

ITEM 11

That pursuant to clause 3.11 of the Shire of Denmark Standing Orders Local Law Council accept an item of New Business relating to the Local Great Southern Alliance Destination Marketing Strategy and regional branding.

11.1 ADOPTION OF OUTCOMES OF THE DESTINATION MARKETING STRATEGIC – LOWER GREAT SOUTHERN ALLIANCE

File Ref:	LGSA
Applicant / Proponent:	Lower Great Southern Alliance
Subject Land / Locality:	Not applicable
Disclosure of Officer Interest:	Nil
Date:	23 September 2016
Author:	Bill Parker, Chief Executive Officer
Authorising Officer:	Bill Parker, Chief Executive Officer
Attachments:	Nil

Summary:

This report is to seek Council endorsement of the findings of the Destination Marketing Strategy and adoption of the brand identity endorsed by the meeting of key local regional industry representatives.

Background:

In July 2015, an MOU was signed between the City of Albany, Shire of Denmark and Shire of Plantagenet to formalise the cooperation and collaboration in the economic development of the sub-region.

The Lower Great Southern Alliance roles and functions are:

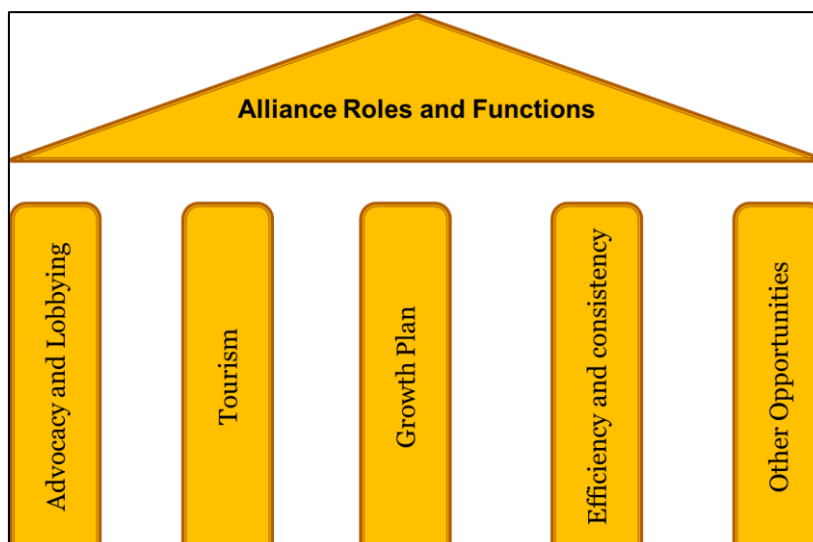


Figure 1

Tourism is one of the key focus project areas undertaken in collaboration with our Alliance partners for the economic growth and development of the Albany sub-region.

Marketforce consultants were engaged in May 2016 to undertake the development of a unique and unifying brand for the sub region with the primary objective, being:

“Development of a unique unifying brand identity for the Region that will increase brand awareness and motivation to visit the region.”

Engagement of a nonpartisan consultant was crucial to acceptance / adoption of the final recommendations by the key tourism stakeholders.

Consultation:

The Officer has considered the requirement for consultation and/or engagement with persons or organisations that may be unduly affected by the proposal and considered Council’s Community Engagement Policy P040123 and the associated Framework and believes that no additional external/internal engagement or consultation is required.

Considerable consultation was undertaken by Marketforce through:

- 20 in depth interviews;
- 3 focus workshops with industry figures (26 attendees);
- 2 community forums (85 attendees); and
- an online survey of 145 persons (members of the public).

Tourism WA – the government lead agency in the tourism sector and Australia’s South West the authorised regional tourism organisation (RTO) has been engaged and consulted as a key stake-holder throughout the entire process.

Statutory Obligations:

There are no known statutory obligations relating to this report or the officer recommendation.

The proposed brand name has been registered by the City of Albany and is not in breach of copyright.

Policy Implications:

The report and officer recommendation is consistent with the objectives and guidelines in the Council’s Tourism Policy (P130201) and the Tourism Planning Strategy – Stage 1 (adopted in May 2010).

Budget / Financial Implications:

There are no known financial implications upon either the Council’s current Budget or Long Term Financial Plan.

This project has been co-funded by alliance partners and Tourism WA.

At the time of writing this report the full implementation cost is currently being investigated; however it is anticipated that the current budget line for tourism and marketing will meet all the Shire’s contributions for this financial year.

Working collaboratively with our alliance partners will optimise economies of scale and reduce duplication and waste.

Strategic & Corporate Plan Implications:

The report and officer recommendation is consistent with Council’s adopted Strategic Plan Objectives and Goals and the Corporate Business Plan Actions and Projects in the following specific ways:

STRATEGIC COMMUNITY PLAN

SOCIAL GOALS

Regional Services: ...support objectives that manage the development of long-term growth settlement areas that ensures an acceptable level of services for its residents, regardless of where they live.

ECONOMIC OBJECTIVE - Denmark's economy is diverse and vibrant - its primary industries of tourism and agriculture rely on and enjoy natural and other assets that are sensibly managed and promoted.

ECONOMIC GOALS

Tourism: ...acknowledge the importance of tourism to the region, and, by innovative policies, practices and partnerships, facilitates and encourages the greater year-round sustainability of tourism, whilst monitoring and managing its impacts.

GOVERNANCE GOAL

Co-operation & Community Input: ...acknowledge that it also has a regional role, and endeavours to work collaboratively with neighbouring local governments, the State Government and external organisations, whilst remaining responsive to the voice of its own community.

CORPORATE BUSINESS PLAN

- 1.8.8 *Continue to implement the objectives contained in the Lower Great Southern Alliance MOU.*
- 3.7.4 *Work to further develop Denmark's iconic tourism product and its marketing to prospective visitors, and support the growth of a dynamic arts and creative sector with links to the tourism industry.*
- 3.7.6 *Finalise the Destination Marketing Strategy and Tourism Development Strategy in partnership with Alliance Partners and relevant tourism bodies.*
- 3.7.7 *Collaborate with tourism peak bodies to promoting and developing the region e.g. Great Southern Development Commission (regional Blueprint), Denmark Tourism Inc., Tourism Western Australia, Australia's South West.*
- 3.7.10 *Support the creation of a single Local Tourism Organisation (LTO), in collaboration with Albany and Plantagenet, that is consistent with the Great Southern Alliance, which represents, coordinates and plans for the interests of the industry including regional branding and strategy development.*
- 4.4.1 *Actively work with neighbouring Councils on a regional approach to relevant Local Government issues.*
- 4.4.6 *Support strategic alliances, community groups, stakeholder forums and advisory committees that assist the Shire in policy development and service planning.*

Sustainability Implications:

➤ Governance:

There are no known significant governance considerations relating to the report or officer recommendation.

➤ Environmental:

There are no known significant environmental implications relating to the report or officer recommendation.

➤ Economic:

There are no known significant economic implications relating to the report or officer recommendation.

➤ Social:

There are no known significant social considerations relating to the report or officer recommendation.

➤ **Risk:**

Risk	Risk Likelihood (based on history and with existing controls)	Risk Impact / Consequence	Risk Rating (Prior to Treatment or Control)	Principal Risk Theme	Risk Action Plan (Controls or Treatment proposed)
That Council not support the proposed brand and be seen as unsupportive of the Lower Great Southern Alliance and regional tourism operators.	Possible (3)	Minor (2)	Moderate (5-9)	Inadequate Engagement - Community / Stakeholders / Crs	Accept Officer Recommendation

Comment/Conclusion:

This brand identity will represent the areas of City of Albany, Shire of Denmark, Shire of Plantagenet and may be extended to other local government authorities for specific marketing campaigns.

The clarification and adoption of a brand will:

- Increase destination awareness of our sub region;
- Increase visitation to the sub region; and
- Provide a unique brand identity for use by local businesses when marketing to the public.

The following stakeholders have endorsed the above mentioned brand name and tagline:

- Australia's South West
- Tourism WA
- Great Southern Development Commission (GSDC)
- RDA Great Southern
- Discover Albany Foundation
- Denmark Tourism Inc.
- Albany Chamber of Commerce and Industry
- Denmark Chamber of Commerce
- The Lower Great Southern Alliance

Voting Requirements:

Simple majority.

OFFICER RECOMMENDATION	ITEM 11.1
That Council endorse the preferred brand name "The Amazing South Coast" and the positioning statement "Worth Every Moment" subject to the outcomes of market testing, so that the Lower Great Southern Alliance can instruct Marketforce to proceed with the development of logos and complete the Destination Marketing Strategy.	