

SUNSHINE COAST COUNCIL

As one of Australia's top 10 significant urban areas and Queensland's third largest city, the Sunshine Coast is a leading regional city of the 21st century. **dtb!** has partnered Sunshine Coast Council across several projects over 10 years to promote the economic development of the region.

CASE STUDY

- ! Brand creation
- ! Marketing and campaign strategies
- ! Community and stakeholder engagement
- ! Advertising
- ! Graphic design
- ! Website design and build
- ! Videography and photography
- ! Event planning and management
- ! Media planning and buying

OBJECTIVES

dtb! has partnered the development and execution of Council's Regional Economic Development Strategy 2013-2033, which provides a 20-year vision and blueprint for sustainable economic growth, to ensure the region actively participates in the global economy, and delivers the lifestyle and opportunities for residents and businesses alike.

The strategy's 4 key goals were: to achieve a \$33billion economy; 100,000 new jobs in high value industries; 20% of goods and services produced for export and; household incomes that exceed the Queensland average.

APPROACH

dtb! worked with Council to develop strategy and marketing and communications across specific initiatives including: Invest Sunshine Coast; Study Sunshine Coast; Major Events; Sunshine Coast International Broadband Network; Sunshine Coast Agribusiness; Education Sunshine Coast and; more.

Supporting Council to educate, excite and empower the key stakeholders across these projects was achieved through the development of marketing and branding strategies, community engagement, development and design of printed / digital communications, public relations, social media and ambassador programs.

RESULTS

Since the development of the Sunshine Coast Regional Economic Development Strategy 2013-2033 the region has experienced great growth and change.

The strategy, together with marketing and communication activation, has: elevated the Sunshine Coast as an ideal investment and business location; delivered significant game changing infrastructure projects; developed high-value industries; improved greater connectivity between the Sunshine Coast economy and business community with national and global markets and; strengthened investment and focus on talent and skills for the new economy.



I have appointed the team at **dtb!** to undertake the development and implementation of many strategic planning, market research, marketing strategy projects that have been hugely successful not only for me but for the Sunshine Coast's enhanced identity and economic success.

David Hopper
Head of Tourism and Events
Economic Development Branch
Sunshine Coast Council

dtb! projects with Sunshine Coast Council