

Hi Cliff

RE \$30,000 marketing and promotion spend

Please see below additional information that I hope will further clarify DTI's marketing and promotion spend.

- Cost of the Denmark Holiday Planner (graphic design / maps / print) is approximately \$75,000 plus an approximate distribution cost of \$12,000. The \$10,000 request of Council is a nominal contribution to the overall project. Work needs to commence on this project immediately as it involves obtaining advertising (from the membership and other tourism related outlets e.g. TransWA) to cover the majority of costs associated with the project. The Planner would go to print in October / November ready for distribution in December.
- The cost of attendance at consumer shows will not be known until price lists for each show are released. Typically we partner with Albany and Walpole and share a booth. Assuming that the partnership continues, approximate cost of attendance will be \$1,600 to \$2,000 (usually includes booth, electricity and overhead sign). This will be in addition to staffing costs (time, accommodation, travel and food allowance) and additional signage (e.g. Pull-up banners / print collateral). The Perth Caravan and Camping Show is typically held in March, the Great Southern Show held in October, the Royal Show in September / October. Bookings need to be made months in advance to secure a booth.
- The \$10,000 request for TV advertising in April / May of 2017 will be expended on air-time to the full amount of \$10,000. Depending on how DTI is tracking financially, the Board would look to contribute additional funds towards air-time.
- \$2,000 towards collaborative marketing opportunities throughout the year – from time to time, ASW, for example, offer collaborative marketing opportunities. When I presented to Council on 21 June 2016 I detailed such a collaborative campaign known as the "Great Southern Campaign", which included radio, print, social media and online advertising. When these opportunities arise, DTI within its means, always strives to participate.

It is very important to DTI that the \$30,000 is received to ensure the aforementioned is carried-out to promote Denmark to domestic and international markets.

I thank Council for its support of DTI, and I look forward to continuing to work with the Shire into the future.

Thank you.

Kind regards

Justine Nagorski
Chief Executive Officer

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