

5.3. DO IT IN DOUGLAS CAMPAIGN - BUDGET REQUEST

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DEPARTMENT	People and Community Services

RECOMMENDATION

That Council:

1. Approves \$25,000 (GST Exc) in 2019/20 Community Development budget for the *Do it in Douglas* campaign; and
2. Delegates authority to the Chief Executive Officer in accordance with Section 257 of the *Local Government Act 2009* to finalise any and all matters associated with the above matter.

EXECUTIVE SUMMARY

On 18 March 2020 the State Premier declared COVID-19 a State disaster and all local government authorities' Local Disaster Management Groups were activated to "Stand Up". All individuals and businesses have felt the economic and social effects of COVID-19 in the Douglas Shire.

The Douglas Local Disaster Management Group (LDMG) approved the development of the Local Recovery Group on 23 March 2020, which includes two committees – Economic Recovery Group; and Social and Human Recovery Group, to implement actions to help the community recover from the crisis.

The LDMG appointed Council's Manager People and Community Services as the Recovery Group Coordinator, the Chief Executive Officer as the Economic Recovery Group Chair and the Team Leader Community and Economic Development as Human and Social Recovery Group Chair to oversee recovery efforts and actions including:

- Measuring economic impacts of businesses and individuals;
- Coordinating personal support and emotional, psychological, spiritual, cultural and social well-being recovery; and
- Informing networks of financial assistance to meet immediate individual needs and respond to resource limitations.

As part of the Recovery Groups' actions, the need to engage individuals and businesses and support the local community was deemed a priority.

Do it in Douglas marketing campaign has been established to enhance local business buying and improve community well-being while also sharing creative ways to connect with each other through social distancing. The *Do it in Douglas* campaign is a trademark designed to engage, encourage and inspire people to spend money locally and promote well-being in the community during COVID-19. Several marketing themes will be subordinate to the *Do it in Douglas* trademark, supporting the community either socially or economically.

Some themes already initiated include:

- 40 days in 40 ways - Sharing creative ways to make the most of staying at home while social distancing;
- Buy Douglas: Build Douglas – Encouraging people to think before they buy and support a local business wherever possible;
- Indigenous Business – promotion of Indigenous businesses in the Shire;
- Street Bank - Supporting neighbors in times of need through a community-run initiative.

These, and additional themes, are envisioned to evolve over time throughout the *Do it in Douglas* campaign.

BACKGROUND

Local councils have defined roles in disaster response and recovery, assisting their communities respond to and recovery from disasters; mobilizing a multi-agency approach. In response to COVID-19, Council formed two recovery committees: Human and Social Recovery Group; and Economic Recovery Group, represented by government, community organisations and businesses, working together to:

- Assess the impact of the disaster on the economic, human and social aspects and provide information to populate the event-specific Recovery Plan;
- Manage financial and welfare support;
- Coordinate information provision and personal support;
- Coordinate psychological and counselling services;
- Coordinate ongoing medical and health services;
- Coordinate public health advice and warnings and directions to the community as well as recovery workers and those involved in reconstruction and the community;
- Coordinate temporary accommodation;
- Coordinate short term accommodation and repairs to dwellings;
- Monitor, assist and coordinate the volunteer effort including donations of material goods and public appeals;
- Provide specialist and outreach services;
- Coordinate case management, community development, support and referral to assist affected people, families and groups;
- Partner with appropriate agencies to coordinate one stop shops and recovery hubs;
- Coordinate the re-opening of education facilities;
- Work with local government and community leadership groups to enable learning from their disaster experience to better prepare for future adverse events.

The *Do it in Douglas* campaign is expected to support the community, promote local businesses, keep buying locally and continue the brand to bolster the economy well after the crisis. The campaign was developed in collaboration with Recovery Committee Members, Jabalbina Yalanji Aboriginal Corporation, Chamber of Commerce and Tourism Port Douglas Daintree. The funding requested for the Community Development Budget will be used for the campaign:

- Advertising;
- Domain Name;
- Trademark;
- Web Build;
- Logo Design; and
- Marketing collateral (window shop and bumper stickers).

COMMENT

Council is assisting individuals and businesses by providing information on financial assistance from State and Federal Governments, including Government rebates, tax relief, household utilities, job seeker increases and hibernation support for businesses.

A local community campaign will encourage working together to support local businesses and each other during this emotionally and financially challenging time. The *Do it in Douglas* campaign is encouraging the community to support each other emotionally and economically through purchasing goods locally.

PROPOSAL

The proposal is for Council to:

1. Approve \$25,000 (GST Exc) in 2019/20 Community Development budget for the *Do it in Douglas* campaign; and
2. Delegate authority to the Chief Executive Officer in accordance with Section 257 of the *Local Government Act 2009* to finalise any and all matters associated with the above matter.

FINANCIAL/RESOURCE IMPLICATIONS

Funds for developing the campaign's marketing and promotional collateral are not budgeted for in the current financial year. Existing staff resources are being redeployed to COVID-19 – related matters across Council.

RISK MANAGEMENT IMPLICATIONS

Council is prepared for any potential impacts of the COVID-19 virus and is taking a calm and precautionary approach to slowing the transmission of COVID-19. Social distancing measures are promoted constantly through media releases, social media, website and emails.

Globally COVID-19's spread has severely impacted on lives, livelihoods, businesses and economies. Locally, with our shire heavily reliant on tourism, relief packages include immediate relief to ratepayers by freezing interest on rates with no further interest accruing on any rates and water account balances within assessments until further notice. A range of other relief measures will be rolled out in due course.

Council is assisting individuals and businesses by providing information on financial assistance from State and Federal Governments <https://douglas.qld.gov.au/council-information/coronavirus-covid-19/>.

A local community campaign with encourage working together to support local businesses and each other during this emotionally and financially challenging time.

SUSTAINABILITY IMPLICATIONS

Economic: Planning, preparing, responding and recovering from events to minimise the impact on economic stability.

Environmental: Nil

Social: Planning, preparing, responding and recovering from events to minimise the impact on people.

CORPORATE/OPERATIONAL PLAN, POLICY REFERENCE

This report has been prepared in accordance with the following:

Corporate Plan 2019-2024 Initiatives:

Theme 1 - Celebrating Our Communities

Douglas Shire Council embraces the diversity of our communities and values the contribution that all people make to the Shire. We recognise that it is a core strength of the region. We acknowledge our past so that it may guide us in the future. We recognise the wrongs done to our Indigenous community and we actively seek to reconcile so that we may all benefit from and enjoy our Shire. We acknowledge early European settlers who forged an agricultural base for our economy and we welcome all new arrivals as part of our broader community.

Goal 2 - We will deliver programs and services that protect and enhance the liveability of our beautiful Shire.

Goal 3 - We will develop programs that promote health, well-being and safety in the community.

Goal 4 - We will promote arts and cultural programs and events that bring vibrancy to the community and compliment the tourist experience.

Theme 2 - Fostering Sustainable Economic Growth

A robust economy is at the heart of a thriving community and enables investment in environmental protection. While our remoteness is a key attribute, it also presents challenges for attracting new business and investment. We must also meet the challenges of fierce competition in the tourism sector. Council will partner with industry to build, diversify and promote the Douglas economy. Council will design and deliver infrastructure, strategies and services that support the local economy and businesses.

Goal 2 - We will work with partners to promote the Shire as the World's leading sustainable tropical destination and encourage business investment.

Goal 3 - We will develop strategies that seek to diversify the Shire's economic base.

Theme 4 - Inclusive Engagement, Planning and Partnerships

In delivering for our communities, economy and environment, Douglas Shire will ensure open and transparent engagement and communication. We will develop robust strategic plans and we will partner with our community and key stakeholders.

Goal 3 - We will recognise the critical role that our partners play in planning and delivering vital programs and services.

Theme 5 - Robust Governance and Efficient Service Delivery

Strong governance and financial management are the foundations of the way in which Council will conduct its business and implement the initiatives of the Corporate Plan.

Goal 2 - We will put the customer at the centre of our service delivery and process improvement as we deliver efficient and appropriate services based on community expectations.

Goal 4 - We will work with our communities to ensure they are informed, empowered and supported so that they are resilient to the impacts of disaster events. Through our leadership and capabilities we will plan, prepare, respond and recover from events so as to minimise the impact on people, property, the environment, and our economic stability.

COUNCIL'S ROLE

Council can play a number of different roles in certain circumstances and it is important to be clear about which role is appropriate for a specific purpose or circumstance. The implementation of actions will be a collective effort and Council's involvement will vary from information only through to full responsibility for delivery.

The following areas outline where Council has a clear responsibility to act:

Advocate	Council makes representation on behalf of the community on important issues, funding opportunities, projects and programs. Council will use its influence to seek the best outcomes for the community.
Facilitator	Council often brings stakeholders together on important issues, projects or for service delivery. In this role, Council can act as a mediator, connector, collaborator or initiator.
Information Provider	Council provides the community with important information on services, events, policies, rules, strategies, and any other relevant data that helps the community to stay informed. In performing this role, Council seeks to be open and transparent.

CONSULTATION

Internal:	Local Disaster Management Group
External	Jabalbina Yalanji Aboriginal Corporation, Port Douglas Daintree Tourism, Douglas Chamber of Commerce and Recovery Committee Members

COMMUNITY ENGAGEMENT

The wider community has been informed of *Do it in Douglas – A Campaign for the Community*, via Council's Media Release, website <https://douglas.qld.gov.au/do-it-in-douglas-a-campaign-for-the-community/>, and Facebook page <https://www.facebook.com/douglasshirecouncil/>.

ATTACHMENTS

1. Do It In Douglas Communication Plan V 4 [**5.3.1** - 4 pages]

Background

Douglas Shire Council's **Do it in Douglas** initiative is centred around three themes:

- 40 Days in 40 Ways – sharing creative ways to make the most of staying at home while social distancing;
- Buy Douglas: Build Douglas – encouraging people to think before they buy and support a local business wherever possible;
- Indigenous Business – To promote businesses and opportunities.
- Street Bank – a community-run initiative supporting neighbours in times of need.

This proposal relates to the Buy Douglas: Build Douglas initiative.

Purpose

The purpose of the campaign is to persuade residents and businesses in the shire to think before they buy and spend their money with a local business wherever possible.

Target Market

- Douglas Shire Council staff
- Residents
- Local businesses

Strategy

- Run a campaign in the mainstream media and social media over six months – Mid-May/June to December 2020.
- Use a series of communication pieces which can be formatted into print ads, digital ads, posters (A4 and A3), and work on social media.
- Promotional material will be made available to local businesses to display in their shop window, as well as to share on their own social media pages.
- Launch the campaign to admin and depot staff – to reinforce the role Douglas Shire Council will play.

Advertising

- A series of different advertisements (see sample over the page) will be compiled. The message will be consistent, keeping the buy local idea in front of our audience for a sustained period of time, but the variety of images will avoid people tuning out because of repetition.
- The aim is to have people talking about Buy Douglas: Build Douglas every day; to sustain the conversation to keep buying local top of mind.
- The call to action will be to direct people to the Buy Douglas: Build Douglas Facebook page, and webpage.
- Generic message as well as those which refer to specific dates e.g. Mother's Day; Father's Day; Christmas shopping (see samples over the page)
- All marketing collateral will carry the logo, use a consistent font and style across print and electronic media channels – synergy!
- Collateral will feature locally-owned businesses which is a subtle way to educate the community on the range of goods and services available.

Communication concepts

(to be re-designed with Buy Douglas: Build Douglas logo & colours)



**Keep your friends close, and your farmers closer.
Buy locally grown food from locally grown farmers.**

Port Douglas Sunday Markets, Mossman Markets, Scumazzons Farm, seafood fresh off the boat in Port Douglas, the fruit stalls in Daintree Village and dotted along Cape Tribulation Road, there's a smorgasboard of choice, and no excuse not to buy locally.

Like and tag the Buy Douglas: Build Douglas Facebook page to checkout local offers, or post a product or service you are wanting to buy.




You can journey further afield, but there's a wealth of fabulous experiences right here in the Douglas Shire.

Like and tag the Buy Douglas: Build Douglas Facebook page to discover what's right here in our back yard and local discounts.

Visit www.buydouglasbulldouglas.com to find a list of fantastic local discounts.




Why buy local?
The casual encounters you enjoy at independent businesses nurtures relationships, community cohesiveness, and smiles.

They are the ultimate social networking sites.

Like and tag the Buy Douglas: Build Douglas Facebook page to share what your business offers, or post a product or service you are wanting to buy.




**This Mother's Day, support your local florist.
Buy a bigger bunch.**

Like and tag the Buy Douglas: Build Douglas Facebook page to checkout local offers, or post a product or service you are wanting to buy.




This Christmas, support your local authors, artists, designers and crafts people. Buy local; buy handmade. Give something unique and special.

Like and tag the Buy Douglas: Build Douglas Facebook page to checkout local offers, or post a product or service you are wanting to buy.



Website

A dedicated website will be created: www.buydouglasbuilddouglas.com and all communications will direct people to the site. A landing page called 'Do it In Douglas' will be created on Council's website to direct people to the various themes within the campaign.

Home Page copy:

We can get through this together. The Buy Douglas: Build Douglas campaign is an initiative by Douglas Shire Council to encourage people to spend their money with local businesses. If the shire's 11,000 people make a conscious decision to source goods and services locally, this will make an enormous difference in the road to recovery and rebuilding our economy.

This could be by regularly getting takeaway, buying clothes from a local retail outlet or switching to a local professional service. It will ensure small businesses survive, and it will keep people employed in the place they chose to live.

Businesses and local residents are invited to share the Buy Douglas: Build Douglas message in their shopfronts and through social media to serve as an everyday reminder of how important individual buying habits are and that every dollar spent will make a difference to the community's recovery from COVID-19.

Resources:

- Click [here](#) to download the Buy Douglas: Build Douglas image to use on your Facebook page.
- Click [here](#) for posters and social media collateral which can be downloaded, printed and shared through business networks.
- Click [here](#) for a directory of locally owned businesses.

Facebook Page

A Buy Douglas: Build Douglas Facebook page will be created where businesses can post offerings, spread the word about how they have "pivoted" or promote special offers.

All collateral will direct people to Buy Douglas: Build Douglas Facebook page, and encourage them to Like the Facebook page to be kept informed of local offerings.

Direct Communications with Local Businesses

Invite businesses to register to be a part of the Buy Douglas: Build Douglas campaign.

This can be done via the Douglas Chamber of Commerce; TPDD, DMC and email lists from the business forum held earlier this year.

It is not proposed there would be a cost to participating businesses.

The call for expressions of interest may mean we are oversubscribed as there is a limit to the number of businesses which can be featured, but it does give everyone an opportunity to put their hand up.

The Buy Douglas: Build Douglas campaign will seek to tell grassroots stories of local businesses and how they are pivoting in the 'Great Lockdown'.

Resources

The Buy Douglas; build Douglas campaign is estimated to cost \$25,000. Staffing of approximately 580 hours, will review in September if additional resources required.

Advertising, Website build and logo development will be outsourced to local suppliers.

Measuring Success

- Google analytics, etc.
- Anecdotal response to the campaign
- Gather feedback from businesses
- Provide a report to Council mid-September, three months into the campaign.

Council resolution:

That Council

- approves a budget of \$25,000 to rollout the Buy Douglas: Build Douglas campaign, and
- the campaign will be reviewed mid-September 2020.