

CONFIDENTIAL

ATTRACTING INWARD INVESTMENT

INVESTOR COMMUNICATIONS STRATEGY & CAMPAIGN RECOMMENDATIONS

2ND DECEMBER 2015

CONTENTS

1. WHO ARE WE COMMUNICATING WITH?
2. WHAT DO WE NEED TO COMMUNICATE?
3. HOW DO WE COMMUNICATE?
4. DESTINATION VS. INVESTOR TERRITORIES
5. INVESTOR CAMPAIGN INTENT
6. INVESTOR CAMPAIGN POSITION
7. INVESTOR CAMPAIGN IDEA
8. CREATIVE RATIONALE
9. CAMPAIGN FRAMEWORK
10. MESSAGE ARCHITECTURE
11. DRAFT MESSAGE TRANSLATION
12. VISUAL IDENTITY
13. SECONDARY LOGO
14. IMAGERY
15. SAMPLE APPLICATIONS
16. RECOMMENDED CAMPAIGN ROLL-OUT

1. WHO ARE WE COMMUNICATING WITH?



TYPES OF PRIVATE SECTOR INVESTORS:

- INSTITUTIONAL INVESTORS (E.G. FUNDS OR INSURANCE COMPANIES)
- TRADITIONAL CORPORATE ENTERPRISE
- PRIVATE EQUITY
- PRIVATE INVESTORS

Each will rely on a number of individuals to discover, raise and pursue potential investment opportunities:



CFO / CIO



FUND MANAGERS



ANALYSTS



INVESTMENT BANKERS



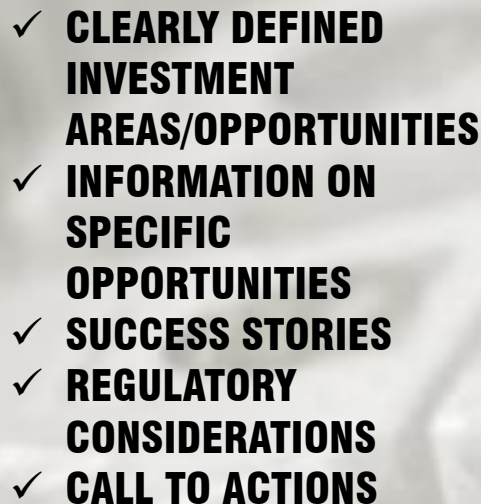
ENTREPRENEURS

2. WHAT DO WE NEED TO COMMUNICATE?

THE BIG PICTURE

- 
- ✓ **EMERGING STRATEGIC LOCATION**
 - ✓ **NATURAL ASSETS AS A COMPETITIVE ADVANTAGE**
 - ✓ **MACRO AND MICRO REASONS DRIVING CHANGE**
 - ✓ **PUBLIC SECTOR INVESTMENT BEING MADE**

INVESTMENT OPPORTUNITIES

- 
- ✓ **CLEARLY DEFINED INVESTMENT AREAS/OPPORTUNITIES**
 - ✓ **INFORMATION ON SPECIFIC OPPORTUNITIES**
 - ✓ **SUCCESS STORIES**
 - ✓ **REGULATORY CONSIDERATIONS**
 - ✓ **CALL TO ACTIONS**

STAKEHOLDER SUPPORT

- 
- ✓ **CLEAR POSITION ON INVESTMENT**
 - ✓ **ECOSYSTEM OF SUPPORTERS (E.G. ALL GOVERNMENT LAYERS, ORGANISATIONS & PRIVATE)**
 - ✓ **COUNCIL BRINGING STAKEHOLDERS TOGETHER**
 - ✓ **MAKING “DOING” BUSINESS EASIER / BETTER**

3. HOW DO WE COMMUNICATE?

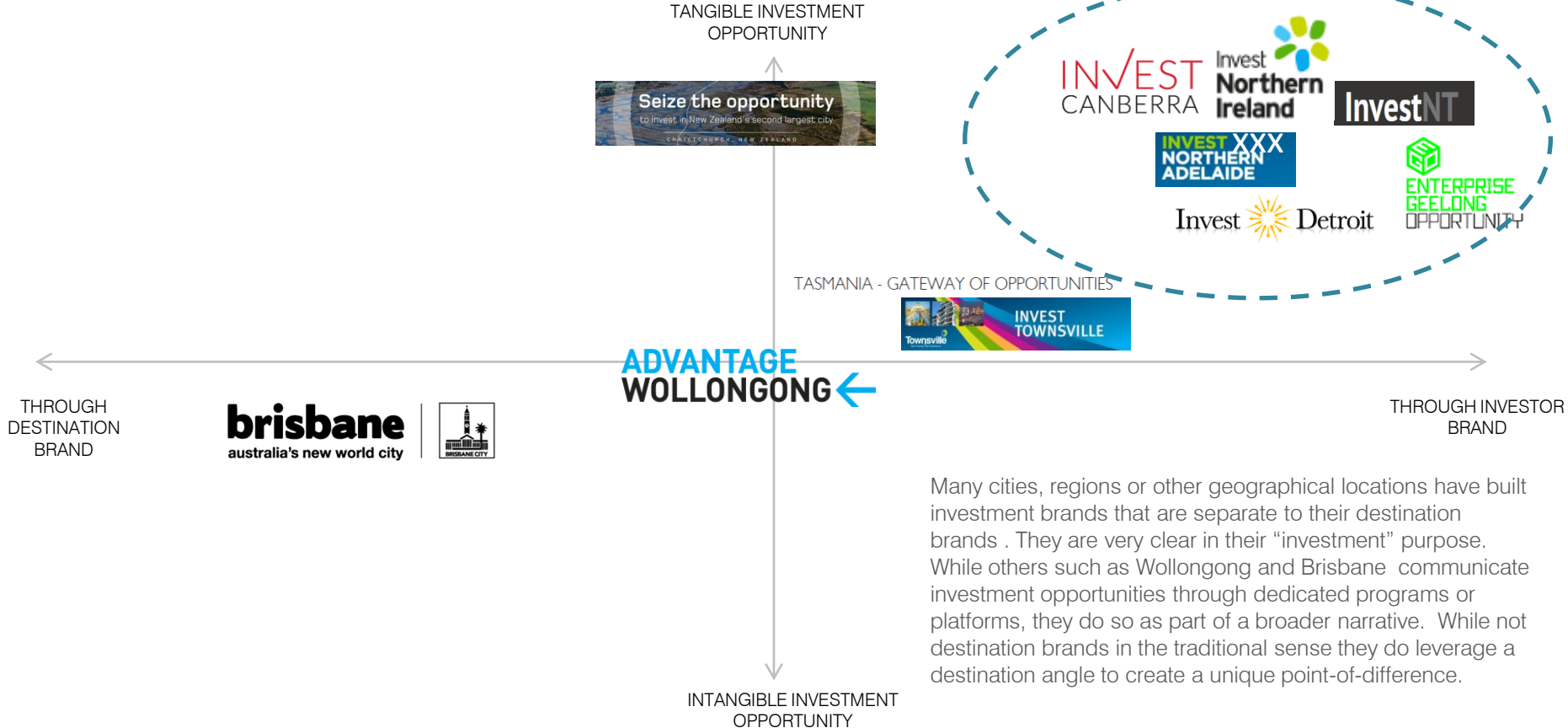
KEY FINDINGS

- ✓ **PRESS / MEDIA** – Investors rely on media sources to highlight new investment opportunities. This could be traditional business media such as Bloomberg or the Financial Review, but also media that caters to specific investor segments such as The Hedge Fund Journal.
- ✓ **ANALYSTS** – Whether it be analysts working within the investors own team or analysts reports that are released to the public, such reports are excellent vehicles for communicating investment opportunities. Such reports can be commissioned.
- ✓ **NETWORKS / CONFERENCES** – Whether it be informal networking or attending 3rd-party conferences, the sharing of information within investment communities is another way investors stay current on what opportunities exist. Integrating Eurobodalla messages and content into such communities is also important.

Where do they go for more information?

- ✓ **WEB**
 - Before we start communicating with investors, we require a persistent website that investors can visit once they are aware of investment opportunities in Eurobodalla.
 - Information on the region and key program contacts needs to be included
 - Detailed information on the specific opportunities must be available for download.

4. DESTINATION VS. INVESTOR TERRITORIES



Many cities, regions or other geographical locations have built investment brands that are separate to their destination brands. They are very clear in their “investment” purpose. While others such as Wollongong and Brisbane communicate investment opportunities through dedicated programs or platforms, they do so as part of a broader narrative. While not destination brands in the traditional sense they do leverage a destination angle to create a unique point-of-difference.

5. INVESTOR CAMPAIGN INTENT

Be a magnet for investment, not a mirror of what others are doing:

It is a competitive landscape for those looking to attract private sector investment. Do we compete by providing the same information as everyone else - in the same way with the hope to attract any investment?

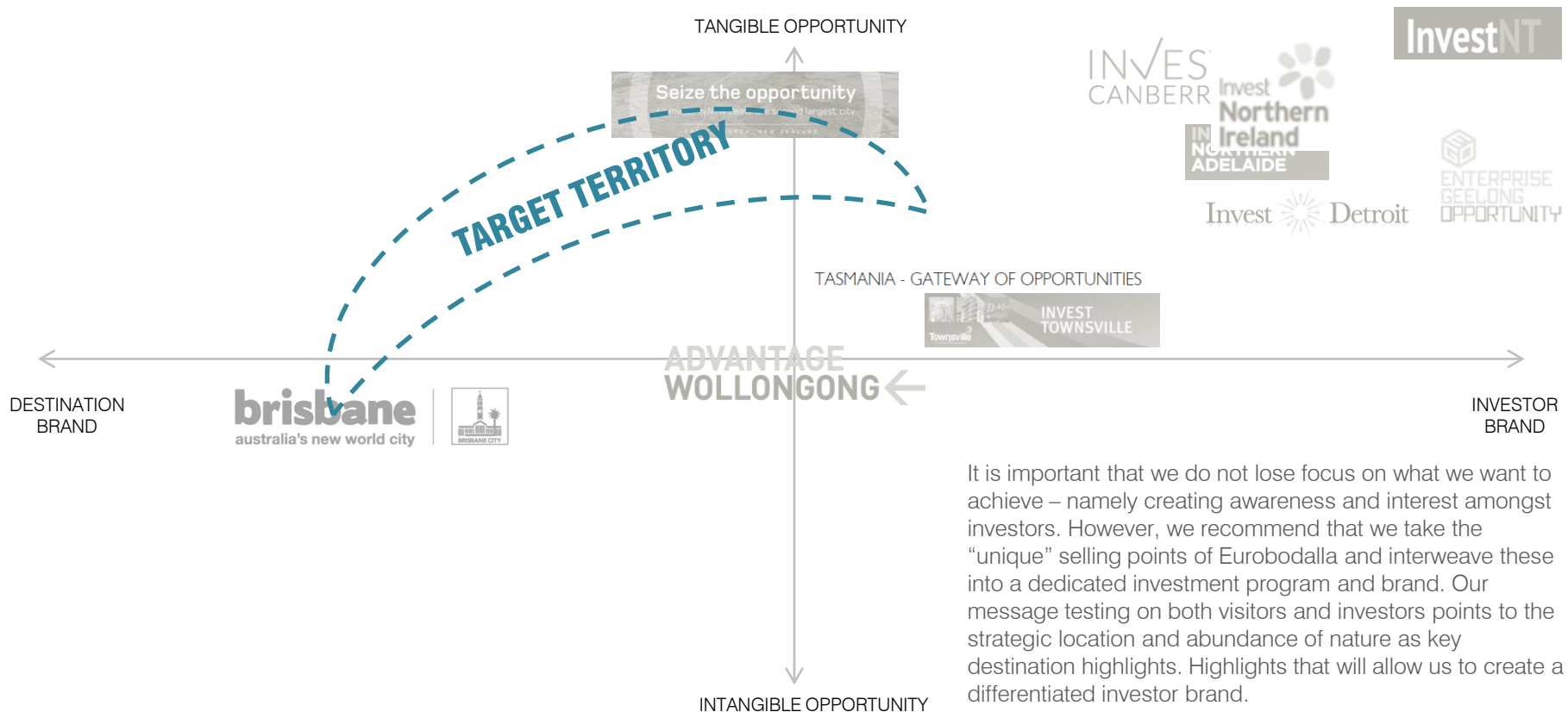
MIRROR



Or do we provide a forward looking perspective of what is possible for a region that continues to place its pristine nature and sustainable approach to development and life at its core – with the goal of attracting the right type of investor?

MAGNET

6. INVESTOR CAMPAIGN POSITIONING



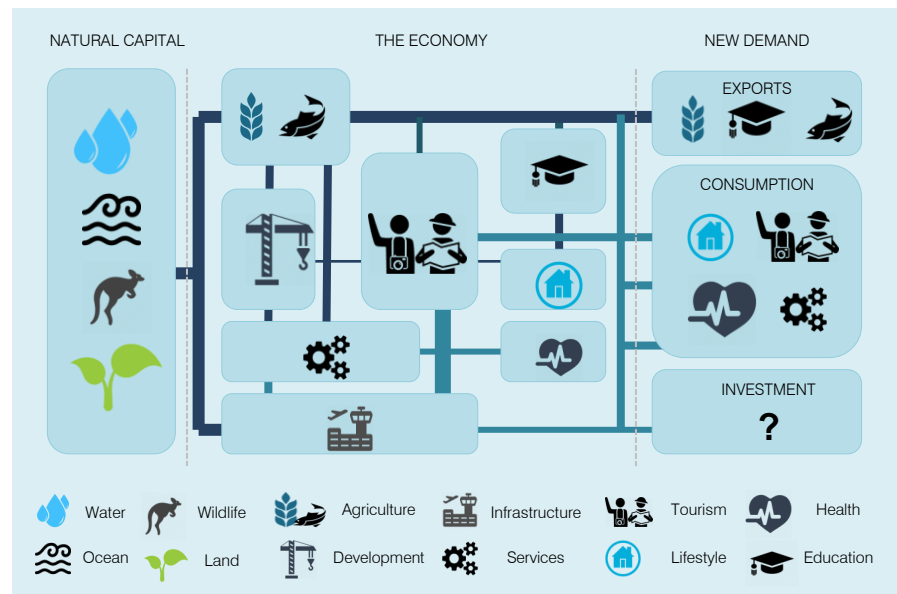
It is important that we do not lose focus on what we want to achieve – namely creating awareness and interest amongst investors. However, we recommend that we take the “unique” selling points of Eurobodalla and interweave these into a dedicated investment program and brand. Our message testing on both visitors and investors points to the strategic location and abundance of nature as key destination highlights. Highlights that will allow us to create a differentiated investor brand.

7. INVESTOR CAMPAIGN IDEA

NATURAL CAPITAL

8. CREATIVE RATIONALE

- The success of the investor program does not just rely on creating awareness and interest among investors. It also needs to be something that is embraced by Eurobodalla's constituents. It must create value, yet protect the natural essence and lifestyle of the region.
- In contrast to the more traditional concepts of capital (e.g. Financial or Human Capital), Natural Capital puts a value on natural resources and the ecosystem in which we operate and live.
- Whether by accident or design, Eurobodalla has the opposite challenge of many other locations. Challenges where natural capital has been depleted or mismanaged. In Eurobodalla, natural capital is rich and abundant and historically has been a key driver of the economy.
- **Natural capital can continue to be the growth engine for Eurobodalla into the future.**
- In response to the wave of new demand (e.g. Chinese visitors or exports to Asia), additional investment in the economy is required to extract further value from Eurobodalla's natural capital in a sustainable way. All that is missing is the investment needed from investors that see environmental regulations that protect a pristine environment as an opportunity, not a barrier.



9. CAMPAIGN FRAMEWORK

Campaign Name	EUROBODALLA INVEST			
Campaign Tagline	INVEST IN NATURAL CAPITAL			
Campaign Vision	Make Eurobodalla the leading location in Australia for sustainable investments which unlocks new value from our natural capital in ways that benefit the community, visitors, business and the environment.			
Campaign Promise	The leading destination for nature based investments			
Message	The South Coast of NSW, Australia, is an emerging regional economy centered on the Eurobodalla region. Located close to three major capital cities and located on the popular Sydney / Melbourne touring route, Eurobodalla surprises those who discover it with its unique charm, pristine environment and amazing natural experiences. With a rich history of Tourism and Agriculture, the region is opening-up a range of investment opportunities in response to new types of demand. Investment that will sustainably grow the local economy by unlocking further value in our rich and abundant natural capital.			
Reasons to believe	GROWTH REGION	FUTURE OPPORTUNITY	SPECIFIC INVESTMENTS OPPORTUNITIES	WORK WITH US:
	<ul style="list-style-type: none"> Strategic Geography 	<ul style="list-style-type: none"> & SUCCESS 	<ul style="list-style-type: none"> Tourism ; Infrastructure ; Development ; Agribusiness; 	<ul style="list-style-type: none"> Contact us
	<ul style="list-style-type: none"> Regional Demographics 	<ul style="list-style-type: none"> Sector Growth Opportunities 	<ul style="list-style-type: none"> Aquaculture ; Health ; Education ; Services 	<ul style="list-style-type: none"> More Information
	<ul style="list-style-type: none"> Macro / Micro Growth Drivers 	<ul style="list-style-type: none"> Recent Investments 		<ul style="list-style-type: none"> Unsolicited Proposals
	<ul style="list-style-type: none"> Community / Government Support 	<ul style="list-style-type: none"> Investment Success 		<ul style="list-style-type: none"> Expressions of Interest
Brand Personality	Pristine; Progressive; Connected			
Voice & Tone	Open; Honest; Collaborative; Optimistic			

10. MESSAGE ARCHITECTURE

EUROBODALLA
INVEST

IN NATURAL CAPITAL

NATURAL GROWTH

MACRO AND MICRO
ECONOMIC FACTORS
DRIVING NEW TYPES OF
DEMANDS.

NATURAL SUCCESS

PUBLIC INVESTMENT RECOGNIZING
THE CHANGING LANDSCAPE OF THE
SOUTH COAST. PRIVATE INVESTMENT
RESPONDING SUCCESSFULLY TO
NEW TYPES OF DEMAND.

NATURAL OPPORTUNITY

CLEAR DEFINITION OF NOT
JUST THE INVESTMENT
OPPORTUNITIES, BUT THE
TYPES OF INVESTORS THAT
WE WANT TO ATTRACT.

NATURAL PARTNERS

COMMUNICATION OF OUR
ENTHUSIASM, NEXT STEPS AND
HOW ALL STAKEHOLDERS ARE
PROACTIVELY SUPPORTING THE
PROGRAM.

11. DRAFT MESSAGE TRANSLATION

The proposed messaging uses clear and simplified English words that translate well to local language.

INVEST

投资

IN NATURAL CAPITAL

自然资本

NATURAL GROWTH

自然的增长

NATURAL SUCCESS

自然的成功

NATURAL OPPORTUNITY

自然的机遇

NATURAL PARTNERS

自然的合作伙伴

12. VISUAL IDENTITY

PRIMARY LOGO



REVERSE OPTION (REVERSE WHITE OUT OF GREY OR AGAINST IMAGE BACKGROUND)

LOGO COLOUR: dark grey



R: 51 C: 69 HEXADECIMAL:
G: 51 M: 63 #333333
B: 51 Y: 62
K: 58

PRIMARY LOGO GUIDELINES



MINIMUM CLEAR SPACE: height of "I" of INVEST



DO NOT USE AGAINST BUSY BACKGROUNDS



DO USE AGAINST PLAINER BACKGROUND WHERE TEXT IS CLEAR AND CRISP

13. SECONDARY LOGO



EUROBODALLA
INVEST



REVERSE OPTION (REVERSE WHITE OUT OF GREY OR AGAINST IMAGE BACKGROUND)

LOGO COLOUR: dark grey



R: 51 C: 69 HEXADECIMAL:
G: 51 M: 63 #333333
B: 51 Y: 62
K: 58



MINIMUM CLEAR SPACE: height of "I" of INVEST

LOGO ON IMAGE: please apply the same image rules as per Primary logo

SECONDARY LOGO ONLY TO BE USED IN CONJUNCTION WITH FOLLOWING HEADINGS:

NATURAL GROWTH

NATURAL SUCCESS

NATURAL OPPORTUNITY

NATURAL PARTNERS

CATEGORY HEADINGS FONT RULE:

"NATURAL" - Effra Heavy
"GROWTH" - Effra Light

Do not "lock up" the secondary logo
With the category headings.

14. NATURAL CAPITAL



Nature based imagery that showcases pristine opportunity & energy (examples only).

14. NATURAL GROWTH



Macro imagery that showcases birds-eye views of the change driving regional transformation (examples only)

14. NATURAL SUCCESS



Imagery that brings a personal side to the opportunity and recent success (examples only).

14. NATURAL OPPORTUNITY



Sector or specific opportunity focused imagery that sets the investment opportunity in a natural context and locks-up with detailed copy (examples only).

14. NATURAL PARTNERS



Ready to do business / energetic imagery that creates a human face to the next steps (examples only).


15. EXAMPLE EXECUTION OF MESSAGE & VISUAL ARCHITECTURE



LOREM IPSUM DOLOR SIT AMET
Duis aute irure dolor in reprehenderit in voluptate velit
Excepteur sint occaecat cupidatat.

LEARN MORE

EUROBODALLA
INVEST
IN NATURAL CAPITAL

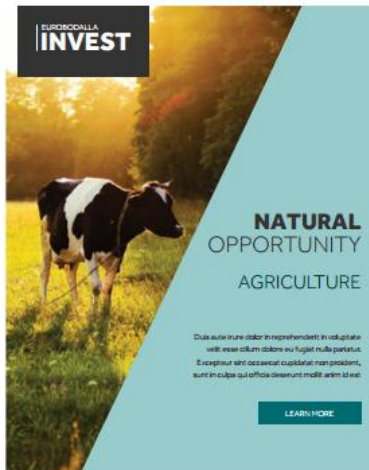


EUROBODALLA
INVEST

**NATURAL
SUCCESS**
AUSTRALIAN
OYSTER
COAST

Duis aute irure dolor in reprehenderit in voluptate
velit esse illum dolore eu fugiat nulla pariatur.
Excepteur sint occaecat cupidatat non proident,
sunt in culpa qui officia deserunt mollit anim id est.

LEARN MORE

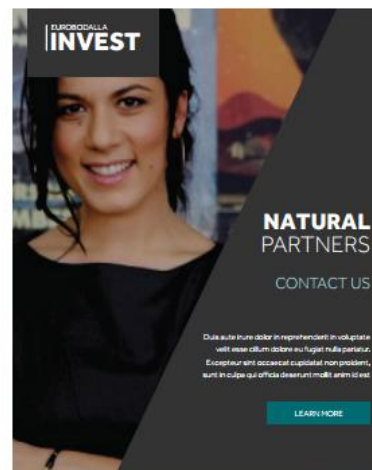


EUROBODALLA
INVEST

**NATURAL
OPPORTUNITY**
AGRICULTURE

Duis aute irure dolor in reprehenderit in voluptate
velit esse illum dolore eu fugiat nulla pariatur.
Excepteur sint occaecat cupidatat non proident,
sunt in culpa qui officia deserunt mollit anim id est.

LEARN MORE



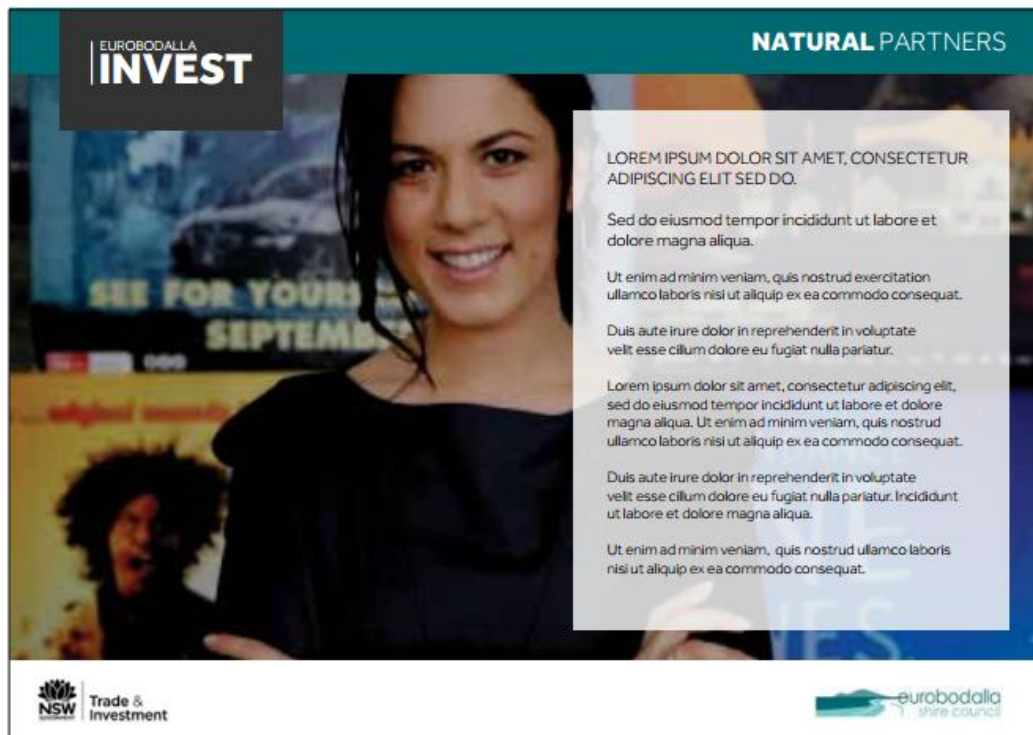
EUROBODALLA
INVEST

**NATURAL
PARTNERS**
CONTACT US

Duis aute irure dolor in reprehenderit in voluptate
velit esse illum dolore eu fugiat nulla pariatur.
Excepteur sint occaecat cupidatat non proident,
sunt in culpa qui officia deserunt mollit anim id est.

LEARN MORE

15. SUPPORTED BY



Category heading may be colour coded (colours may be sampled from imagery used to ensure synergy OR can use brand colour palette)

Other logos: should other partner logos be required these must always appear in a white band at base of page

15. SAMPLE APPLICATION - DEVICE



15. SAMPLE APPLICATION – OPPORTUNITY FACTSHEET

EUROBODALLA
INVEST

**NATURAL
OPPORTUNITY
TOURISM**

LOREM IPSUM DOLOR
Consectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

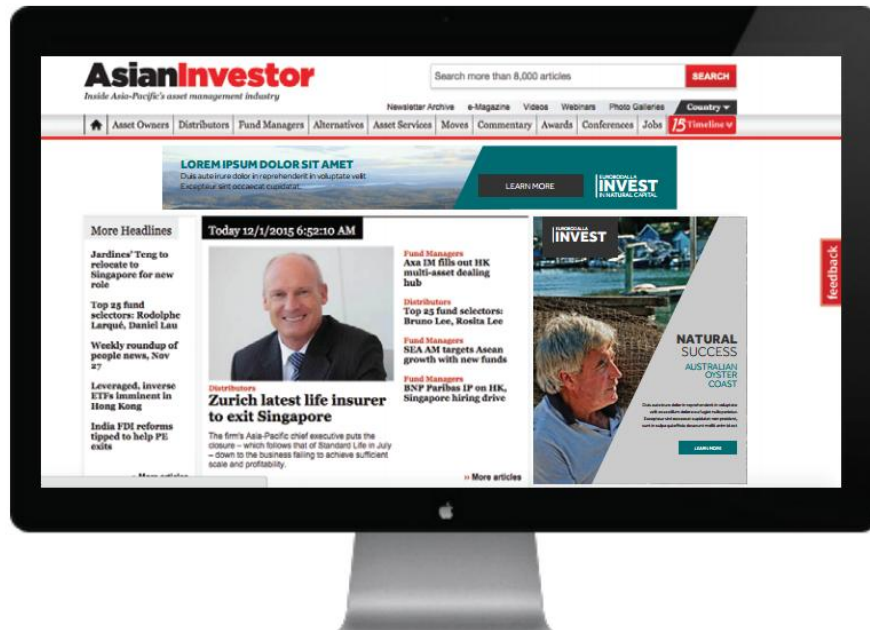
Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit,

OPPORTUNITY	Excepteur sint occaecat cupidatat non proident.
LOCATION	Lorem ipsum dolor sit amet, consectetur adipiscing
DESCRIPTION	Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit.
TYPE OF INVESTMENT	Nemo enim ipsam voluptatem
SUITED TO	Sed ut perspiciatis unde
EXPECTED CAPITAL REQUIREMENTS	Duis aute irure dolor in reprehenderit in voluptate velit esse
TIMEFRAME	XXXX MONTHS
MORE INFORMATION	abcdefg@email.com +61 XXXXXXXXXX

15. SAMPLE APPLICATION – BROCHURE



15. SAMPLE APPLICATION – ONLINE MEDIA



16. RECOMMENDED CAMPAIGN ROLL-OUT

Phase 3C can be scaled based on the success of the Phase 3B launch.

PHASE 3A (8-WEEKS)

- IMAGE RIGHTS PURCHASE
- CONTENT DEVELOPMENT
- WEBSITE BUILD
- OPPORTUNITY FACTSHEETS
- INTERNAL & STAKEHOLDER COMMUNICATIONS
- DOMAIN REGISTRATION

PHASE 3B (2-WEEKS)

- PROGRAM / WEBSITE LAUNCH
- PRESS KIT / MEDIA RELEASE (MULTIPLE LANGUAGE)
- MEDIA ENGAGEMENT / STRATEGIC OUTREACH & FOLLOW-UP
- HANDLE ENQUIRIES (E.G. INTERVIEWS)
- MEDIA MONITORING IN KEY MARKETS SUCH AS AUSTRALIA, CHINA, SINGAPORE, UNITED STATES AND UK.
- KEY ONLINE MEDIA

PHASE 3C (12-WEEKS)

- SUSTAINED PROMOTION & DRIVE TO INCLUDING:
 - ONLINE MEDIA
 - SEM
 - INDEPENDENT ANALYSTS REPORT(S)
 - HIGH-VALUE 3RD-PARTY EVENTS