

Marketing the Central Coast as a Business  
Location  
Regional Development Australia Central  
Coast  
28 April 2011

***Focus on The Coast***

Anthony Dow, Chief Executive Officer

[www.rdacc.org.au](http://www.rdacc.org.au)



# Summary

1. What are we doing?
2. Why are we doing this?
3. How are we approaching this?
4. Who is involved?
5. What is the latest?
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# What are we doing?

- RDA Central Coast is leading a process to develop the Marketing the Central Coast as a Business Location strategy, which will lead to the implementation of a Business Portal.

# Why are we doing this?

- The Regional Economic Development and Employment Strategy (REDES), launched in early 2010, included seven strategic areas with 37 actions.
- Under the Strategy entitled “Marketing the Region as a Business Location”, the specific action we are delivering on is “Prepare a Central Coast Business Marketing Plan”

# How are we approaching this?

- A Strategic Implementation Group (SIG) has been set up with representation from Central Coast Regional Development Corporation, Central Coast Tourism, Department of Premier and Cabinet, both Councils, Industry and Investment NSW, NSW Business Chambers Central Coast and RDA Central Coast.

<b>SIG Member</b>	<b>Name</b>	<b>Position</b>
Central Coast Regional Development Corporation (CCRDC)	Brett Phillips	Chief Executive Officer
	Margaret Paterson	Marketing Manager
Central Coast Tourism (CCT)	Oliver Philpot	Chief Executive Officer
	Jacqui Greaves	Business Development Manager
Department of Premier and Cabinet (DPC)	Leoni Baldwin	<b>Regional Coordinator, Central Coast</b>
	Karen Minto	
Gosford City Council (GC)	John Tilston	Advisor Economic Development
	Colleen Worthy-Jennings	Director Environment and Planning
Industry and Investment (I&I)	Peter Brown	Business Development Manager Central Coast
NSW Business Chambers – Central Coast (NSWBCCC)	Ken Baker	Chairman
	Daniel Farmer	Business Development Executive
	Natalie Wilson	Committee Member
Regional Development Australia Central Coast (RDACC)	Anthony Dow	Executive Officer ( <b>Chair</b> )
	Jacque Fredericks-Smith	Project Officer
	Kim Williams	Committee Member
Wyong City Council (WC)	Garry McLachlan	Manager Business Development
	Bronwyn Rumbel	Manager Economic & Corporate Planning

# How are we approaching this?

- The SIG undertook a desktop review of local, state and international marketing of business locations, with a view to design and implement a Central Coast Portal within the marketing strategy to effectively reach and attract business prospects.
- Overall Philosophy “work with what we have”

# What is the latest?

- Process has included Louise Duff, Managing Director-Brilliant Logic conducting workshops with SIG to deliver the Central Coast Value Proposition, including:
  - Logo with tagline
  - 9 Central Coast Key Strengths
  - 3 Business Stories
  - Central Coast business and organisations being encouraged to align with these statements:

## **Business Networks:**

- Thriving business networks with strong community values

## **Workforce:**

- A growing population with a skilled and talented workforce

# Key Statements

## **Education:**

- Quality education with a brighter side

## **Affordability:**

- Affordable with priceless benefits

# Key Statements

## **Investment:**

- A sound investment in a lively business community

## **Location:**

- A growing business community just an hour north of Sydney

# Key Statements

## **Health and Wellbeing:**

- Spend more time living

## **Land & Housing:**

- Affordable. Accessible. Enjoyable.

# Key Statements

## **Lifestyle & Community:**

- Be a part of something special

# Suggested Logo



NSW  
CENTRAL<sup>®</sup>  
COAST  
*Bringing business  
to life*

# Next Steps

- We expect targeted consultation to continue to end July 2011, with wider key stakeholders consultation to test the Portal and Marketing Strategy
- Launching the new website:  
[www.investcentralcoast.com.au](http://www.investcentralcoast.com.au).
- Examples [www.evocities.com.au](http://www.evocities.com.au) and [www.businessgc.com.au](http://www.businessgc.com.au)