

2017/2018 MARKETING PLAN

29th May 2017

To South Bank Retailers:

As is now required under the retail shop lease legislation, we wish to provide you with a brief overview of the Corporation's proposed spending on promotion and marketing during the upcoming financial year 2017 – 2018.

South Bank Corporation will continue to invest the retail marketing (promotion) levy in marketing and promotion activities to develop dining patronage to South Bank Corporation retailers. An effective marketing mix has been created whereby the eatSouthBank website and related social channels including Instagram and Facebook keep South Bank retailers at the forefront of a strong and ever-growing database of diners from across Brisbane. The 35 page Nosh magazine produced twice-yearly reinforces retailer stories, messages and offers to 80,000 readers across 30 suburbs. Activation such as the Sunday Sessions music program on the River Quay green will continue to augment dining patronage and generate atmosphere that benefits the Corporation's dining precinct. In the 2017 – 2018 financial year, these initiatives will continue to be supplemented by campaigns and competitions that continue to raise awareness and attract strong patronage to South Bank retailers.

In addition to the retail marketing levy, South Bank Corporation invests in the retail precinct with additional funding to run dedicated retail marketing and promotion campaigns, invest in festivals that demonstrate positive flow-on effect for retailers through retailer participation and extra activation. The Corporation will also continue to strike partnerships to increase the marketing reach of all activities.

In order to assist the Corporation to invest the retail marketing levy in accordance with the above, from 1 July 2017 South Bank Corporation will be using a consolidated fund to hold the levy on behalf of all South Bank retailers. This will not only reduce the administrative work associated with investing the levy on behalf of all South Bank retailers, but will also enable the Corporation to invest the retail marketing levy in a more direct and focused manner with respect to the promotion and marketing of the South Bank precinct as a whole.

Kind regards,

Lyndal Hall
Marketing Director