

South East Avon Regional Transition Group

Representing the Shires of Beverley, Cunderdin, Quairading, Tammin and York

"Creating our Region's future together"

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ADDITIONAL FUNDING – REGIONAL BUSINESS PLAN

The Board of the South East Regional Transitional Group at its meeting held on 4 October 2011 requested that the Executive Officer review the proposal submitted by BKAY Design for the Branding and Communications Strategy.

The proposal has been reviewed and divided into two parts – Part 1 focuses on the requirements before a decision is made on merging, and Part 2 focuses on the requirements after a decision is made to merge. Board members approval is requested on the revised proposal in order to progress a funding application to the Minister for Local Government.

(1) Pre – Decision by each Participating Local Government to Merge Requirements

Phase One Requirements: High Level Strategy			
Strategic Planning	Outcomes/Deliverables	Cost	Action Responsibility
Scope of work, overall objectives	Interface with DCA and stakeholders to document phase 1-3 scope	\$3,000	BKAY Design
Communications Strategy	Research, develop, produce document	\$7,000	BKAY Design
Internal Communication Plan	Executive supplement to communication plan, initial internal communication plan structure/direction	\$4,000	BKAY Design
External Communication Plan	Executive supplement to communication plan, initial external communication plan structure/direction	\$4,000	BKAY Design
Budgeting	Overall detail budget for each of the three phases	\$1,000	BKAY Design
Change Management	Scope and overview report for change management over phases 1-3	\$3,000	BKAY Design
Research	Community investigation, history, business plan, focus groups & online research development	\$2,000	BKAY Design
Sub-Total		\$24,000	

Phase One Requirements: Media Strategy			
Media Strategy	Outcomes/Deliverables	Cost	Action Responsibility
Media Strategy Plan	Provide detailed media plan for editorial and media release requirements/ Q&A's/ Briefing material	\$7,000	BKAY Design
Media Placement Plan	Provide detail media placement reach and frequency	\$3,000	BKAY Design
Social Plan	Identify social media targets, develop text for approval, implement on to site, and site development	\$4,000	BKAY Design
Sub-Total		\$14,000	

Phase One Requirements: Communications Strategy			
Communications Strategy	Outcomes/Deliverables	Cost	Action Responsibility
Internal Strategy	Implementation of workshops and focus groups with stakeholders	\$3,000	BKAY Design
Internal Collateral	First series of introduction brochures and flyers to stakeholders	\$3,000	BKAY Design
External Strategy	Implementation of meeting to external stakeholders	\$2,000	BKAY Design
External Collateral	Production of collateral / brochures / flyers for external stakeholders	\$2,000	BKAY Design
Community Engagement	Town hall meetings to community groups / Q&A's / format	\$3,000	BKAY Design
Community Collateral	Production of posters / displays / flyers	\$3,000	BKAY Design
	Sub-Total	\$16,000	

Phase One Requirements : Retainer		
Retainer	Outcomes/Deliverables	Cost
Meetings	Client / Stakeholder / DCA interface, agenda and action sheet reporting	See below
Scoping	Development and scoping for the phase one and ongoing requirements	See below
Administration	Delivery of reports / materials / transport / communication expenses	See below
Town Hall/Focus Groups	Attendance and participation at town halls / focus groups and all other requirements	See below
	Sub-Total	\$5,000 per month

The above is to be incorporated in the funding submission to the Minister.

(2) Post Decision by each Participating Local Government to Merge Requirements

Phase One Requirements: High Level Strategy			
High Level Strategy	Outcomes/Deliverables	Cost	Action Responsibility
Brand Strategy	Research / Develop / Produce Document	\$6,000	BKAY Design
	Sub-Total	\$6,000	

Phase One Requirements: Brand Strategy			
Brand Development	Outcomes/Deliverables	Cost	Action Responsibility
Name Development	Research / scoping of potential locality, names, focus group with stakeholders	\$4,000	BKAY Design
Name Options	Presentation of name option short list	\$4,000	BKAY Design
Concept Development	Stakeholder presentation / feedback	\$7,000	BKAY Design
Design Options	Final design option presentation, stakeholder selection	\$9,000	BKAY Design
Design Application	Brand application to collateral, brochure / flyer / reports / signage / entry statements / phase one requirements	\$5,000	BKAY Design
Style Guide	Development of initial brand style guide for all applications	\$5,000	BKAY Design
Name/Brand Testing	Research into market acceptability of brand design and name	\$4,000	BKAY Design
Stakeholder Liaison	Stakeholder communication, meetings, reporting, documentation	\$2,000	BKAY Design
	Sub-Total	\$40,000	

The above to be incorporated into the Transitional Costs component of the Regional Business Plan for a proposed merger.

Based on the above, the additional funding request to the Minister will be as follows:

Source of funding

Strategic Planning Grant	\$110,000
Regional Business Plan Grant	<u>\$150,000</u>
Total Funding	\$260,000

Proposed Expenditure

Strategic Community Planning (as per consultant estimate)	\$57,275
Regional Business Plan (as per consultant estimate)	\$200,000
Additional Plans – IT and Communications Plan	\$9,000
Administrative Support and Sundry	<u>\$40,000</u>
Total Expenditure	\$306,275

Estimated Shortfall **\$46,275**

Plus estimates for:

HR and change Management Plan (Pre-amalgamation component)	\$14,725
Communications and Media Strategy (Pre-Decision to Merge component)	\$54,000
Allowance for production of leaflets, Brochures, Etc.	\$20,000
Public Affairs Retainer for up to 4 months (\$5,000 per month)	<u>\$20,000</u>

Estimated Additional Funding Required **\$155,000**