

## 6. DISTRICT PROMOTION STRATEGY

6.1. District Promotion Strategy	
Responsibility:	Chief Executive
First adopted:	
Historic revision dates:	Nil
Next review date:	2018
Review frequency:	With Long Term Plan
Approval authority:	Council
Consultation required:	Consult as part of the Long Term Plan
Record number:	DocSet ID number - 323711
Associated documents:	Long Term Plan 2015-25



### 6.2. Strategy Objectives

- Use a full range of marketing tools in conjunction with other organisations, to encourage external people to visit and live and develop businesses in our district.

### 6.3. Link to Council Outcomes

- Improved external image: People outside our district are encouraged to live, work and develop businesses here.

### 6.4. Background and Current Position

Council plans on employing a marketing officer who will focus on promoting our district to people and businesses who live outside the South Waikato and to encourage them to live, work and play here. Our Chief Executive has been 'spear-heading' lifting our public profile in the wider community. Strong external communications and district promotions plans are being developed to achieve this.

### 6.5. Strategic Priorities

- Continue work to improve the reputation of the South Waikato to outside people and residents.

### 6.6. Year 1 Action Plan (2015-16)

Action	Position Responsible	Date	Resource Requirement
Employ a marketing officer who will be tasked with positively promoting our district to those who live outside the district	Chief Executive		

### 6.7. Annotations

Res No	Date	Subject/Description