



MEDIA RELEASE



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Evocities announce Project Management team ***Evocities - Cities of Energy, Vision and Opportunity***

The seven regional cities in the Evocities partnership have announced the appointment of marketing, research and project management company, Prophisee, as Project Manager for the implementation of a major campaign designed to entice Sydney-siders to live, work and invest in one of NSW's seven Evocities.

"We are extremely pleased to appoint Prophisee to the role, and believe their experience will ensure the Evocities campaign delivers maximum return on investment and effort within the Sydney marketplace," said Cr James Treloar, Mayor of Tamworth Regional Council and Evocities spokesperson.

"Partnering with Prophisee, we believe, will provide the best foundation for a successful campaign, ensuring as wide an audience as possible knows that inland regional cities like Wagga Wagga are vibrant progressive centres with excellent job prospects and a great lifestyle," said Cr Kerry Pascoe, Mayor of Wagga Wagga.

The seven Evocities - Albury, Armidale, Bathurst, Dubbo, Orange, Tamworth and Wagga Wagga – secured Australian Government Funding of \$1.2 Million in July 2009 in addition to each Council's contribution of \$40,000 per year for three years to develop and deliver an innovative, collaborative marketing campaign.

Prophisee is an Australian owned marketing, research and project management company with a diverse Australian and international client list.

The company was founded by brand strategist and researcher Catherine Jolley who previously worked for major agencies including Clemenger Melbourne, Mojo and Leo Burnett.

She was part of the team that developed the original "You'll love every piece of Victoria campaign".

The Prophisee team is excited to have the opportunity to project manage the implementation of the Evocities project and has appointed Brendan Dunphy as lead project manager.

"Brendan is a highly qualified and experienced marketing and communication strategist who has done work for major national and international companies.

"Our strong focus now is on highlighting the very clear benefits of living, working and investing in NSW's regional centres.

"With continued growth of these cities and lower than state average unemployment, the positive story is there to be seen – we have to make sure it is told.

"The success of the Evocities project is not only important to the seven cities involved, it's also critical for the future of regional Australia," Ms Jolley said.

Mr Dunphy said that aside from the functional aspects of managing the implementation of the Evocities project, his goal as project manager is to secure absolute commitment from all stakeholders.

"The Evocities campaign is being developed at an excellent time of growth in our major inland cities.

"Long term project success depends on creating a cohesive and dedicated team among all the stakeholders including the professionals and suppliers recruited to execute the strategies," he said.

Evocities Background:

Evocities is a partnership between Albury, Armidale, Bathurst, Dubbo, Orange, Tamworth and Wagga Wagga.

Wagga Wagga City Council is the administrator of the project with each Council contributing \$40,000 towards the project each year for three years. A number of high profile private partners will also participate financially in the project with Country Energy, McN TV Network and the Commonwealth Bank confirmed as early project sponsors.

Evocities are defined as clean and green, vibrant, dynamic, innovative, professional, accessible and globally linked.

Previous research undertaken as part of the Evocities project has found:

- Moving to a regional "city", as opposed to "the country" would provide an easier pathway for people looking to relocate from a metropolitan environment.
- 28% of the survey participants had considered relocating out of Sydney.
- 24% of respondents considered relocating to inland NSW.
- Employment opportunities were regarded as the top condition required to change in order for participants to consider relocation.

Ends.

*For further information, please contact Nadine Crowley, Wagga Wagga City Council on 02 69269193 or 0410 220128.
www.wagga.nsw.gov.au*