

South Bank Corporation Policy

Corporate Affairs

SUBJECT: External news bulletin – Urban Space

DATE CREATED: June 2009

REVIEW DATE: June 2010

A monthly newsletter is issued to precinct stakeholders to inform them of upcoming events, road closures and other important information. This e-news bulletin is called Urban Space.

Urban Space is issued on the fourth Thursday of each month.

The stories link to the Corporate Website.

Regular content:

Item:	What:	Provided by:
Forthcoming events	Events listings	Coordinator Corporate Affairs (CCA)
Precinct overview	Events through the precinct	CCA
Service updates	SBC works in the precinct	CCA
Notifications	Road closures etc	CCA
Retail updates	Retail news	Manager Corporate Affairs (MCA)/CCA
Project updates	News on SBC projects	MCA/CCA
Interviews	Interviews	MCA/CCA

Recipients:

These are available and managed on NewsMark. Refer to Segment named Urban Space.

Procedure:

- MCA and CCA discuss story ideas, gather information and write copy.
- CCA manage the NewsMark template. (Refer to NewsMark related SOPs.)
- Sign off required by MCA and General Manager, Marketing (GMM) before sending.