

Place Branding Project: Regional Name and Tagline

Date of Meeting: Tuesday, 16 June 2015

File Ref:

Officer: Amber Nancarrow

Purpose

Determine the final outcomes of the Place Branding Project including the regional name and tagline and the community values.

To seek final endorsement of the 'District Council of Yankalilla: Regional name and tagline' document (see attachment 14.1) from Council.

To seek approval from Council to finalise the registration of 'Made by Nature' as a trademark and register appropriate domain names that reference Fleurieu Coast.

Current Strategic Plan

Key Result Area: Economic Development

Goal: A strong, diverse economy that is innovative and adaptable

Outcome: A strong diverse tourism, rural and commercial economy.

Strategy: Facilitate the development of a "brand" to act as an umbrella for the future development and growth of tourism, commerce and agriculture.

Strategic Plan 2014-18: Looking to the horizon

Economic Development:

Fostering a prosperous, dynamic rural and commercial environment

Roll-out a consistently-used Yankalilla 'brand' and act as 'champions' of the brand.

Facilitating a strong, sustainable tourism industry

Raise the profile of the Yankalilla District

Proposal Impacts

Asset Management		Legislation/Statutory/Policies	
Budget/Annual Business Plan		Long Term Financial Management Plan	
Community Engagement	Y	Risk Assessment	
Economic Growth	Y	Service Standards	
Environment		Social	
Legal Advice		Staff Resources	Y
Operating Surplus Ratio		Asset Sustainability Ratio	
Net Financial Liabilities			
References			
Attachments			

Recommendation

That Council, having considered the Report No. 14.1 'Place Branding Project: Regional Name and Tagline' dated 16 June 2015, endorse the 'District Council of Yankalilla: Regional name and tagline' document.

Recommendation

That Council, having considered the Report No. 14.1 'Place Branding Project: Regional Name and Tagline' dated 16 June 2015, resolve to finalise the registration of 'Made by Nature' as a trademark in all appropriate categories and register appropriate domain names that reference Fleurieu Coast.

Background

The Place Branding Project had as its aims to develop a regional place brand strategy that captures the District's proud communities, great opportunities, unique landscape and wonderful lifestyle, and to distil what makes this District special into a suite of messages that promotes living in, working in and visiting the region.

With our neighbouring regions in mind, Freerange Future have identified that there are valuable opportunities for us to differentiate and leverage the strengths (and weaknesses) of the more established identities around us (McLaren Vale, Victor Harbor and Kangaroo Island). This will help us boost our own position and market share in terms of tourism, business, employment and new residents.

This is a powerful piece of work that will set the foundations for:

- Uniting groups of interest on common positive ground.
- Generating 'pride of place' in the District's people.
- Guiding areas of decision making within Council.
- Providing a framework to drive the consistency of promotional and marketing efforts across industry, community and government.

Summary of the process

The Economic Development and Tourism departments of District Council of Yankalilla have been exploring the identity of the District sporadically over the past five years with the aim of authentically representing the region and communicating its assets. But this area of exploration for Council can be traced as far back as 2005.

In 2013 a range of research activities were undertaken to learn about the District, the Council, it's citizens and their perceptions, goals and audiences. This research included:

- A literature review of relevant plans, documents and previous Council consultations as well as other community documentation that shed light on the District's values and character.
- The 'What is it about this place?!' survey.

In May 2014, after a selected tender process, Freerange Future was commissioned to consolidate previous efforts and develop a messaging hierarchy as the basis for a new regional identity. The process they undertook included:

- 1) *EXPLORE PHASE: To produce initial messaging concepts for targeted audiences*
 - A review of existing data to examine patterns and conclusions.
 - A workshop with key Council staff to ensure that the basics were captured and to learn more about the vision for the brand and create the opportunity to uncover new ground.

- An audience analysis, which was broadly split between **internal** – residents, workers, business owners, property owners – and **external** – tourists, investors, prospective residents, neighbouring regions, state and federal government.
- Some analysis and benchmarking against the District’s neighbours including Onkaparinga, McLaren Vale, Kangaroo Island, Victor Harbor and Alexandrina, who all have strong identities. This informed the positioning of the Yankalilla District within the regional context for maximum impact.
- A focus group was used to identify any gaps in concept development. Their responses were also integrated into the research findings.

2) *RECOMMEND PHASE:*

- With the feedback generated from the ‘Explore’ phase, the initial messaging concepts were refined and an instructive messaging document – ‘The ‘Recommend’ document – was finalised in mid-August 2014. It included:
 - o Council’s key messages for its internal and external audiences.
 - o The tagline ‘Make it here’ was put forward as well as the recommendation to adopt the name ‘The Western Fleurieu Peninsula’.
 - o The ‘Recommend’ highlights document summarised the recommendations.
 - o An implementation and roll-out plan was also put forward.

3) *PUBLIC CONSULTATION:*

- In order to consider the diverse opinions and experiences of different interest groups and individuals across the District’s community and fine tune the recommendations, the project was put to public consultation between late August and early October 2014.
- A solutions based format was used to encourage participants to share their ideas about how the project could be enhanced.
- The consultation program to allowed for both online (www.yousayyankalilla.com.au) and hard-copy (consultation packs) feedback. Two public forums were also conducted for face-to-face community engagement.

In mid-September 2014 Council entered Caretaker mode for the 2014 General Election, which ran through to mid-November. Due to the policy restrictions of the Caretaker period, the results of the Place Branding Project public consultation were not able to be reported on until the new Council was inducted.

In February 2015, it was discovered that the Tonsley Industrial Development had adopted the ‘Make it Here’ tagline for their own brand, which left no other option but for Council to abandon the tagline.

Project Culmination: A name and tagline for our place

Refer to Attachment 14.1 for full assessment and final conclusions

In March 2015, Freerange Future was engaged once again to reconsider the District’s tagline and resolve the Place name in consultation with Council. Community consultation was considered and the list of values refined accordingly in order to provide the foundation for finding a place name and tagline. All of the naming and messaging has been created to remain true to the values identified.

Elected Members came together in May 2015 to make final considerations on the Place Branding Project.

The Values

Values are beliefs and sentiments shared by everyone in the community, and are entwined in shared experiences.

These values were found, through survey results, community engagement, data from previous consultations, workshops with Council and research done by Freerange Future to be common among the people of the District Council of Yankalilla.

Friendly Rural Community

We all know each other, and we look out for each other.

Environmentally conscientious

We use our land to produce things, and we take care of it in return.

Irreverence and quirk

We're different and happy to be that way, and we like that our day-to-day experiences are remarkable to others.

Individuality

We reject profiteering commercialism in favour of ethical and sustainable local business and local characters.

Untouched rugged beauty

Our place is clean and unpolluted. Our beaches are amongst the best in the world, and we love that they are uncrowded. The coastline is rugged, the air is clean, nature is abounding.

Space

We have space to move and think. There is a sense of peace and it is relaxing to be here.

Pride

We love our region, and are proud of this place being our home.

The Tagline: Made by Nature

The tagline is what we will speak to at every brand touch point. In finding a tagline, alignment with the brand values must be considered.

A selection of tagline ideas were presented for discussion and each was weighed up by its ability to reflect all of the brand values.

Further discussion on variations to the presented taglines resulted with the Elected Member group settling on the 'Made by Nature' tagline.

The Place Name: Fleurieu Coast

In finding a regional name, the aim is to unify the District and lay claim to our part of the broader Fleurieu Peninsula. In resolving the name, four key questions for consideration were asked upfront to set the context for discussion.

- Locator. Know where the area is.
- History.
- Describe the land type.
- What is already identified, in use?

Four suggestions were put forward for discussion:

- The Western Fleurieu Peninsula
- Western Fleurieu Coast
- Yankalilla Bay
- Kangaroo Coast

Further discussion produced the following suggestions from Elected Members:

- Western Fleurieu
- Southern Fleurieu Peninsula
- Fleurieu Peninsula
- Fleurieu Coast

At the conclusion of the naming discussion Elected Members voted and the request was made to Freerange Future that they consider the suitability of the name Fleurieu Coast and make an assessment of that name.

Conclusion

The findings contained within Attachment 14.1 'District Council of Yankalilla: Regional name and tagline' provides the messaging 'tools' that will make our region more distinctive and competitive. If applied with strong leadership and commitment this district can achieve the shifts in perception that sees this area become an attractive place to live in, work in and do business in.

The name and tagline will allow the District to talk about itself to people within the community and to outside audiences. It is with great leadership and commitment that this name and tagline become synonymous with this area. The time is right for community, business and Council to unite and present its best self to the world.