

14 Economic Development Reports

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

14.1 Place Branding Project: Brandmark creative direction

Date of Meeting: Tuesday 18 August 2015

File Ref:

Officer: VIC Coordinator

Purpose

To seek endorsement of the Fleurieu Coast; Made By Nature 'Brandmark creative direction' (see attachment). The full visual brand will be presented to Council during the meeting including a logo and the elements being applied in real life situation for signage, advertising, merchandise and website.

Current Strategic Plan

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	✓	Risk Assessment	
Economic Growth	✓	Service Standards	
Environment		Social	
Legal Advice		Staff Resources	✓
Operating Surplus Ratio		Asset Sustainability Ratio	
Net Financial Liabilities			
References			
Attachments		Brandmark Creative Directions	

Recommendation

That Council, having considered Report No. 14.1 Place Branding Project: Brandmark creative direction dated 18 August 2015, endorse the 'District Council of Yankalilla: Fleurieu Coast; Made By Nature 'Brandmark creative direction'.

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.

A place brand is not simply a slogan and a logo that looks attractive on letterhead. It is knowledge about place identity, character and values that is distilled into key messages – both written (tangible) and graphic (intangible) – that are used to 'talk' to target audiences and shift their perceptions.

The true power of this work is achieved when the brand elements are brought together in a dynamic and authentic campaign that communicates the great and many benefits of a place and its community – in our case to live, visit and do business.

STAGE 1: WRITTEN ELEMENTS (completed):

- Community Values
- Messaging for identified target audiences
- Name and tagline

STAGE 2a: GRAPHIC ELEMENTS (Pending endorsement)

- Brand 'look and feel'
- Colours, fonts, etc.
- Graphic device (logo)
- Supporting graphic elements

This stage of the brand work has developed a graphic device and supporting suite of graphic design elements. It is about taking the tangible words, values and messages found during Stage 1 work and complimenting them with the intangible 'look and feel' of the place brand – the graphic design and imagery direction.

STAGE 2b: BRAND CAMPAIGN (Next Stage after graphic elements are endorsed)

- Brand campaign strategy
- Brand campaign Rollout

Once graphic work has been completed and endorsed and it is known what brand elements Council has to work with, a Brand Campaign Strategy can be developed and Rollout can be set in motion.

A successful outcome to this project is critical in order to see the District, its community and its businesses retain the things they love and fulfil the opportunities a-foot. Any watering down of the aspirations for this project will also water down Council's ability to fulfil opportunity and communicate our great and many benefits.

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. 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, its citizens and their perceptions, goals and audiences. This research included:

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*, 2 *RECOMMEND PHASE*, 3 *PUBLIC CONSULTATION*:

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.

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, including the Values, place name and tag line. 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.

In June 2015 Council endorsed the Regional name and tagline: Fleurieu Coast Made By Nature

In July 2015 Freerange Future were re-engaged to deliver the brand creative identity

On the 30th July 2015 The Brandmark Creative Direction Document was distributed to Elected Members for feedback before Freerange future went any further with the design. Feedback was received from 6 Councillors and taken in to consideration for the final design work.

The full visual brand will be presented to Council on 18 August, showing the brand mark:

- as a logo.
- elements being used to demonstrate subtle linking to the brand.
- being applied to a real life situations such as signage, advertising, merchandise a website.
- being flexible to speak directly to different industries such as tourism, rural and commercial economies.
- addressed so to speak to different target markets directly: internal and external.
- use of the State Brand.
- Examples will also be offered on processes and tools for how brand can be used in order for there to be a consistent rollout of the brand and ownership within the community for the brand.