

Gov 8

## PLAN FOR THE IMPLEMENTATION OF THE TRANSLINK NETWORKING, MARKETING AND ENGAGEMENT PROGRAM ACROSS OCTOBER 2018 TO MARCH 2019

### 1 INITIAL ACTIVITY:

#### 1.1 Tenant, public and prospect TRANSLink website

- Register domain (minor cost of \$100 or less)
- Build site (minor cost of \$100 per month or less for hosting) This will use a similar platform to nmba.asn.au so no outside designers, developers or software programming will be needed
- Obtain, write and publish content (assume cost of \$200 or less for purchasing stock photography - may not be needed if images can be sourced from Council etc)
- Include public version of TRANSLink tenant directory (derived from Knowledgebase)
- Include moderated online secure tenant forum with capability to deliver FAQ, ability to post questions and responses, ability to post issues, event and meeting invitations, updates from NMC, ability to contact TRANSLink "ambassador", news
- Include public promotional areas for prospective tenants and developers. Progressively there will be sections specific to all of the key targeted prospective tenant industry sectors

#### 1.2 Develop the foundation for a TRANSLink "Business Club"

- establish meetings each 2 months, with agenda, progress updates, potential guest speakers, but primarily networking, sharing and sharing of opportunities (assume a partial or full cost contribution by NMC to catering and venue cost for these meetings).
- establish an environment of "supportive cooperation". For example on crime prevention, tenants will need to propose and commit to their own involvement and contribution to any programs, rather than just making requests to Council
- attendance and involvement of developers, occasional presence of NMC people, invitation of prospective tenants, and real estate agents

Investment to achieve above – 16 hours per week x 7 weeks

### 2. ONGOING ACTIVITY PRIOR TO RETURN ON INVESTMENT ASSESSMENT:

- Maintain website
- Write additional content especially in areas of targeted industry pitches for prospective tenants
- Respond to tenant and prospect enquiries
- Maintain program initiatives (such as current NBN initiative and potential Crime & Risk program)
- Manage Business Club meetings
- Broker contact and introductions between prospective tenants, developers, real estate agents, Council/other authorities, current tenants

Investment to achieve above – 8 hours per week x 6 weeks

### 3. RETURN ON INVESTMENT ASSESSMENT:

- Analyse results of program against agreed KPI's
- Report on results
- Provide recommendations and options on changing, winding-down, or enhancing the program based on ROI results

Investment to achieve above – 24 hours