

**ORDINARY MEETING****23 NOVEMBER 2011****15**

CHIEF EXECUTIVE OFFICER'S (CEO) MONTHLY REPORT -  
NOVEMBER 2011

Lyn Russell :jel: 1/3/37-30: #3278759v3

**RECOMMENDATION:**

**That Council endorse the Chief Executive Officer's report for November 2011**

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**INTRODUCTION:**

The following report provides an update for Councillors on current strategic Council related issues and actions underway to address them.

**ECONOMIC DEVELOPMENT & INNOVATION**

The following provides a summary of key activities for the month in Economic Development & Innovation Branch.

**Innovation Agenda****Pathways to Tropical Innovation Success**

Cairns Regional Council has partnered with James Cook University (Cairns Institute) and QMI Solutions in an application to the Queensland Government Smart Futures Fund Research Partnership Program 2011/2012 to part fund a targeted three-year program to support innovation in the region: *Pathways to Tropical Innovation Success: Improving success rates of business innovation in Tropical North Queensland through the development and application of an Expert System Tool Kit for innovation management.*

This project builds on work currently under completion by the Cairns Institute, funded by Council's Economic Diversification Fund. The project is designed to increase success rates in new and emerging businesses in Queensland particularly in regional areas. The project would establish a trial innovation hub to test an innovation toolkit on a sample of industry sectors and will include primary research to identify issues that inhibit innovation in regional areas and make practical changes to the application of the toolkit. As a partner in the three year project, Council's commitment will be in-kind, through the work of the Economic Development & Innovation team on the project.

**Innovators Forum**

On 27 October, Council partnered with the Innovators Forum to host wholesale investment representative Steve Torso as a guest speaker to 25 local innovators. The event focussed on investment from the perspective of the corporate investor. Mr Torso was amongst a group of investment representatives hosted by Council at the 2011 Tropical Innovation Awards.

## **ECONOMIC DEVELOPMENT & INNOVATION *continued***

### **Digital Economy**

#### **Supporting priority roll-out of the National Broadband Network**

This initiative is focussed on getting high speed broadband to Cairns and Far North Queensland which is consistent across the region, accessible to everyone and is fully comparable in cost, speed and availability to the Capital cities. The initiative is also focussed on increasing capability across the region to maximise the value of high speed broadband. The region presented its submission to NBN Co in Sydney in September in partnership with FNQROC, outlining the regions business case for priority roll out of the NBN and confirming the region's commitment to support the NBN roll out and delivery.

On 14 November 2011, Council partnered with FNQROC to host NBN Co in the region, including with Local, State and Federal Government representatives, meetings with the development industry and a business lunch held in partnership with the Cairns Chamber of Commerce attended by 117 people. Following these meetings, Council will now be sending further information to NBN Co in the areas of backhaul infrastructure and exchanges and will be working with developers to support registration of developments with NBN Co.

#### **Broadband for Business survey**

E mails have been sent to businesses across the Cairns region inviting them to take part in a Broadband Users Survey to be conducted in partnership with DEEDI. The survey will involve face-to-face interviews with 100 businesses from across the Cairns region. The objective is to identify the specific needs and requirements of businesses in this region and the best ways to support increased uptake and application of high speed broadband.

Cairns Regional Council is a member and sponsor of the Broadband Today Alliance - <http://www.broadbandtoday.com.au/>. 114 Councils participate in this network (including 43 under one RDA).

### **Investment Attraction**

#### **Investment attraction policy and framework**

Investment Attraction is a major focus of the draft Cairns Economic Development and Innovation Strategy 2011-2014, to be presented to Council for endorsement at its December Ordinary meeting.

The policy and strategy framework surrounding Council's support for investment is now in final draft and was workshopped with Councillors in October. Following presentation of the draft package with regional economic development partners, the package is presented to Council's November meeting as a separate report for endorsement.

In October/ November, the Economic Development and Innovation Team met with companies with investment interests in the following sectors/areas: Development / Construction; Mining; International delegates; Marine; Tourism; and Solar. Further work carried out to support these interests includes presentation of potential development sites and facilitated meetings with key stakeholders.

## **ECONOMIC DEVELOPMENT & INNOVATION *continued***

### **Investment Attraction *continued***

The Cairns filming attraction strategy has now been finalised and will be presented to Council's December meeting for endorsement. The strategy will include case management within Council, dedicated profiling of Cairns as a place to film and new streamlined online applications for medium to high impact productions. My Kitchen Rules, Neighbours, and Reef Doctors production are some of the recent activity in filming in the region.

### **Defence Force Posture Review**

Council continues to support the region's positioning and case to the ADF Posture Review Team for an increased Defence presence, with further discussions held with the ADF Posture Review Team in November. This regional collaboration work is being coordinated by Advance Cairns.

### **Queensland Investment Forum 2012**

In Partnership with the Queensland Government – Trade and Invest Queensland, Local Government Queensland and Economic Development Australia, planning has begun for an Investment Attraction Forum to be held in Cairns in early 2012, potentially hosting 100 economic development delegates.

### **Economic Development Association Conference 2012**

Cairns has been confirmed as the location for the 2012 National Economic Development Association Conference which will be given the full support of the ED&I team in its development.

### **Informed Economy**

#### ***Available Current Material:***

**2011 Economic Snapshot** - hard copy and on Council's website.

**2011 Cairns Business Survey** - hard copy and on Council's website. **Economy ID** - Revised Economy ID information tool presenting 2010 data available on Council's website, including revised employment data released (Friday, 14 October 2011). The modelled employment by industry data has now been updated, with the Construction sector having seen the greatest fall in employment as a result.

Updated data from ABS which will be included in the next e-update from Economic Development & Innovation team includes total value of building approvals for the Cairns LGA which has increased dramatically from August.

Value of Approval (\$000), Cairns LGA	August	September	% Change
Total houses	10,117	18,267	81%
Total residential building	10,117	18,267	81%
Total non-residential building	10,632	27,617	160%
Total building	20,750	45,884	121%

## **ECONOMIC DEVELOPMENT & INNOVATION *continued***

### **Councillor/ Business Dialogue**

**Councillors Monthly Business Visitation – November** - Digital Dimensions and Marine Film Research, JCU. Council was given an extensive tour of the marine filming and research unit at JCU and of the world class marine filming work of Digital Dimensions. The unit is a world leader in its venomous marine animals research and filming environments, with work including: providing the World's supply of stonefish anti-venom; internationally cutting edge irukandji research; and innovative shark research. Digital Dimensions is currently completing work in the new BBC/Discovery Channel 'Great Barrier Reef' series which will broadcast world-first footage of the Reef to 80 countries and 200 million people world wide, in addition to repeats and extension work.

### **Monthly Mayoral Business Lunch – Mossman**

This month's Mayoral Business lunch was held in Mossman on 25 October. Nine businesses were represented from the following sectors Arts, Agriculture, Real Estate, Federal Government, Veterinary, Hospitality and Tourism. The final lunch for this year will be held in Division 9 on 29 November and the report on the full program for 2011 will be presented at Councils December Ordinary meeting.

### **Local Area Programs**

#### **Babinda**

- Mill Site Redevelopment (update under separate report to Council).
- Business Expansion and Retention Program: Survey to be conducted over a two week period with all businesses in Babinda late November/ early December, focussed on identifying opportunities to support business and employment growth in Babinda.

**Daintree** - local economic stimulus program in November-January through the free ferry pass to Cairns residents. The pass was launched with a small networking event on 15 November and is supported by a collaborative business promotion program which has been developed in partnership with Tourism Port Douglas and the Daintree.

## **REGIONAL MANAGER DOUGLAS UPDATE**

The following provides a summary of key activities for the month from the Regional Manager Douglas.

### **Port Douglas Master Plan**

Building audits of leased properties on the waterfront have been completed with a report expected to go to Council on 7 December. Prior to this report there will be a Councillor Workshop to be held in Port Douglas on 23 November which will include a presentation on the findings of the inspections and also to undertake site inspections of the water front area. One of the major steps in the Master Plan will require the eventual removal of the buildings and infrastructure on the waterfront to allow the transformation of these areas into public parkland and lagoon

A meeting was held with tenants of the water front premises on 3 November. Tenants of these premises have been informed that their leases expire on 10 March 2012 and the meeting was called to provide a clear understanding of the processes leading up to 10 March 2012 and thereafter.

Subject to the result of the building appraisals should any of the buildings be recommended for community use, it is proposed that the community engagement process to seek input on demand and type of interim community uses will commence in January 2012.

### **Securing the water futures of Port Douglas and Mossman**

The Water Smart Home Service as part of the Water Demand Management Program in Port and Mossman has been an enormous success far exceeding the initial expectations for the campaign. The program has seen 950 residences take up the opportunity to have a visit from a licensed plumber to review internal and external fixtures and fittings on their residential property. The visits have included the replacement of taps and showerheads with water saving devices and installation of new washes on any leaking taps. Bookings for Water Smart Home Service have now closed for this financial year.

A number of local businesses have taken up the offer of a visit by Council's licensed plumber to identify water efficiency opportunities in their business. The Commercial and Business Audit Program is open to any business or commercial operation in the Port Douglas and Mossman area including not for profit community organisations. It is expected that the Commercial and Business Audits Program will continue through to the early part of 2012.

### **Sustainable Bling**

Six Sustainable Bling workshops have been held across Douglas during November with a great number of people participating.

The ornaments that have been made from these workshops will hang on the Community Christmas Trees in Port Douglas and Mossman. A local artist Melissah Norris has facilitated the workshops with a diverse range of community members from all different age groups. The Christmas decorations have been made from recycled and donated items carrying the sustainable community theme.

**REGIONAL MANAGER DOUGLAS UPDATE *continued*****Light Up Port Douglas**

Council has been working with the Port Douglas Chamber of Commerce in this year's Christmas decorations. Members of the Chamber have been conducting fundraising events to raise additional funds to put towards the Christmas Lights that Council will be staging on significant trees in Port for Christmas. Pooling resources will provide an even greater display for the community and visitors to enjoy.

As part of the Council and Port Douglas Chamber of Commerce Christmas celebrations, Christmas Carols Karaoke will be held on Tuesday, 20 December underneath the Community Christmas Tree in Market Park commencing at 7.00pm.

**Daintree Ferry Smart Card**

The trial of the Daintree Ferry Smart card commenced on 15 November 2012 and finishes on 15 January 2013.

Council's Regional Manager Douglas and Economic Development & Innovation Unit have worked collaboratively with Tourism Port Douglas Daintree and Daintree Tourism operators in producing a four page A4 full colour gloss special promotional brochure which also includes a detailed map of the area. Thirty-four local businesses took up the opportunity to be part of the brochure which offers special deals for Smart Card users.

Information sessions were held in both the Daintree Village and Cow Bay on Wednesday, 26 October to provide operators with details regarding the Smart Card Program and promotional brochure.

On Tuesday, 15 November the launch day of the Smart Cards, an In-Service workshop was held at the Cow Bay Hotel for local tourism operators and was well-attended with representatives from Daintree Village, Cow Bay right through to Cape Tribulation.

Guest Speaker was Mr Will Neville, Chair of Mission Beach Tourism Association who provided a most inspiring and insightful presentation on opportunities that have risen out of the adversity of Cyclone Yasi. Mr Neville's presentation contained a strong message as to contributors to the achievements that have been made by Mission Beach in the Yasi aftermath and this was clearly the capacity of the operators to be unified and united as one voice and one group. He stated that fragmentation makes advocacy, lobbying and support from Government agencies difficult.

At the conclusion of the presentation there were calls from the operators present to come together as a group, not fragmented groups, to work on ways to better advance the needs and the voice of the Daintree operators with greater cohesion and collaboration.

**REGIONAL MANAGER DOUGLAS UPDATE *continued*****Trainee of the Year Award**

For the second year in a row a staff member from Douglas has won a major award at the Annual Landscape Industry Training Awards. On Friday, 4 November in a glittering awards ceremony in Brisbane, Craig Mitchell from Mossman Parks & Gardens won the 2011 Trainee of the Year. Paul Sagiba from Port Douglas Parks & Gardens was also a finalist. A huge congratulations to Craig for his win; and to Paul for his finalist nomination. Craig and Paul are part of the teams in Douglas that ensure our parks and gardens look fantastic.

**Remembrance Day**

Council and the Mossman RSL hosted the Annual Remembrance Day Service at the Mossman Administration Building on Friday, 11 November. The service was well attended with approximately 100 people participating. Representatives from Council, the RSL, local clergy and Mossman State High School senior leaders for 2012 all contributed with speeches. Wreaths were laid by representatives from approximately 15 different organisations and schools.

**Mossman Community Christmas Party in the Park**

Former members of the Mossman Chamber of Commerce have commenced work with the Douglas Shire Community Services Association who have stepped in to assist with staging the annual Mossman Community Christmas party in the Park. The event will be held in George Davis Park on 3 December from 9.00am - 12 noon. It is expected that over 1,000 locals will attend to be part of the mornings of free activities and great treats for the children. Council would like to acknowledge the Rotary Club of Mossman for their support in the initial stages of organising this event.

**Breast Cancer Awareness Month**

Council hosted the Pink Community Morning Tea held at the Mossman Administration Building on Thursday, 27 October. Council staff decorated the foyer in glorious pink themed umbrellas and coconuts and also provided gourmet morning tea. Approximately 60 people attended the morning tea with local Breast Cancer Support Group "Pink in the Tropics", selling raffle tickets and receiving the proceeds from the gold coin entry donation. Pink in the Tropics" Pink Care Program which provides basic support to women undergoing treatment raised hundreds of dollars from the event.

## **CAIRNS ENTERTAINMENT PRECINCT**

The following provides a summary of key activities for the month in Cairns Entertainment Precinct Branch.

### **Business Planning**

In late 2010 the Queensland State Government committed \$2.5 million in grant funding to support Cairns Regional Council in its assessment of the need for new cultural facilities and the preparation of comprehensive business planning for the Entertainment Precinct project. The body of work comprising the Project Assurance Framework, presented to Council in three stages over the course of 2011, and now culminating in the Business Case, represents almost one year's work by many consultants and Council staff who have been engaged in research, policy analysis, master planning, architectural design, cost planning, financial and economic analyses, and venue operations.

The Project Assurance Framework is a structured assessment tool used by the State government to determine the need, priority and affordability of proposed major public projects. It provides a rigorous and challenging framework against which needs and delivery processes can be tested. The consultants who were engaged for the work are among the most highly qualified in the country, recognised for their expertise in the design, delivery and cost assessment of significant state and national infrastructure.

At the commencement of the Project Assurance Framework study in early 2011, the State government established an interagency committee to oversee the progress of the work, and to work with Council and its consultants through each stage of the study. The body of work produced under each of the three phases has been overseen, guided and challenged by Arts Queensland, Treasury, the Department of Public Works and the former Department of Infrastructure and Planning.

The Executive Summary and the full Business Case, with 18 attachments, are available as a public document on Council's website. It should be read in conjunction with the Financial Sustainability Review of Council's overall business conducted by Queensland Treasury Corporation (2011), reported to Council at its Finance and Administration Meeting also on 16 November 2011 (also available on Council's website).

We understand that this body of work breaks new ground in terms of the experience of local government and the assessment of proposed performing arts projects. This study is believed to be the first of its kind undertaken, to this extent, by a local Council in Queensland, and in relation to performing arts facilities. It will provide a benchmark for the assessment of other major projects by organisations seeking to present a comprehensive and rigorous assessment of proposed community infrastructure.

The Business Case was submitted to Council for its consideration at the CEP Committee meeting of 16 November 2011.

**CAIRNS ENTERTAINMENT PRECINCT *continued*****Design**

In September 2011 Council approved the appointment of the consultant team for the phases 2 and 3 of the project (the preparation of the development applications and the preparation of tender documents). The team comprises consultants recognised nationally and internationally in their respective disciplines. They have come together on a weekly basis over the past eight weeks to develop the staged option (within a budget of \$154.6 million) identified in the Project Assurance Framework's Preliminary Evaluation and Business Case. That option proposes the delivery of the main theatre, back of house spaces, car parking, the refurbishment of White's Shed, the covered public plaza area, and a pedestrian link to the Convention Centre. Additional facilities currently being considered include the rehearsal space (now proposed as a studio) and a black box "found space" to be provided as an entry level performance space. Improvements to the acoustic design and audience experience through the reintroduction of a second balcony in the theatre are also being considered. A study of carparking options is also underway.

The team has been engaged in the review and testing of every element of the design as far as it has progressed to date, to ensure that the functionality required by the community, and the architectural integrity of the design can be delivered within the budget.

The architectural design, as it has progressed to date, was presented at the CEP Committee meeting by CA Cox Rayner Architects on 16 November 2011.

**Employment of local consultants**

It is an objective of the project to engage local consultants and support the local economy wherever possible. Consultant appointments over the last three months now see fourteen separate consultancies, either lead from Cairns, or who have a Cairns-based partner, working on the project.

**Funding**

At this stage Council is waiting for the outcome of the State Government's Cabinet Budget Review Committee's consideration of the Business Case, with regard to the funding which may be committed to the project.

## **MARKETING AND COMMUNICATIONS**

The following provides a summary of key activities for the month in Marketing & Communications Branch.

M&C are liaising with Regional Manager Douglas and the Esplanade for region-wide celebration of the festive season. M&C are developing a dedicated Christmas page for Council's website. Officers are gathering information on activities happening throughout the region to highlight on the page. Additional information on Christmas themes such as sustainable and green Christmas ideas and animal/pet care and management over the holidays are also being coordinated to add to this page.

The Christmas e-card competition is also underway with libraries and regional schools assisting in the promotion.

Other activities for the month include:

- Continue to deliver Council messages to the community via fortnightly Cairns Sun and Gazette Council Corners, Babinda Bytes and Cairns Sun "Hot Topic" responses. Messages during October included ride to work day, Sugarworld Water Park construction updates, Mayor's Christmas Cheer Appeal, Deadly Fun Run, Pre-cyclone clean up, Reconciliation Action Plan, National Water Week, rectangular stadium consultation, Cairns Entertainment Precinct updates, library news and infrastructure works under way.
- Provision of web editing services to all departments for content on corporate website and intranet. During October, approximately 68 editing requests were actioned (with many of these requests comprising multiple tasks or components, such as uploading numerous forms or documents).
- Production of monthly Corporate Team Brief staff newsletter.
- Communication services and support for Economic Development & Innovation unit including content management of new InvestCairns website.
- Production of the Botanic Gardens book and assistance with the development of the Botanic Gardens website.
- Assisted the Community Development team with the development of the Reconciliation Action Plan.
- Worked with the Disaster Management Unit in the development and distribution of the Cyclone Guide and contact cards with QR codes. Continuing to assist with promotions such as advertising on buses throughout the region.
- Promotion of Council news and events via Facebook page and Twitter.
- Respond to public comments and questions received via Facebook and Twitter.
- Management of YourSay online community forum. October statistics show 2,931 site visits with 281 document downloads during this month.

## **MARKETING AND COMMUNICATIONS *continued***

### **Media**

- Distributed 31 media releases and Community Service Announcements during October. Of those, 28 (90%) were published in at least one format.
- Print media utilised 71% of media releases, radio 58% and television picked up 45%
- Media releases that were utilised in all three forms of media were on the topics of the Rectangular Stadium Needs Study, Ride to Work Day, The Mayor's Christmas Cheer Appeal, the A-Bomb exhibition, alterations to Council division boundaries, adoption of the Community Plan, the Draft Reconciliation Plan, adoption of the City Centre Master Plan and the mining jobs expo.
- In total, 222 news items directly relating to Cairns Regional Council were recorded during October. Of those, 79 (36%) were initiated by or published content from a media release.
- Topics that received significant news coverage during October include the Rex Theatre, the Royal Hotel fire, alleged complaints against Councillors and the death of Tom Pyne.

### **Social media**

Facebook insights were overhauled in October and a completely new dashboard was introduced. The reports we used to run are no longer available and the metrics we used to measure performance with have changed and expanded to allow deeper, more granular reporting. Therefore statistics given in this month's report are different to what has been previously included. Facebook is primarily a relationship building platform and the new insights and metrics focus on engagement. They allow us to drill down and examine the various ways people (fans and non fans) interact with us on Facebook so we can better tailor content to strengthen these relationships and increase community engagement with our messages.

One of the major new metrics is called 'people talking about this' which refers to the number of people sharing stories about our page. These stories include liking our Page, posting to our Page's Wall, liking, commenting on or sharing one of our Page posts, answering a Question/poll we posted, RSVPing to one of our events, mentioning/tagging us in text, tagging us in photos or checking in at our Places. It is our goal to reach a weekly average of 100 people talking about us and to fall no lower than 50 people talking about us per week.

This goal was benchmarked upon the Facebook performance of Logan City Council, Brisbane City Council and Ipswich City Council. If we can reach the weekly goal of 100 people talking about us we will have more people talking about Cairns Regional Council on Facebook than are talking about Logan or Ipswich and our engagement level will be on par with Brisbane (on a per capita basis).

We are continuing to work with other departments, providing strategic advice and practical assistance with social media. Also working on a report re: social media team collaboration software and online brand/media/conversation monitoring tools.

## **MARKETING AND COMMUNICATIONS *continued***

### ***Facebook statistics for the period 1-30 October 2011 were:***

(<http://www.facebook.com/CairnsRegionalCouncil>)

October was an awesome month for us on Facebook. We played games with fans (asking questions etc) and used Taipans tickets to incentivise new page likes and fan engagement. We gave away over 50 tickets to two different home games and this explains our extremely high fan acquisition figure for this month.

Total New Likes (Fans):	251
Total Unlikes (Fans leaving):	25
People Talking About this (avg):	Daily 17, Wk 115, Month 469
Page Stories (avg):	Daily 34, Month 993
Engaged Users (avg):	Daily 35, Month 756
Total Reach (avg fans & friends of our fans)	Daily 960, Month 18971
Total Impressions (avg whole of FB inc non fans)	Daily: 8250, Month 221,743

### ***Twitter statistics for the period 1-30 October 2011 were:***

(<http://www.twitter.com/CouncilCairns>)

New Followers: 179

Total Followers: 402

Our Top 3 Links on Twitter October: RDF Grant Schemes (22 clicks, 5 RT), FREE Oct Esplanade Activities (16 clicks, 2 RT), Water Week competition (16 clicks)

WIP: Incremental follower acquisition strategy and building lists to distribute messages to groups (i.e. media), monitor key themes and make strategic mentions is working well.

Twitter does not give built in statistics – The new free Twitter Analytics service is only available to users who use Twitter's paid promotions. It does not give analytics to users who are not using promoted tweets, links etc. Currently using the limited paid Twitter reporting options in Hootsuite and looking at a better paid services such as Buzz Numbers.

### **Events:**

Ride to Work Day – just under 300 attendees, OB with breakfast from 4CA and workshops set up by Pump 'n' Peddles, Queensland Health and Genesis Gym. Successful day and numbers up from last year.

25 Year Service Dinner – held at the Hilton with 90 attendees, with 6 people become members of the 25 year club.

Pink Ribbon Afternoon Tea – attended by 50 staff, speakers from the Cancer Council and raised \$750.

Mayor's Christmas Appeal – launched on Wednesday 5 October with \$500 donation. Approximately 30 attendees.

### **Civic Events:**

- Citizenship Ceremony 48 new citizens

## **MARKETING AND COMMUNICATIONS *continued***

### **Sponsorship & Events Strategy**

Events & Sponsorship Strategy continue to take on more focus from Economic Development; and discussing resourcing / scope of metrics.

Negotiation for increased coverage and return for current sponsorship arrangements has occurred.

Delivery of sponsorship commitments with Taipans have been monitored and utilised. Templates have been developed for sponsorship arrangements with major Council events.

A sponsorship prospectus is being developed for both incoming and outgoing sponsorship arrangements with Council.

Continued monitoring and engagement relating to large scale events including Challenge Cairns and Eclipse Taskforce and Great Barrier Reef Marathon Festival. Internal working group for Challenge Cairns formed for 2012 delivery.

### **Logistic Support:**

The Marketing and Communications Branch provides logistical support for Council sponsored events and functions including external organisations utilising the Civic Reception Rooms and equipment.

In October support was provided to 20 corporate events including Event Grants Presentation, CIS Programme - Civica Workshop & Public Launch of "Imagine Tomorrow - Your Community Plan". With 8 external organisation including Fraud Awareness Presentations, Businesses - Research and Development & Kathy Kelly - The Cost of War, The price of Peace.

### **Cairns Entertainment Precinct**

- Media campaign devised around October committee meeting.
- New in-house website completed and receiving final edits prior to going live.
- Communications strategy being updated to reflect project status, to be amended pending the outcome of September's committee meeting.
- Media release distributed outlining a range of staging options being considered for the project.
- Quote requested for preparation of new marketing/branding collateral to replace 'Cairns Cultural Precinct' material.
- Twitter: The CEP Twitter account was active for the first full month, with general tweets being made on a daily basis in order to create an online presence and generate a following. As at Wednesday, November 2, the seven people are following the activity of the Precinct.
- Facebook: The CEP Facebook account was active for the first full month, with daily posts being made in order to create an online presence and generate 'likes' from the community. As at Wednesday, November 2, the Precinct has 62 likes and has received 1776 impressions (or hits on the page).

**MARKETING AND COMMUNICATIONS *continued***

Cairns online ([www.cairns.com.au](http://www.cairns.com.au)): During the month of October two conversations about the Precinct took place in the online forum. The article, *“Public to get first look at cost files for Cairns Entertainment Precinct”*, published Thursday, October 27, received 12 comments concentrated on public disclosure of the Business Case. Article *“Local builders demand Cairns Entertainment Precinct jobs”*, published Monday, 17 October, received 43 comments regarding a survey of FNQ contractors as to whether they had the resources to tender for the construction of the CEP.

LYN RUSSELL PSM  
**Chief Executive Officer**