Attachment A
Table One: Analysis options for investment in the branding and marketing of the Ellen Melville Centre.

Option	Pros	Cons	Budget / Risk implications
Option 1 This communications package consists of council branding: • standard council logo on posters/newsletters and external signage (flags/banners)	• no cost involved • can be produced quickly	• council brand is not tailored to the redeveloped centre or its target audience • inadequate because the package does not include a website which would attract the digitally savvy targeted audience	• No cost involved
Option 2 This communications package includes option 1 plus: • externally-delivered websit	• includes a basic website which would appeal to digitally-savvy centre users • cheap and adequate option	• website is static • no additional website functionality such as analytics, other language provision • website would need to meet council's digital best practice guidelines.	• One-off cost, estimated at $10,000 contribution from the local board discretionary budget
Option 3 This communications package is specific and includes: • in-house developed brand with alignment to council brand • centre logo • print material • external signage (flags/banners) • moving image/video • digital delivery including website, mobile and social media)	• centre has its own brand and opportunity to maximise through collateral • represents good value and integrated product • website can be transferred to community group in future at lower cost • support of expert in-house team	• more expensive than option 2 will take seven weeks to develop from local board approval	• One-off cost, estimated at $30,000 contribution from the local board discretionary budget

Table Two: Details of development and delivery of Option 3

Option 3	
Logo and signage collateral	Animated EMC identity for video content Initial launch videos Facebook/social media digital assets Digital screens: initial set of 12 screens Digital screens: setting up a Digital Storefront template system for self help Word templates (posters/flyers) initial setup Exterior signage Miscellaneous (e.g. banners/flags etc. for launch)
Website build:	Design & build (analysis, build, testing, implementation, admin, documentation, training) Digital services (analytics, content, updates) Social media management (initial 3 months then train EMC operational staff to do this)