

ATTACHMENT 2: CBD ENHANCEMENT PROJECT MARKETING PLAN: JULY - DECEMBER 2002						
KEY STRATEGY AREA	July	August	September	October	November	December
Communication Vehicles	Web Site Development	1. Joondalupdate 2. Joondalup FM	Whats on in Joondalup email database (lib)	1. Joondalupdate 2. Joondalup FM 3. Mayors Column	Whats on in Joondalup email database	1. Joondalupdate 2. Joondalup FM 3. Mayors Column
Strategy Promotion and Publicity	Community News - Sponsor NCJ	Launch Website	1. Council News 2. CoJ Social Club discounts	Advert in West Australian on Business in CBD	1. Channel 31 2. The Real-estate Show	Council News
Promotional Events and Activities (Food and Entertainment)	Northern Christmas in Joondalup (NCJ)			1. Food Festival 2. Distribute CBD branded umbrellas		A Northern Christmas in Joondalup
Promotional Events and Activities (other)	HERDSA CONFERENCE				1 Launch of Central Walk 2. Youth Expo 3. Enviro Conference	
Business Attraction Strategies	Examine Business Rate Differential Program	Plant your Business in Joondalup Info Kit	1. Stall Business Opportunities Expo 2. Goodwin News		Central Walk Business Sale - Bus Attraction Function	Goodwin News-letter advertisement
Business Assistance Strategies	Promotion of Street Banner Policy Change	Promotion of Signage on Plant Protection Grills	Develop CBD branded umbrellas, with sponsor	Install signage on plant protection grills	Launch CBD Promotion & Vibrant Shops Funds	
Operations and Facilities Licencing	Letter to Lotteries Commissioner Lotto Licence	Appeal - 3rd liquor Licence in Joondalup CBD		Tenders: 1. Car Market 2. SWAP MEET	Night Markets	1. Markets 2. Community Shop Art Gallery Launch