

Market The Central Coast As A Business Location – Website

20 October 2011

Background

- Developed under Regional Economic Development and Employment Strategy (REDES)
- Action: Market the Central Coast as a Business Location
- Strategic Implementation Group (SIG) including key regional stakeholders

Steps

- Develop business attraction marketing strategy with website as foundation
- www.investcentralcoast.com.au
- Website created by local talent -
Treehouse Creative & Organise Internet
with Brilliant Logic providing editing for
the site
- Due to be launched mid November 2011

Website Partners



- Regional Development Australia Central Coast
- Trade and Investment NSW
- Wyong Shire Council
- Gosford Shire Council
- NSW Business Chamber Central Coast



Website



The website will provide:

- Platform for business attraction marketing campaign
- Up-to-date information on Central Coast business, location, education, research, media, lifestyle and events
- Direct access to the right people to gain assistance with enquiries

Website



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“**Webisodes**” - recordings from local successful Central Coast leaders are included on Website Channels:

- Business
- Location
- Education
- Events
- Research
- Our Stories

Website



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