

Capability statement

Marketing and Communications

Vision

Our approach to marketing is to help you identify what makes your products or service unique and then identify tools and strategies to optimise this uniqueness. We deliver creative solutions to promote brands and raise client awareness to give you a competitive edge. Using our valuable written, verbal and listening skills we develop relationships and partnerships to optimise long term business sustainability.

Services

- Market Research and Marketing Plans
- Tools -Brochures, Newsletters, Signage and websites
- Business Presentations and Speeches
- Media Campaigns and Releases
- Sponsorship Negotiation
- Award, Grant and Licence Applications

Case Studies

Bicycle Victoria, Main Roads LifeCycle Great Western Australian Bike Ride, 2005- 2006

NBD managed the marketing for the inaugural Main Roads LifeCycle Great West Australian Bike Ride, a fully supported 14 day cycling event held in March 2006. The role involved



coordinating promotions, media

relations, direct marketing activities and sponsorship negotiation and resulted in the event being the biggest cycle tour held outside of Victoria for Bicycle Victoria with over 3000 people registered.



Imaging The South, 2007-2008

NBD has helped write two successful applications on behalf of this business for the Telstra Small Business Award and the South West Business Award. Both times the business won its category.

Clifton Coney Group, Marketing Consultant, 2004-2005

NBD was engaged to assist with marketing and project management including co-ordinating press releases, advertising, new product development and advice on sustainable urban development for clients.

Town of Victoria Park, Business and Marketing Plan Park Recreation Centre, 2004

NBD in conjunction with Wildmoon Marketing devised a business and marketing plan and new brand for the Recreation Centre and Somerset St Pool. This brand 'Vic for Life' is now in use.

The logo for Aqualife Centre features the text 'Aqualife Centre' in a blue, sans-serif font. Below the text is a blue wavy line that resembles a water surface.

Inspiring Community Involvement

Shires of York and Toodyay, Residency, Old Goal Museum and Conner's Mill, 2003- 2004

Marketing Plan prepared for all three heritage icons. Plans identified tourism markets to be targeted by staff and volunteers for each attraction.

Penguin and Seal Island Cruises, 2003

Prepared a successful application to CALM (Now DEC) for an E Class Restricted Licence on behalf of the client. The task required in depth understanding of the business of tourism.

Shires of York and Toodyay, Residency, Old Goal Museum and Conner's Mill, March 2003- Dec 2004

Marketing Plan prepared for all three heritage icons. Plans identified tourism markets to be targeted by staff and volunteers for each attraction.

Medical Board of Western Australia, 2001 – 2004

NBD managed production of the Board's quarterly newsletter *Insight* and managed communication with doctors' through-out WA including producing the Annual Report.



Medical Defence Association of Western Australia, 2000 – 2003

NBD managed seminars and marketing initiatives. Work included co-ordinating Communication Seminars and editing the quarterly newsletter and a Corporate Video and assisting with the launch of a national brand.

Bibbulmun Track Team Challenge, Friends of the Bibbulmun Track, 2001-2002

NBD organised and promoted the International Year of Ecotourism Event- Bibbulmun Track Team Challenge. The role included publicity, sponsorship and promotion. The event was successfully run in October 2002 and is now in its fifth year.

