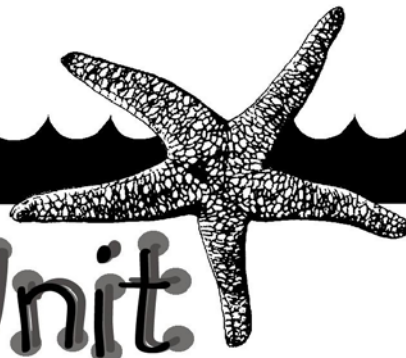


Teaching Unit



Reef Business

Middle School & Senior Secondary Marketing & Promotion Business Organisation and Management

In this Reef HQ Education Program students explore a business organisation that uses full time and casual staff as well as over 150 volunteers to cater to clients from Australia and overseas. Students will investigate the intricacies of running such a business and the marketing and promotional mix that is implemented to encourage clientele from local, regional, national and global markets to visit the facility.

Curriculum Links

Completing this Reef HQ Education Program will develop students' ability to:

- Understand the strategy, structure, technology and environment of a local business organization;
- Understand that production efficiency and the creation of profit are primary goals, but not the only criteria of business success;
- Investigate how marketing can relate to business activities;
- Source how to identify and satisfy customer needs;
- Choose an orientation that is most appropriate to particular markets;
- Identify marketing involves product, price, promotion, place and people;
- Evaluate from different perspectives the effectiveness of business organisations; and
- Accomplish goals by working with people and exercising influence through the skilful use of language and ideas.

The following unit includes suggestions for activities that can be completed before and after your Reef HQ visit.



Australian Government
Great Barrier Reef
Marine Park Authority



Reef HQ is the education centre for the Great Barrier Reef



reefHQ
AQUARIUM
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Reef HQ Visit

This teacher resource is linked to a class visit to Reef HQ. The Reef HQ visit will enable students to:

- Explore the Great Barrier Reef up close;
- Gain an appreciation for the product, price, promotion, place and people involved in the running of a business such as Reef HQ;
- Evaluate from different perspectives the effectiveness of Reef HQ as a business organization;
- Contemplate and visualise various tools that could be implemented to better promote and market Reef HQ; and
- Investigate the strategy, structure, technology and environment of a local business organization.

Theme Overview

The goal of the Great Barrier Reef Marine Park Authority is:

To provide for the protection, wise use, understanding and enjoyment of the Great Barrier Reef in perpetuity through the care and development of the Great Barrier Reef Marine Park.

Reef HQ is the education centre of the Great Barrier Reef Marine Park Authority. It is the world's largest coral reef aquarium housing over 300 species of fish, sharks and marine invertebrates. The initial concept to bring a reef on land was that even though tourism developments have enabled many people to visit the reef, there would always be some people who cannot make the trip. The coral reef aquarium was seen as an excellent educational centre to support the management of the Great Barrier Reef Marine Park.

With three million dollars in funding provided by the Federal and Queensland Governments and a further one and a half million dollars from local fund raising, the aquarium was completed in December 1986. Having taken 12 months to complete, it took another 6 months for stocking and fit out before opening to the general public.

In 2002, Reef HQ closed for six months during which a refurbishment costing six million dollars was undertaken. During this phase, the displays were updated, tanks redesigned, new filtering equipment introduced and more animals added.

Approximately 10,000 school students use the facility for educational purposes every year and over 110,000 people visit Reef HQ annually. It is open every day of the year except for Christmas Day. The facility also caters for over night sleepovers, functions and videoconferencing.

Thus marketing and promotion of Reef HQ is vitally important for business success and is conducted on a number of scales to both domestic and international markets.



Reef HQ Education

Reef HQ is the education centre for the Great Barrier Reef

Teaching Unit

Tuning in

Prior Knowledge Investigation

Provide students with time to respond to each of the following questions:

- Where is Reef HQ?
- How large is it?
- Is Reef HQ a biologically diverse ecosystem? Why or why not?
- What resources does Reef HQ provide?
- What can people do at Reef HQ?
- List the different specific groups of people visit Reef HQ.
- What are the benefits that come from visiting Reef HQ?

Reflective Writing

Ask students the question "What is Reef HQ?"

Complete the sentence "When I hear the term Reef HQ, I think of..."

What does "See The Reef Up Close" mean to you?

Brainstorm

Ask students to brainstorm ideas for uses of an aquarium such as Reef HQ. Use these ideas to create a concept map around the central question "What could people do and experience at Reef HQ?"

Guest speaker

Organise for someone from Reef HQ or the Great Barrier Reef Marine Park Authority's marketing team to come and talk to your class about what marketing such an organisation involves. **Phone: 07 4750 0800**

Visitor Experience Survey

Develop a survey that ascertains the level of satisfaction that visitors have experienced on a visit to Reef HQ. Conduct the survey within your class, at your school or even in your local area.

Questions could include. How often they visit? When they visited last and what motivated them to go?

Class Discussion

Ask the students what having an aquarium in their town means to them. How does this compare to having a zoo, museum, art gallery or botanical gardens in the area?

Knowing that some people cannot get out to the Great Barrier Reef, discuss how an aquarium could benefit these people. Also how might an aquarium such as Reef HQ benefit an organization like the Great Barrier Reef Marine Park Authority?

The power of Promotion

Examine the ways in which a particular aspect of popular culture (television program, movie, toy or fashion item) has been marketed by advertising companies.

Ask students:

- What is the marketing attempting to do?
- What is the role of advertising in this process?
- Who or what benefits from this marketing



Preparing to find out

Framing the task

Visit the Reef HQ web site www.reefHQ.com.au

In pairs or small groups students prepare a multi-media presentation, report or brochure which conveys detailed information about the:

- Size and location of Reef HQ;
- Special attractions at Reef HQ;
- Types of activities people can do at Reef HQ;
- Incentives for locals to revisit Reef HQ; and
- Educational benefits of Reef HQ.

Questions...Questions...Questions

KWL (Know, Want to Know, Learning) Charts serve as a fabulous class shared resource. A KWL chart has three sections prior knowledge (Know), curiosity knowledge (Want to Know) and acquiring knowledge (Learning). Use a KWL chart to organise and help the children categorise their thoughts.

| What do we already know about Reef HQ marketing and promotion? <i>Know</i> | What do we want to know about Reef HQ marketing and promotion? <i>Want to Know</i> | Where will we find the information to help us learn about Reef HQ marketing and promotion? <i>Learning</i> |
|--|--|--|
| | | |

Use large poster sheets, which can be displayed in the classroom and added to as the unit of work progresses. As a class, fill in the KWL Chart at the beginning of the unit. During the unit and at the end of each session allow time to update the KWL Chart. When the unit is complete finalise the KWL Chart.

One way of adding to your chart and stimulating student's interest is to provide a range of texts on marketing and promotion. Allow students a short period of time where they are to find an interesting fact to list in the **Learning** column of the KWL Chart. This could also be used as a time for confirming information and extending the vision of this unit of work.

The 5 P's of Marketing (Price, Product, Promotion, Place and People)

Students develop questionnaire, survey or interview questions that encourage responses that will describe Reef HQ's various forms of product and promotion. Reef HQ's prices and place and the key stakeholders (people).

Through class discussion formulate a final set of questionnaire, survey or interview questions that incorporates the best questions from all students. This information gathering process can be implemented prior to your Reef HQ visit or during your visit to Reef HQ.



Finding out

Discuss with students what they want to achieve during their visit to Reef HQ. Explain to students that the visit to Reef HQ will give them an opportunity to observe a functioning business. Through student-centred discussion, ask students to make a list of the essential information they want to gain during their excursion to Reef HQ.

Investigate, explore and experience Reef HQ. Encourage students to bring their pre-prepared questions to Reef HQ for further explanation.

Sorting out

Situational Analysis (SWOT Analysis)

When developing and implementing a marketing and promotion plan it is wise to recognise its potential **S**trengths, **W**eaknesses, **O**pportunities and **T**hreats. This is termed a SWOT Analysis. Complete a SWOT Analysis for Reef HQ Aquarium as a product.

Imagining the future

Ask students to consider the possible and preferred futures for Reef HQ.

- How will Reef HQ have to change over the next ten years?
- How might global trends affect Reef HQ?
- How might the exhibits at Reef HQ change in the future? Why?
- What target markets could Reef HQ access in the future?
- How could environmental change affect Reef HQ?
- How could political change affect Reef HQ?
- What current trends might return?

Market research survey

Develop and conduct a market research survey to assist in the selection of appropriate marketing tools for Reef HQ.

Going further

Communications Plan

Develop a communications plan that promotes and markets Reef HQ Aquarium. This plan needs to identify a **Goal or Objective and Target Markets or Audiences** and **Key Stakeholders**. The plan should also outline what your **Key Messages** are going to be. The plan should also detail how to best deliver the key messages (for example television advertising, print advertising, brochure or promotional events etc...)

It's all in the pitch

Select one aspect of Reef HQ that you feel could possibly be sponsored through the injection of money or in kind donation of goods or services. Prepare a persuasive speech that you would give to a perspective sponsor. Your speech needs to showcase the win-win benefits to the perspective sponsor.



Class Debate

Students debate topics such as:

- Oceans are for everybody. The aquarium should have free entry;
- If you have been to one aquarium, you have seen them all; and
- Tourism makes money. More money spent on bigger animals (such as sharks), will get more tourists in the door.

Making Connections

Timeframes

When developing and implementing a communications plan you will need to be very organised to deliver all products on time. PERT and Gantt Charts are two systems used to plan and manage projects. Develop PERT or Gantt Charts to plan and manage the development of the various communication tools below.

Communication tools / tactics

Communication tools and tactics are going to be the vehicles that you use to deliver your key messages to your identified target markets and key stakeholders. Develop examples of the following tools:

- A logo, slogan and mission statement
This needs to capture the ideals of Reef HQ
- A power-point presentation or website
This will target national markets and international markets and highlight the "WOW factors" and many different opportunities available to visitors at Reef HQ.
- Advertisement – Community Service Announcement or TV commercial, billboard, newspaper and radio.
To be targeted at local and regional markets encouraging people to visit Reef HQ.
- Information Poster / Display
This display is to highlight the educational importance of Reef HQ.
- Promotional Brochure
A brochure or flyer for distribution as part of generic marketing material sent out to all key stakeholders.
- Press Release
Write a press release that follows the heading "Reef HQ the worlds largest living coral reef aquarium"

Taking action

Fund raising

Establish a committee to plan and organise a fund raising event. This committees responsibilities include advertising/promotion of the event, identify and contacting a keynote speaker, arranging an appropriate venue and catering services as well as managing the various financial requirements.



Environmentally friendly products

Brainstorm ideas for environmentally friendly products. Create a business plan for the development, promotion, marketing and distribution of the product.

Community education

Discuss the various methods that could be used to inform other people in your community about Reef HQ, for example.

- Contribute a class article for the school newsletter; and
- Organise to speak to other class groups and year levels about Reef HQ, its products and the educational message it offers.

Information sharing

Send a copy of your communications plan to the Reef HQ Education Team.

Reef HQ Education
PO Box 1379
Townsville QLD 4810

Or education@reefHQ.com.au

Become a Reef Guardian School

This is an exciting, innovative program that encourages students, teachers, parents and friends to become involved in protecting our environment and the Great Barrier Reef. Reef Guardian Schools are environmentally active and participate in reef education through activities and environmentally friendly initiatives. Students and teachers promote best environmental practices and the importance of Reef protection to their communities. To find out more go to:

<http://www.reefed.edu.au/guardians/>



Web-sites

Queensland Studies Authority – BOM Syllabus

http://www.qsa.qld.edu.au/yrs11_12/subjects/bom/syllabus.pdf

Queensland Studies Authority – SOSE Syllabus

<http://www.qsa.qld.edu.au/yrs1to10/kla/sose/docs/syllabus/syllabus.pdf>

Great Barrier Reef Marine Park Authority

www.gbrmpa.gov.au

Reef HQ

www.reefHQ.com.au

Reef ED

www.reefed.edu.au

Idea Protection Systems

http://www.ideaprotection.com.au/reports/swot_analysis.htm

My Read

http://www.myread.org/monitoring_swot.htm

University of Queensland

<http://www.catalyst.uq.edu.au/primed/BS-swot.html>

Sauce “Hot tips for effective arts promotion”

http://www.fuel4arts.com/sauce/04_campaign_strategy/campaign_strategy.htm

Gantt Chart Tutor

<http://www.tutor.ms.unimelb.edu.au/gantt/gantt.html>

How to create PERT and Gantt Charts

http://www.sonic.net/~webclass/BusWeb/pert_gant.shtml

