

## HSC Marketing - Teacher's Notes

### Exercise 1

1. List products and services that Jamberoo provides:

#### Goods

Food & Drink  
Clothes  
Souvenirs

#### Services

Entertainment (Rides & attractions)  
Education  
Weddings & Functions

2. Describe the front gate building façade and how this relates to the Jamberoo company image.

The building has the Jamberoo logo and corporate colours (blue, yellow). There are water effects to relate to the park and it is bright, fun and exciting. This reflects the fun and exciting image Jamberoo seeks to communicate.

3. Complete the SWOT Analysis below

<b>Strengths</b> Unique product Tranquil site, Well trained staff, innovative, limited competitors	<b>Weaknesses</b> Location- distance Maintenance Costs No town water Weather reliant rides
<b>Opportunities</b> Corporate functions Weddings, Parties School Curriculum excursions Conferences	<b>Threats</b> Increased Competition Increase in public liability cases Home Based Leisure Trends Govt Regulations Bad Climatic or demographic changes

#### **4. Why might Jamberoo's location be considered a weakness?**

Jamberoo is 1 ½ to 2 hrs drive from Sydney which is its main target market

#### **5. What are 'home based leisure trends' and how could these be a threat to Jamberoo?**

Home based leisure trends include all forms of entertainment that can be enjoyed at home. Examples include XBOX, Sony Playstation, TV, DVDs and the Internet. Passive leisure activities are becoming increasingly popular which is a threat to the outdoor active style of entertainment provided at Jamberoo.

#### **6. How could today's economic climate affect consumer behaviour – and what could Jamberoo do to counteract it?**

Today's economic climate is causing concern about jobs and the need to save money. As such, people are supposedly spending less, especially on leisure and recreation such as Jamberoo (non-essential expenditure). Having to pay entry for a whole family could also be seen as expensive in these times. Some examples of what Jamberoo could do to counteract this climate:

- promoting itself as good value (the \$37 entry price includes all rides, all day – and is great value compared to the movies)
- promoting that Jamberoo is close to Sydney – so you don't need to travel far to go to a theme park. You can drive there in a quick day trip and is a great alternative to Qld.
- Offering special incentives and offers to encourage people to still visit e.g. family recession buster

#### **7. What changes could management make in order to capitalize on the opportunities available at Jamberoo?**

Students to suggest & discuss

#### **8. List some in park marketing that Jamberoo uses**

Advertising over PA system, advertising in toilets / change rooms, extensive branding on buildings, rides & packaging.

#### **9. In the 08/09 season, what proportion of Jamberoo guests came from:**

Sydney – 70%

Illawarra – 18%

Interstate – 6%

Fairfield/Liverpool – 8.4%

**10. List the 3 geographical markets that Jamberoo targets**

Sydney, Illawarra, ACT

**11. How do you think Jamberoo would market to the following segments?**

10-17 year olds Promoting more exciting thrill rides such as The Taipan, and a great place to have fun with friends.

Families with young kids Promoting a fun, safe family destination with rides for every age including small children

Guests from Canberra Promoting Jamberoo as NSW's biggest theme park that is an easy day trip / weekend getaway destination

Schools Promoting Jamberoo as a popular excursion destination that is safe, educational and fun

Corporate groups Promoting Jamberoo as a venue catering for large groups and corporate family days, with added services such as catering and showbags

**12. How would you interpret the results of the survey example? Would you change anything about the marketing strategy?**

Although the majority of guests (45%) were not from Sydney, the majority of Sydney siders found the trip was as long, or shorter than they had expected it to be. Students to suggest changes

**13. How do you think that Jamberoo would measure the success of its marketing activities?**

Media reports – measuring how many people the advertising reached

Surveys – asking customers what advertising/promotions they saw and where they saw them

Offers – how many people redeemed offers or promotions

Overall visitation – whether there was an increase in people visiting over the season and/or a specific time

## Exercise 2

**1. Imagine you are running Jamberoo. List some ways in which you could capture customer feedback and suggestions.**

Students to suggest

**2. Who are Jamberoo's main competitors?**

Answers may include – Luna Park, Taronga Zoo, Sydney Aquarium, Imax, Mogo Zoo, Royal Easter Show, The beach, cinemas, putt putt golf (to a lesser extend the Qld theme parks)

**3. Why do you think Jamberoo has succeeded when many other Parks have failed in the same entertainment environment?**

Jamberoo's location is an asset – it is close enough to major towns such as Sydney to make it an easy day trip, yet far enough to experience an entirely different rural environment.

Jamberoo also offers a different atmosphere – it is a low-rise attraction that capitalizes on its beautiful natural environment, unlike other attractions which are commercial and concrete infrastructures. The environment and scenery alone are an attraction for guests.

Jamberoo remains a family business after 30 years, who have kept the local, family feel which appeals to guests. Their expansion plans have been done gradually with a sound financial plan, so they have managed their debts sensibly and not overcapitalized.

Jamberoo also has the support of the local Illawarra community, who have grown up with the park and acknowledge the contribution it makes to the economy and local employment.

**4. Imagine you are running Jamberoo and re-evaluating the current entry prices (see website for details). On what basis would you set prices? What changes would you make if any?**

Students to suggest

**5. Why are discounts offered?**

Jamberoo offers discounts to incentivize people to visit the park during specific times to build business. They can be offered to everyone or select groups (e.g. those who visit the internet)

They are generally to boost attendance during quiet times (e.g. outside school holidays, weekdays) or to reward the loyalty of frequent guests.

## 6. How does Jamberoo provide value for money?

Jamberoo's entry price is all inclusive – offering all rides, all day. Unlike attractions such as Luna Park, you don't have to pay each time you go on a ride.

Jamberoo's entry price for an adult is \$37 and \$29 for a child – which is great value for an all day experience, especially when compared to other forms of leisure such as the movies and even the Qld theme parks.

Jamberoo is one of the only parks that allows guests to bring their own food and drink into the park, which allows families to have an affordable day out. Picnic areas and BBQ's are offered as part of the facilities.

Jamberoo also offers discounts and offers at various times throughout the season, which allows people to save money or get added value.

## 7. Complete the table outlining promotional methods targeting specific groups.

Promotional Methods	Targeted Segment
TV advertising during peak evening & during NSW school holidays	School aged children and families
Hiring a display stand at Event Expos	Corporate groups
Advertising on Facebook	Teenagers & young adults
Billboards	Everyone / people who may be in the area looking for something to do

## 8. Explain why you think on-line communication is important for Jamberoo?

More and more people are using the internet to find information, and using less other media (e.g. TV, newspapers, radio).

This is particularly the case with younger people who are used to fast moving technology, and who are Jamberoo's target market.

Ensuring Jamberoo advertises on the internet ensures we still reach these people, maintains high awareness of the brand and gives fast, easy information about the park.

**9. How does Jamberoo ensure that it is environmentally responsible?**

Development applications must follow strict council regulations for environmental protection. Environmental Impact Statement completed for each new attraction.

**10. In what ways can Jamberoo ensure it acts ethically towards the following stakeholders?**

**Customers**

Value for money, safety, quality experience, meeting expectations

**Employees**

Safety, comfortable working environment, correct wages, training oppourtunities

**Managers**

Career path, attractive salaries, ongoing training and education

**Suppliers**

Loyalty, timely payments, recommendations

**Government**

Payment of taxes, compliance with laws