburn/Ripponvale walkway (mainly signage) to complete the project. Allow \$4,000. Development costs such as signage may form part of a funding application to gaming machine / trust funding.

**Operating**

Includes: Insurances (\$2k), stationery & postages (\$3.5k), copying (\$3.5k), Administration (\$8.5k) and AGM Expenses (\$1.5k). Total \$19,000.

Therefore the total proposed budget for the 2009-10 period is \$124,000.

<b>INCOME</b>
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Income is derived from the following:

Grant from District Council	\$90,000
Subscriptions	\$8,000
Miscellaneous Income	\$2,000
Event 'surplus'	\$15,000
Farmers Market	\$3,000

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Therefore the total income is expected to be \$117,000 - leaving a shortfall of \$7,000. Note that it is not expected there will be any carry-over of funds this current year.

<b>OPPORTUNITIES</b>
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The Committee should investigate and discuss the following opportunities (as well as any others) that could form part of the proposed plan. Note that some of these opportunities were not taken any further in the current year because of the shortage of funding - basically caused by the time taken, and cost of, the Christmas decorations in The Mall.

**#1: Ellerslie Flower Show**

The Christchurch City Council has purchased the rights to the Ellerslie Flower Show and the first show is set for March 2009. The Group should send a representative to the show to determine/report on if there is an opportunity for a joint Group/Otago Polytechnic exhibit in 2010.

**#2: 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.

**#3: 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 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.

**#5: 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  
1/09