

Notice is given that an ordinary meeting of the Saxton Field Committee will be held on:

**Date:** **Wednesday 4 August 2021**  
**Time:** **9.30 am**  
**Meeting Room:** **Saxton Netball Pavilion**  
**Venue:** **Stoke**  
**Nelson**

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## **Saxton Field Committee**

### **AGENDA**

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#### **MEMBERSHIP**

##### **Independent Chair**

Derek Shaw

##### **Tasman District Council**

Cr Trevor Tuffnell

Cr Kit Maling

##### **Nelson City Council**

Cr Judene Edgar

Cr Tim Skinner

(Quorum 3 members)

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**Note:** The reports contained within this agenda are for consideration and should not be construed as Council policy unless and until adopted.



## AGENDA

**1 OPENING, WELCOME**

**2 APOLOGIES AND LEAVE OF ABSENCE**

**Recommendation**

**That apologies be accepted.**

**3 PUBLIC FORUM**

DHB – Carol McIntosh – Policies around alcohol in the RMP

**4 DECLARATIONS OF INTEREST**

**5 LATE ITEMS**

**6 CONFIRMATION OF MINUTES**

**That the minutes of the Saxton Field Committee meeting held on Wednesday, 12 May 2021, be confirmed as a true and correct record of the meeting.**

**That the CONFIDENTIAL minutes of the Saxton Field Committee meeting held on Wednesday, 12 May 2021, be confirmed as a true and correct record of the meeting.**

**7 PRESENTATIONS**

Nil

**8 REPORTS**

8.1 Saxton Field Activity Report ..... 5

8.2 Draft Saxton Field Marketing Strategy ..... 9

**9 CONFIDENTIAL SESSION**

Nil



## 8 REPORTS

### 8.3 SAXTON FIELD ACTIVITY REPORT

Information Only - No Decision Required

**Report To:** Saxton Field Committee  
**Meeting Date:** 4 August 2021  
**Report Author:** Richard Hollier, Reserves & Facilities Manager  
**Report Number:** RSFC21-08-1

#### 1 Summary

- 1.1 This report updates the Committee on the completed Saxton Field projects for 2020/21, the proposed works for 2021/22 and other operational activities.

#### 2 Draft Resolution

**That the Saxton Field Committee receives the Saxton Field Activity Report RSFC21-08-1.**

### **3 Purpose of the Report**

- 3.1 The purpose of this report is to provide you with an update on the following projects:
- 3.1.1 the Champion Drive/Saxton Field link road Stages 2 and 3;
  - 3.1.2 Harakeke Green sportsground design;
  - 3.1.3 BMX track investigation, design and construction;
  - 3.1.4 other minor capital projects; and
  - 3.1.5 various operating activities.

### **4 Capital Projects 2020/2021 Update**

#### **Champion Drive/Saxton Field Link Road – Stage 2**

- 4.1 The second stage of the car parking and roadway link from Champion Drive to Saxton Field was completed on time and within budget at the end of May.

#### **Harakeke Green Sportsground Design – Stage 1 Drainage & Irrigation Design**

- 4.2 Design for one clay cricket block, one artificial block and four winter sports fields on Harakeke Green has been completed. Construction is scheduled for 2024/2025.

#### **BMX Track Investigation and Design**

- 4.3 Investigation of a BMX track including consultation with the Nelson BMX Club was undertaken during the year and a concept design which met the clubs needs and worked within the site constraints was achieved.

#### **Tree Planting**

- 4.4 Tree planting has been continuing throughout the reserve. Selected species include autumn coloured broadleaf deciduous trees chosen to reflect the woodlands theme expressed in the 2008 Saxton Field Reserve Management Plan. Large growing native species are being planted amongst the first line of succession along the esplanade corridors.

#### **Saxton Creek Esplanade Upgrade**

- 4.5 Stage 3 of this project is being overseen by Nelson City Council outside of the Saxton Field budget and is nearing completion. The project includes stream alignment with a strong environmental influence. It will eventually provide a shared path link to connect Saxton Field to upper Champion Road and Silvan Forest.
- 4.6 Enabling works for Stage 4, which includes the culvert under Main Road Stoke and stream upgrade through to the estuary, have begun with construction following in 2021/2022. A defined work area has been allocated behind the proposed BMX site with truck access off Main Road Stoke avoiding the Saxton Field internal roading network.

**5 Capital Projects 2021/2022 Update****Champion Drive/Saxton Field Link Road – Stage 3**

- 5.1 The final stage of the car parking and roadway link from Champion Drive to Saxton Field is the installation of lighting and the completion of adjoining sealing. The budget to complete the project is \$339,000.

**BMX Track Construction**

- 5.2 A budget of \$150,000 is included in the LTP for this project. High level cost estimates for the work have been sought, and officers have been working with the BMX Club to confirm requirements for the track. An update about the project will be provided at the next meeting.

**Avery Field Baseball Diamond Investigation**

- 5.3 A budget of \$20,000 is included in the LTP for this project.

**Accessibility Improvements**

- 5.4 An accessibility audit was completed in 2014, and officers are reviewing this report to identify whether there are further actions outstanding before confirming the programme of works for 2021/22. A budget of \$20,000 is included in the LTP for this project.

**Shared Path Development**

- 5.5 A budget of \$5,000 is included in the LTP for preparation and design for this project in 2021/22, with \$200,000 in 2022/23 for construction. It is likely there will be a saving from the Champion Drive Link Road that can also be used to support this work in this financial year. A report will be presented to the next Committee meeting with a recommended priority.

**Lighting Improvements**

- 5.6 A budget of \$75,000 is included in the LTP for this project. This is to support the renewal of the hockey lighting to LED lights. Officers have been working with Nelson Hockey, who have applied for external funding for the work. The intent is to confirm Hockey funding prior to progressing with the project.

**Wayfinding**

- 5.7 A budget of \$15,000 is included in the LTP for this project. Following the confirmation of the marketing strategy, officers will be using the marketing strategy and branding to inform the programme of upgrades for the wayfinding signage. There is also funding in year 2 for further wayfinding improvements.

**Oval Cricket Surface Renewal**

- 5.8 \$20,000 is budgeted in the LTP this year for scoping, design and costings for the work to occur in 2022/23. This work has not yet commenced.

**Saxton Stadium Basketball Hoops**

- 5.9 A budget of \$20,000 is included in the LTP for investigation and design of roof hung hoops. A further \$260,000 is provided in 2023/24 for installation.

**Athletics Pole Vault Facility**

- 5.10 \$36,000 is included for this project in the LTP this year. Officers have met with Athletics Nelson to confirm the requirements and will be able to provide a further update at the next meeting.

**6 Operational Activity**

**American Football Tournaments**

6.1 The Nelson American Football club has a flag football tournament on Saturday 1 August and have been allocated 2 fields on Champion Green for this tournament and another to be held in November. They have previously used grounds at Tahuna which are currently in use for football.

**Football**

6.2 The Mainland Premier League has begun and is utilising Saxton No.1 field.

**Nelson Heat Baseball Club**

6.3 The Nelson Heat Baseball Club have been named 'Club of the year' at the 2021 Baseball NZ Awards held on 25 July 2021. This is great recognition for a young and energetic club who have been very focused on the very successful establishment and growth of the code in the Nelson region.

**Saxton Field Marketing**

6.4 Officers met with codes at Saxton Field on 14 July to discuss and receive feedback on the draft Saxton Field Marketing Strategy. A further update is provided in a separate report to this meeting

**Alcohol Free Signage**

6.5 Following the adoption of the Saxton Field Reserve Management Plan, officers have been approached by District Health Board staff to identify locations for improved smoke/alcohol/vape free signs at Saxton Field. This is consistent with the policies in the Reserve Management Plan, adopted in May by both councils.

6.6 Officers will work collaboratively with DHB staff, clubs and other organization's to incorporate positively worded signage at Saxton Field. The DHB has grant funding available for providing signage. Sign locations and style will be approved by officers before being installed.

**7 Attachments**

Nil



**8.2 DRAFT SAXTON FIELD MARKETING STRATEGY****Decision Required**

<b>Report To:</b>	Saxton Field Committee
<b>Meeting Date:</b>	4 August 2021
<b>Report Author:</b>	Stu Dalton – Events and Venues Adviser, Nelson City Council
<b>Report Number:</b>	RSFC21-08-2

**1 Summary**

- 1.1 The Saxton Field Marketing Strategy (Strategy) project started in August 2018 with an overview of current marketing. It noted the next steps required to improve the marketing and the need for a venue booking system.
- 1.2 The Draft Strategy was presented to this Committee on 11 August 2020. A workshop was recommended to discuss objectives. On 18 September 2020 the Saxton Field Committee held a workshop to discuss key objectives for the Strategy.
- 1.3 On 10 February 2021 the new Saxton Field brand was presented to the Committee and adopted. The new Saxton Field Brand is to be used in all future marketing material.
- 1.4 The Strategy, once adopted, will provide objectives and a detailed plan on what projects need to be completed.
- 1.5 The Strategy will give Nelson City Council and Tasman District Council a plan to promote Saxton Field and showcase the collection of high-quality parks and facilities for recreation, sport, and business use (conference, meetings, workshops etc). The plan will include a Saxton Field Website, Social Media platforms, e-news, a centralised booking system and updated signage including directional/wayfinding signage.

**2 Draft Resolution****That the Saxton Field Committee:**

- 1 receives the Draft Saxton Field Marketing Strategy Report RSFC21-08-2; and**
- 2 instructs officers to prepare, for the Committee’s approval, a final version of the Strategy incorporating any feedback provided by the Committee.**

<b>3 Purpose of the Report</b>
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- |   |
|---|
| 3.1 To consider the draft Saxton Field Marketing Strategy for Saxton Field and provide feedback to assist preparation of the Final Saxton Field Marketing Strategy. |
|---|

<b>4 Background and Discussion</b>
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- 4.1 On 14 November 2018, a workshop was undertaken by the Saxton Field Committee to develop guidance on a marketing plan for Saxton Field. The workshop provided a baseline overview of the current position of Saxton Field, and highlighted several synergies and challenges in the long-term vision of the facility, and how it is currently managed. As a result, it was decided to hold a further workshop and align this work with the development of a new Reserve Management Plan.
- 4.2 On 17 April 2019, a second workshop was held with the Saxton Field Committee to start looking at both the new Reserve Management Plan and the core markets for Saxton Field. It was agreed that consultation with the resident sporting codes and facility management would be required. This was to ensure the Strategy reflected the needs of the key stakeholders onsite.
- 4.3 On 17 July 2019, a workshop was held with the resident sporting codes and facility management at Saxton Field to gain their view on the draft Reserve Management Plan. It also provided insight into their perspective on the core markets for Saxton Field. The Saxton Field Committee members were present at this workshop as an opportunity to listen to the points of view presented.
- 4.4 On 14 August 2019, a third workshop with the Saxton Field Committee helped to bring the viewpoints of the Committee, facility management and resident codes together into a shared document. The Saxton Field Committee placed 'Recreators' as the most important of Saxton Field's key users; and requested that input from all parties, regarding what they would like from Saxton Field, be collated in a way that reflected the combined ideas.
- 4.5 On 21 February 2020 the Saxton Field Committee was updated on the development of the Strategy for Saxton Field and noted that market research with sporting codes and users would be undertaken.
- 4.6 On 11 August 2020 the Saxton Field Committee was presented with the market research survey results and a draft Strategy for Saxton Field. The Committee requested a workshop be held to discuss the Strategy in more detail and provide feedback before a final Strategy is adopted. The Committee resolved:
- That the Saxton Field Committee:*
- Asks staff to organise a workshop with the Committee on the marketing research and the Strategy prior to bringing the matter back to the Committee for a decision.*
- 4.7 On 18 September 2020 the Saxton Field Committee held a workshop to discuss key objectives for the Strategy. The Nelson City Council Events and Venues Adviser discussed with the Committee the marketing projects, budget, and proposed next steps.
- 4.8 Nelson City Council staff agreed to work with Tasman District Council staff on a combined brand project brief to be sent to the designers (Hothouse). Staff confirmed that they would engage with designers to begin preparation of a draft brand to be discussed at the next committee meeting.

- 4.9 On 17 November 2020 the Saxton Field Committee was presented with a brand architecture document by Nelson City Council staff, Tasman District Council staff and Hothouse. Feedback on the brand architecture document was provided by the Committee.
- 4.10 On 22 January 2021 the Saxton Field Committee held a workshop to further discuss in detail the Saxton Field brand. Two brand concepts were presented to the Committee by Hothouse and feedback given by the Committee was used in the development of the Saxton Field draft brand.
- 4.11 On 10 February 2021 the Saxton Field Committee was presented the final Saxton Field Brand for approval. The Committee resolved:
- That the Saxton Field Committee:*
- Retains the name Saxton Field; and*
- Approves the branding and logo for Saxton Field as follows:*
- design option 1; and*
- by-line: "space for everyone"; and*
- the logo will use "saxton field".*
- 4.12 Nelson City Council and Tasman District Council staff worked on a combined Strategy. Staff held discussions with the Marketing Studio in the preparation of an updated draft Saxton Field Marketing Strategy.
- 4.13 On 14 July 2021 Nelson City Council, Tasman District Council, Sport Tasman and the Marketing Studio staff held a meeting to engage with Saxton Field users and sporting groups. The discussions included the draft Marketing Strategy, new Saxton Field branding and Priava (Venue Booking Software). The meeting provided an opportunity for users to comment and provide feedback on the Strategy and its projects.

**Discussion**

- 4.14 A draft version of the Strategy has been prepared by the Marketing Studio for comment from the Saxton Field Committee. Any feedback provided will be given to The Marketing Studio for incorporation into the final Strategy.
- 4.15 Feedback from the Committee regarding the draft Strategy will be incorporated when writing the final version, which will be brought to the Committee for approval in November 2021.
- 4.16 Chris Butler from the Marketing Studio will be in attendance to answer any questions about the draft Strategy.

**5 Options**

5.1 The options are outlined in the following table.

	Option	Advantage	Disadvantage
1.	Receive the Draft Strategy and provide feedback for inclusion for the Final Strategy to	Committee derived improvements can be made to the Strategy.	Realisation of benefits will be later because implementation of the Strategy will begin

	be adopted at the next meeting (preferred option.).		after the next Committee meeting.  Higher risk that current financial year marketing budget will not be spent.
2.	Receive and adopt the Strategy.	Implementation of the Strategy can begin immediately.	No disadvantages if the Committee is happy with the Strategy in its current form.

5.2 Option 1 is recommended.

**6 Strategy and Risks**

6.1 There is very low risk in adopting the Strategy. The increase cost due to undertaking marketing projects is the biggest risk as they will also need to be kept up to date. Any increase in use is also a risk which will need to be monitored by the wider team to observe impact on the parks and facilities at Saxton Field.

**7 Policy / Legal Requirements / Plan**

.7.1 The decision is consistent the following community outcome:

- Our communities have access to a range of social, educational, and recreational facilities and activities.

**8 Consideration of Financial or Budgetary Implications**

8.1 Funds for the Saxton Field Marketing projects will be allocated from current Saxton Field Marketing budgets. Any overspend will be allocated from other marketing budgets.

8.2 The longer-term costs are in updating any future marketing collateral and any increased costs in the venue booking software.

**9 Significance and Engagement**

<b>Important considerations for decision making</b>	
<b>9.1 Fit with Purpose of Local Government</b>	This decision will further promote the social, economic, environmental, and cultural well-being of communities in the present and for the future by attracting more users to Saxton Field.
<b>9.2 Consistency with Community Outcomes and Council Policy</b>	The decision is consistent the following community outcome:

	<ul style="list-style-type: none"> <li>• Our communities have access to a range of social, educational, and recreational facilities and activities.</li> </ul>
<b>9.3</b>	<p><b>Risk</b></p> <p>There is very low risk in adopting the Strategy. The increase cost due to undertaking marketing projects is the biggest risk as they will also need to be kept up to date. Any increase in use is also a risk which will need to be monitored by the wider team to observe impact on the parks and facilities at Saxton Field.</p>
<b>9.4</b>	<p><b>Financial impact</b></p> <p>Funds for the Saxton Field Marketing projects will be allocated from current Saxton Field Marketing budgets. Any overspend will be allocated from other marketing budgets.</p> <p>The longer-term costs are in updating any future marketing collateral and any increased costs in the venue booking software.</p>
<b>9.5</b>	<p><b>Degree of significance and level of engagement</b></p> <p>This matter is of low significance because the Saxton Field Committee can make this decision without undertaking community engagement. Therefore, engagement will occur in the form of marketing and promotion via several mediums. The plan will be delivered via a rollout document.</p>
<b>9.6</b>	<p><b>Climate Impact</b></p> <p>Branding and marketing materials will be reused and recycled where possible. The need for printed marketing material for Saxton Field should be reduced by having information available digitally. Sustainability objectives from the Reserve Management Plan will also be included in the Strategy.</p>
<b>9.7</b>	<p><b>Inclusion of Māori in the decision making process</b></p> <p>Iwi were consulted in preparation of the draft Reserve Management Plan from which the objectives come from.</p>
<b>9.8</b>	<p><b>Delegations</b></p> <p>The Saxton Field Committee has the following delegations to consider the Saxton Field Draft Brand</p> <p><i>Areas of Responsibility:</i></p> <ul style="list-style-type: none"> <li>• Promotion and marketing of Saxton Field as a regional venue</li> </ul> <p><i>Delegations:</i></p> <p>Powers to Decide</p> <ul style="list-style-type: none"> <li>• Matters relating to marketing of Saxton Field, within approved budgets and policies</li> </ul>

## 10 Conclusion

- 10.1 The feedback from the Saxton Field Committee will be taken into consideration. The Saxton Field Committee is be presented with the final Strategy to be approved for adoption at the committee meeting on 10 November 2021.

## 11 Next Steps / Timeline

- 11.1 Further work required regarding the Strategy will be undertaken by a working group made up of Sport Tasman, Nelson City and Tasman District Council staff.
- 11.2 A draft website concept and wayfinding designs will be presented to the Saxton Field Committee for approval.
- 11.3 The Strategy will be implemented with projects (website, social media pages and database/e-news) launched

## Attachments

1. [↓](#) Saxton Field Marketing Strategy - July 2021

15



# Marketing Strategy





# Saxton Field Brand





# Background

A general public survey was conducted to provide feedback on Saxton Field usage and experiences with booking venues. From this feedback this Marketing Strategy has been developed to increase the profile of the facility and maximise opportunity.

The survey was conducted in two parts. An “on-the ground” survey interviewing the public using Saxton Field, whether it be for sporting activities or personal recreational use. The second approach for the survey was conducted & promoted online via social media and distributed to sporting clubs, Sport Tasman, Nelson Tasman Chamber of Commerce, Uniquely Nelson, Nelson Regional Development Agency, Nelson City Council, Tasman District Council and other key contacts.

The survey had 950 submissions. The COVID-19 lockdown did cause disruption, with the “on the ground” survey having to be cancelled, and difficulty with distribution in the online space due to changing priorities during COVID-19. However, the sample size is sufficient to capture the feedback required.



# Survey Summary

The consensus from most who participated in the survey is that Saxton Field is an amazing complex for both the recreational and sporting public. Wide open spaces and modern facilities, all housed in the same location.

Not only is it desirable to attract members of the public to utilise Saxton Field but also the ability to attract National events and sporting occasions brings economic value to the region.

77.8% of those surveyed locally, were aware that facilities could be booked but the majority had not experienced booking a facility at Saxton Field. Although bookings were mainly through Sport Tasman, users did book directly with the club involved with the venue. "Word of mouth", "had booked before" and "through their club" or "Sport Tasman", was by far the majority method of finding out about the venue, and liaison regarding the booking.

Overall, the experience was very good with a few minor comments about problems they had at the venue; but it seems the only way the user can find out what the facilities have to offer, and when they are available, is to try and find the right contact. There is an opportunity to showcase what Saxton Field has to offer and provide a streamlined experience for the end user.

# Survey Summary

The consensus is that we have an amazing facility.

- Open green space
- Large variety of sporting facilities
- Recreational areas for leisure activity
- Centrally located to main arterial routes
- Modern facilities
- Safe for families
- Well kept
- Fantastic setting

It looks, overall, that the local community are utilising the facilities well and there is demand for wider usage and more facilities from other sporting codes.

If Saxton Field is to attract interest from a wider range of potential users including outside the region, working through the objectives, actions and measures outlined in this marketing strategy, we can showcase this facility in a much-improved way and give it the usage, image and profile it deserves.



# Vision

**Saxton Field is where the regional community comes together to play sport and for recreation. It is an inclusive environment for everyone.**

- The primary purpose of the Saxton Field complex is providing a collection of high-quality venues that cater for regional sport and recreation activities based on a collaborative sports clustering model.
- Saxton Field has a key role in providing an attractive aesthetic greenbelt for the regional community with open space and trees, which can be used for informal recreation and provides for spectators to watch activities.
- Saxton Field provides for additional activities, including high level (national and international) sporting activities and events.
- The development and use of Saxton Field will encourage behaviors that uphold and enhance the mana of the Saxton Field whenua and wai.



# Marketing Objectives

## Casual Recreation

- Encourage public use. Effectively marketing Saxton Field as a casual recreation venue

## Sports and Events

- Retain and engage existing key users
- Attract other key users
- Attract events that bring economic benefit

## Venue Hire

- Increase venue hire



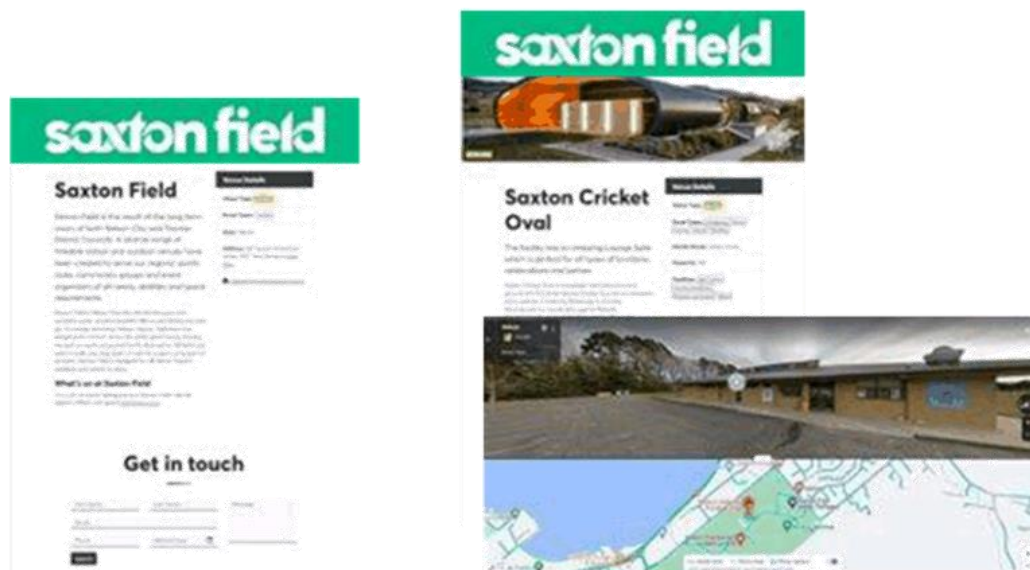
# Website & Booking System

**Centralised website** - This allows users to find out more about the facilities available and give them the opportunity to view all the details regarding each facility and what it has to offer. It also presents the venue in a professional visual manner especially if potential users are looking at Saxton Field for national events.

**Centralised booking system** - integrated within the website, users will be able to plan their calendars and organise bookings. Dates can be blocked out in advance, to allow for local club usage. A central point of contact will be in place to create a more seamless experience.

Google Maps will be within the website and reference on external mediums like print and signage will integrate with the website, so that visitors can find their way around.

**VR** - Plans are already in place to showcase facilities with 360-degree visuals that can be embedded within website. This enables users to gain an in-depth view what is available to see if it suits their needs.



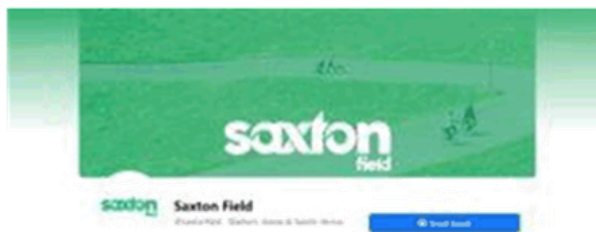
# Social Media

Social media will play an important part in promoting what Saxton Field has to offer. The survey showed that Social media is already the most popular way people find out about what was happening at Saxton Field.

There is an opportunity to not only showcase this amazing facility but also to highlight the many activities that that it holds throughout the year using this marketing method.

A content plan would need to be developed to ensure coordinated key messaging at key times.

This will be handled by Sport Tasman and we encourage clubs and users to feed them with your material for wider community engagement.

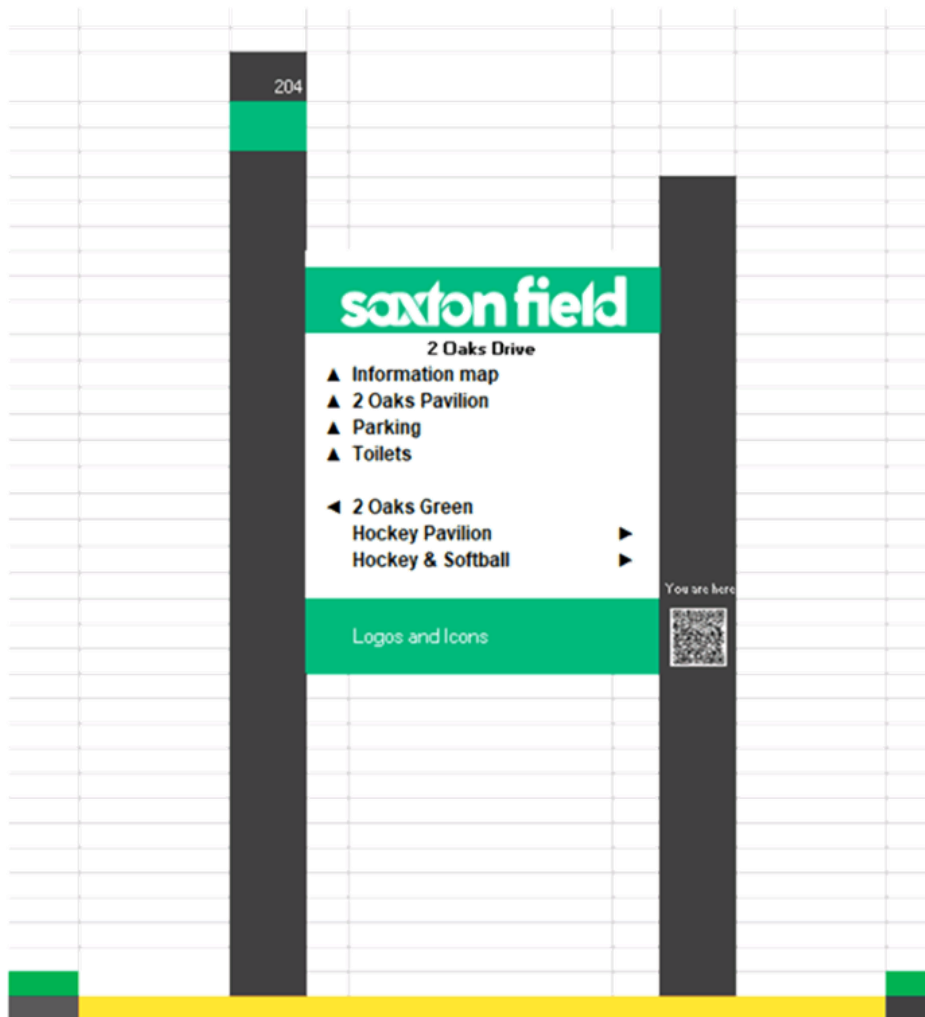


Instagram



# Signage

- Improved directional signage is being planned with interactive technology that will assist users with directional help with their phones.
- Maps of Saxton Field online and on signage
- Entry signage





# Database

- A central database of key contacts will be developed. This will be initially made up of local organisations such as sports clubs, schools and local authorities, but the goal will be to then grow this by adding national key contacts, media and general public where possible.
- Building and regularly staying connected with a contact database enables all key users to keep up to date with relevant news, initiatives, events and can also draw attention to venues.
- Building and maintaining relationships with key users means that Saxton Field remains relevant and visible. When the appropriate opportunity arises, Saxton Field will be top of mind for a contact to become a repeating user.
- Sport Tasman will be responsible for collating and distributing a regular e-news and we encourage you all to feed them the latest information and news to assist in keeping the wider community informed.



## You're invited!

As a resident sport code and a user of Saxton Field you're invited to a meeting to hear about and provide feedback on the draft Saxton Field Marketing.

# Key Activities

**Year 1:**

- Build collaborative working relationships with sporting codes and Sport Tasman.
- Build CRM and MailChimp database with codes and other key contacts.
- Develop strategy for social media platforms for Saxton Field brand in collaboration with codes and Sport Tasman.
- Build new website that will showcase the sport and recreation facilities at Saxton Field
- Implement new booking system and improved processes across Saxton Field.

**Year 2:**

- Strengthen collaborative working relationships with sporting codes and Sport Tasman.
- Continue and build CRM and Mailchimp database with codes and other key contacts.
- Build audience by 20% for social media platforms for Saxton Field.
- Develop working relationships with 3 regional / national sporting tournaments and 1 international tournament at Saxton Field.
- Use booking system data to set future KPIs
- Use website and social media data to set future KPIs

**Year 3+:**

- Continue and strengthen collaborative working relationships with sporting codes and Sport Tasman.
- Continue and build CRM and Mailchimp database with codes and other key contacts.
- Build audience by 20% for social media platforms for Saxton Field brand.
- Attract 3 regional / national sporting tournaments to Saxton Field and 1 international tournament
- Use booking system data to set future KPIs
- Use website and social media data to set future KPIs

# Next Steps

## Year 1:

Develop Marketing Action Plan with Facilities Management & Sport Tasman - this will outline main key messaging and activity on a calendar with areas of responsibility.

This will cover:

- PR
- Mainstream media
- Web
- Social Media
- Database Management
- Signage
- Direct relationship building

Some longer-term objectives will also have to be considered based around what long term goals at Saxton Field. This could be around type of activities for local communities and larger scale events. The type of direct relationships built over time will align with these objectives.

