

MARKETING & DEVELOPMENT CALENDAR 2019/2020

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUAR	MARCH	APRIL	MAY	JUNE
Dovolor	BRAND BUNGE										
Develop and distribute guidelines Outdoor VIP Gift Bags											
Banner Production	and Promo Material										
	FO	UND						UND			
	Мас	gazine					Magazine				
				Spring Campaign ils, Facebook Advertising,			Autumn Campaign with ASW Famils, Facebook Advertising,				
		Competiti						tion, Radio			
Consumer Website Redev	Corpor	Corporate Website Development		REDS Fundi	ing China Websit	e Translation					
			Consumer/ Media EDM Spring				Consumer/ Media EDM Autumn				
					Local M	ap Production (T	entative)				
Cruise Exchange											
CinefestOZ Naked Wanderer Media Famils and Events				Launch, Med	NAVE lia Famils, and bhy/footage						
Collie River Valley/Ferguson Valley MTB Map & Itineraries			MTB Famil				Art &	Food Trail Devel	opment		



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		Update Itineraries, Must-dos an such as Holiday with									
		Trade Capacity with ASW		ASW Holiday Planner Advertising							
Image Library Development on Corporate Website Image Development for Business Events, Donnybrook Blossom & FOUND Cover Distribute Imagery to TWA						Image Development FOUND Cover					
	Busi	ness Event & Wed Work with COB Develop Pr									
		Investigate Hero Event(s)					ı	Event Resource l	Kit		
						A4 Annual Events Calendar PDF					
ONGOING											
Social Media - Facebook, Instagram, Twitter, YouTube and Pinterest Posts Theme around seasons, product development and events such as school holidays Investigate Tripadvisor region platform											
Website Content Updates, Blog Posts and Events Calendar											
FOUND Magazine and Maps Distribution with major drops after each production											



GOVERANCE AND LEADERSHIP CALENDAR 2019/2020

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	FEBRUAR	MARCH	APRIL	MAY	JUNE		
Executive Meeting	Steering Committee Meeting	Executive Meeting	Steering & TAWG Committee Meeting	Executive Meeting	Steering Committee Meeting	Executive Meeting	Steering & TAWG Committee Meeting	Executive Meeting	Steering Committee Meeting	Executive Meeting	Steering & TAWG Committee Meeting		
	TAWG meeting				TAWG meeting				TAWG meeting				
	VC & CD Managers Meeting				VC & CD Managers Meeting				VC & CD Managers Meeting				
							LGA Tourism Achievements Template Development and Distribution						
		VOT A3 flier					VOT and LoveBunGeo Local Campaign		Industry & Government Annual Forum				
Industry EMD			Industry EMD			Industry EMD			Industry EMD				
						Future Structure Consultation and Development							
										Budgetting and Planning for 2020/21			
	BORR	Airport	BORR		BORR		BORR		BORR				
BEAG													
ONGOING													
Media Releases on Key Achievements and Developments													
Meetings and Consultation with Industry and Stakeholders													