



LATE AGENDA ITEM

9.6 - Shire Rebranding

Ordinary Council Meeting

26 March 2025

Shire of Victoria Plains
Council Chambers, Calingiri
AND
via E-Meeting Protocol

Commencing – 2:00 PM



DISCLAIMER:

The recommendations contained in this document are officers' recommendations only and should not be acted upon until Council has resolved to adopt those recommendations.

The resolutions of Council should be confirmed by perusing the minutes of the Council meeting at which these recommendations were considered. Resolutions are not considered final until the minutes of the meeting are confirmed or advised in writing by the CEO or authorised person.

Members of the public should also note that they act at their own risk if they enact any resolution prior to receiving official written notification of Council's decision.

Recording of Meeting

Members of the public are advised that meetings of Council are audio recorded to assist with ensuring an accurate record of the meeting is provided for the formal minutes of the meeting. In terms of the Privacy Act 1998 this may involve the recording of personal information provided at the meeting. The provision of any information that is recorded is voluntary, however if any person does not wish to be recorded they should not address or request to address the meeting. By remaining in this meeting, you consent to the recording of the meeting.

You are not permitted to record this meeting with any recording device, unless you have the express authorisation of the Council of the Shire of Victoria Plains.

E – Disclaimer

It is the Presiding Member's responsibility to preserve order in the meeting and this can be more difficult in an eMeeting. Therefore, each Council Member must consistently and respectfully follow the Local Government's Meeting Procedures Local Law, any additional eMeeting guidance provided by the Local Government and support the Presiding Member in their conduct of the eMeeting.

The pace of an eMeeting should be slow and orderly. The following practices will help avoid confusion and support effective eMeetings:

Speak clearly and slowly, as connections may be distorted or delayed;

Always state your name to indicate to the Presiding Member that you wish to speak. Restate your name if the Presiding Member has not heard you at first;

In debate, only speak after the Presiding Member has acknowledged you. Then state your name, so that others know who is speaking;

Follow the Presiding Member's directions and rulings;

If you are unclear about what is happening in an eMeeting, immediately state your name to draw the Presiding Member's attention and enable you to then seek clarification from the Presiding Member;

Avoid looking for opportunities to call Points of Order; instead, politely and respectfully gain the Presiding Member's attention and explain any deviation from your Meeting Procedures, the Local Government Act or any other relevant matter.

| Commonly used abbreviations | |
|-----------------------------|--|
| AAS / AASB | Australian Accounting Standard / Australian Accounting Standards Board |
| BF Act | Bush Fire Act 1954 |
| BFB | Bush fire brigade |
| CEO | Chief Executive Officer |
| CDO | Community Development Officer |
| DBCA | Dept of Biodiversity, Conservation and Attractions |
| DFES | Dept of Fire and Emergency Services |
| DPLH | Dept of Planning, Lands and Heritage |
| DWER | Dept of Water and Environmental Regulation |
| EHO | Environmental Health Officer |
| EFT | Electronic Funds Transfer |
| FAM | Finance and Administration Manager |
| JSCDL | Parliamentary Joint Standing Committee on Delegated Legislation |
| LEMA | Local Emergency Management Arrangements |
| LEMC | Local Emergency Management Committee |
| LG Act | Local Government Act 1995 |
| LGGC | WA Local Government Grant Commission |
| LPP | Local Planning Policy |
| LPS | Local Planning Scheme |
| MOU | Memorandum of Understanding |
| MRWA | Main Roads WA |
| NNTT | National Native Title Tribunal |
| OAG | Office of Auditor General |
| OCM | Ordinary Council Meeting |
| PTA | Public Transport Authority |
| RRG | Regional Roads Group |
| RTR | Roads to Recovery |
| SAT | State Administrative Tribunal |
| SEMC | State Emergency Management Committee |
| SGC | Superannuation Guarantee Contribution |
| SJAA | St John Ambulance Association |
| SWALSC | South West Aboriginal Land and Sea Council |
| WAEC | WA Electoral Commission |
| WALGA | WA Local Government Association |
| WSM | Works and Services Manager |
| WSFN | Wheatbelt Secondary Freight Network |
| EPA | Environmental Protection Authority |
| DPIRD | Department of Primary Industries and Regional Development |
| HCWA | Heritage Council of Western Australia |
| WAPC | Western Australian Planning Commission |
| WDC | Wheatbelt Development Commission |

CONTENTS

9 **REPORTS REQUIRING DECISION 5**

 9.6 **Shire Rebrand..... 5**



1 REPORTS REQUIRING DECISION

9.6 Shire Rebrand

| | |
|---------------------------------------|---|
| File Reference | |
| Report Date | 24 March 2025 |
| Applicant/Proponent | Nil |
| Officer Disclosure of Interest | Nil |
| Previous Meeting Reference | Nil |
| Prepared by | Candice Watson – PA to the CEO |
| Senior Officer | Sean Fletcher – Chief Executive Officer |
| Authorised by | Sean Fletcher – Chief Executive Officer |
| Attachments | <ol style="list-style-type: none"> 1. Corporate Brand 2. Tourism Logo 3. Tourism Action Plan 4. Refinements to Option 5 |

PURPOSE

Council is requested to approve the corporate brand (Logo and Corporate Style Guide) as presented in Attachment 1 and to include the new Shire logo on the tourism logo as presented in Attachment 2.

BACKGROUND

The Shire of Victoria Plains Integrated Strategic Plan 2022-2032 identified several priorities relating to improving the viability of the Shire through effective marketing and signage.

Market creations was engaged in August of 2024 to begin work on the Community Brand Package.

Council met with Market Creations in October of 2024 to: 1. Workshop ideas and concepts. 2. To receive a presentation of possible styles.

In December 2024, Council selected one of the six concepts provided and suggested some changes were made. This was option 5 (attachment 1) which includes the new logo and examples of use (Style Guide).

The changes were implemented and provided to council for comment, just before Christmas 2024, in essence, this was to confirm the icon for New Norcia. No further feedback was provided.

A further two refinements to option 5 have now been prepared for consideration (Attachment 4). This is to do with the bird icon. Staff is concerned the use of a white bird may put the shire in a

negative position. However, this has not been flagged as an issue until now. The first refinement shows a grey bird icon with a red beak, the second refinement shows the removal of the bird and replaced with a floral graphic.

The Economic Development and Tourism Coordinator was requested by the Chief Executive Officer to develop a tourism brand for the Shire. The style presented in attachment 2 aims to develop a cohesive approach to branding by leveraging of the proposed corporate brand and deliver to all Shire marketing audiences, including visitors. This may change if Council's approves the refinements in Attachment 4.

COMMENT

The rebrand will be implemented across all Shire communication platforms including:

- Print media
- Social Media
- Website
- Signage
- Stationary

To accompany the release of the new brand, the website will receive a refresh and the Shire Entry Statement Signage Project will be completed using the new brand.

The current Policy 2.8 *Use of Logo* will be amended to remove the current logo and be replaced by the new logo.

The Tourism Brand is accompanied by the Tourism Action Plan, see Attachment 3. which specifies how the brand will be implemented across tourism marketing channels.

CONSULTATION

Mr Daren Lee, Market Creations

Ms Shardae De Passey, Market Creations

All Councillors as set out in the body of this report and at the February Briefing Session

Mr Colin Ashe, Deputy Chief Executive Officer

Mr Silvio Brenzi, Manager Works and Services

Ms Harriet Murphy, Economic Development and Tourism Coordinator

STATUTORY CONTEXT

Local Government Act 1995
Part 2
Division 2
s. 2.5

**Division 2 — Local governments and councils of local
Governments**

2.5. Local governments created as bodies corporate.

- (1) When an area of the State becomes a district, a local government is established for the district.
- (2) The local government is a body corporate with perpetual succession and a common seal.

CORPORATE CONTEXT

| STRATEGIC PRIORITIES | | WE KNOW WE ARE SUCCEEDING WHEN | |
|---|--|--|--|
| 2. Economy | | | |
| 2.1 Support the Diverse Industry across the Shire | | b. Implement Economic Development Strategy – includes, tourism plan, precinct planning, industrial lot development and marketing plan. | |

1. Consistent online visitor information and promotion of our attractions
2. Implement townscape, visitor and signage plan.

Delegation

Nil

Policy Implications

Policy Manual –

- 2.8 Use of Logo - Policy will need to be changed to reflect the use of the new Corporate Brand (Logo and style guide) and the removal of the old Shire logo.

Other Corporate Document

Nil

Risk Analysis

| Consequence | Consequence Rating: | Likelihood Rating: | Risk Rating | Risk Acceptance/ Controls | Mitigation and Outcome |
|--|---|--|-------------|--|---|
| Reputation The Shire has been working towards a new logo which will go through council to be adopted. There is a low risk towards shire reputation once new logo is made public to the wider community. | Minor (2) Substantiated, Low impact, Low news profile. Example Facebook item | Rare (1) Only occur in exceptional circumstances Less than once in 15 years. | Low (2) | Operational Manager Risk acceptable with adequate controls, managed by routine procedures and subject to annual monitoring. | Effective community liaison and information into the process of the shire rebranding and the decision-making process behind the adoption of this logo to better inform the community. |
| Financial Impact Budget allocations for this financial year will not cover the complete project and additional provisions will need to be included in the following financial years budgets to complete the full rebrand. | Minor (2) \$10,000-\$50,000 | Rare (1) Only occur in exceptional circumstances Less than once in 15 years. | Low (2) | Operational Manager Risk acceptable with adequate controls, managed by routine procedures and subject to annual monitoring. | The costs associated with the rebranding will be allocated in the next financial years budgets until project completion. |

FINANCIAL IMPLICATIONS

Council has budget provision of \$16,577 to undertake the rebranding process during the 2024/25 financial year. Future provision for implementation of changes will also be required in 2025/26 and potentially 2026/2027.

VOTING REQUIREMENTS

Simple Majority

Officer Recommendation:

That Council **APPROVE**:

1. The corporate brand (logo and style guide) as presented in the Market Creations Corporate Brand proposal. See attachments 1 or 4. An amendment to *Policy 2.8 "Use of Logo"*, which removes reference to the current logo and instates the logo chosen from point 1 above.
 3. The new logo for inclusion in tourism branding for marketing purposes.
-



Concept Five Refinement

MAKING A DIFFERENCE ■



Shire of
**Victoria
Plains**
Space to Grow

Concept 5A

Landscape Logo with 3 New Norcia arch



Concept 5A

Portrait Logo with 3 New Norcia arch



Concept 5A

Landscape Logo with 2 New Norcia arch



Concept 5A

Portrait Logo with 2 New Norcia arch



Concept 5A logo rationale



The shape of the V represents Moore River.



The arch shape represents New Norcia.



Wheat and canola represented.
The shape of the canola and the bird combined represents progression and growth.



7 towns represented according to the actual location.



Agriculture and farming represented.



People, community development represented.
The people also seem like holding the star, to represent opportunity, growth, a place to grow.



Black cockatoo represented.



Wildflowers and Eucalyptus Macrocarpa 'Rose of the West' represented.





Concept 5A

Landscape Logo with 2 New Norcia arch
and no cross



Concept 5A

Portrait Logo with 2 New Norcia arch
and no cross



Shire of
**Victoria
Plains**
Space to Grow

Concept 5A

Landscape Logo with 2 New Norcia arch
and no cross in burnt orange



Concept 5A

Portrait Logo with 2 New Norcia arch
and no cross in burnt orange



Shire of
**Victoria
Plains**
Space to Grow

Concept 5A

Landscape Logo with 2 New Norcia arch
and no cross in green



Concept 5A

Portrait Logo with 2 New Norcia arch
and no cross in green







market creations. agency



www.marketcreations.com.au
www.councilconnect.com.au

MAKING A DIFFERENCE ■



Tourism Action Plan 2025-2028

Vision

Victoria Plains is recognised as a highly desirable visitor destination and our visitor economy contributes to the region's sustainable future.

Purpose

The Shire of Victoria Plains supports the tourism industry to grow by providing leadership, promotion and development. We build Victoria Plains 'image to drive visitation and boost the economy.

Role of Local Government

The Shire has an important role to play in developing a strong visitor economy. We will work with industry and government partners to create an environment that allows tourism to diversify, grow and develop.



A Place to Grow

Ren Ralston

| Activity | Delivery Method | Budget | Priority | KPI's | Partners/Stakeholders |
|--|---|------------|----------|---|--|
| Destination Positioning and Marketing | | | | | |
| Establish a tourism logo/brand | Engage design consultant, seek feedback | \$1200 | High | Tourism brand is developed | Internal stakeholders, industry representative bodies |
| Develop tourism marketing materials - Shire map, visitor guide, wildflower guide, 20 things to do in Vic Plains | Content creation internal, external design | \$2300 | High | Development and distribution of promotional materials | Destination Perth, Tourism WA, Local Businesses, Surrounding Visitor Centres |
| Develop relationships with industry representative bodies to assist with marketing of the Shire | Subscribe to Tourism WA and Destination Perth | \$1000 p/a | High | Annual subscriptions are updated | Destination Perth, Tourism Council |
| Consider marketing free camping in the Shire to encourage the grey nomad market | Identify potential sites, engage with current campground hosts, promote on grey nomad social media marketing forums | 0 | Low | Number of grey nomads visiting the region increase | RV Friendly Towns Program |

| Activity | Delivery Method | Budget | Priority | KPI's | Partners/Stakeholders |
|--|--|--------|----------|--|---|
| Destination Positioning and Marketing | | | | | |
| Develop relationships with neighbouring towns to cross promote regions | Build networks with member organisations, tourism information centres, alliances and committees | 0 | Medium | Marketing collateral is developed that cross-promotes regions | Chittering Visitor Centre, Toodyay Visitor Centre, York Visitor Centre, Tourism Alliances, Wheatbelt Business Network |
| Establish a 'mini' tourist information centre in the Shire Admin office and provide face-to face recommendations to visitors | Installation of displays, design of merchandise and marketing materials | \$3000 | Medium | Tourism promotional materials are displayed. Signage throughout the Shire direct visitor to the Shire admin office for information | Destination Perth, Visitor Centres, Neighbouring Regions |
| Provide marketing support to tourism providers under a fee-for-service arrangement | Develop marketing material for businesses that assist with raising their profile at that of the region | FTE | Low | Businesses chose to use the service | New and existing tourism providers |

| Activity | Delivery Method | Budget | Priority | KPI's | Partners/Stakeholders |
|--|---|--------|----------|---|---|
| Destination Positioning and Marketing | | | | | |
| Promote local tourism attractions and providers on Shire social media channels | Establish Shire run social media channels on Facebook and Instagram | FTE | Medium | Social media channels are active | Content creators |
| Product Development | | | | | |
| Support ESA to develop tourism assets that allow public visitation | Assist with project design, promotions, funding identification and submissions | FTE | High | ESA develops a project concept and is supported to identify and apply for funding | ESA, Wheatbelt Development Commission, State and Federal Agencies |
| Activate public open spaces, recreational spaces and hospitality venues | Work with Progress Associations and business owners to deliver activities and events. Deliver place-making initiatives, art installations, community gardens. | \$5000 | Medium | Public open spaces are activated and the number of people using the spaces increases. The Shire receives positive feedback on the appearance and amenity of the towns from visitors through the CRMS, feedback forms and digital platforms | Progress Associations, Schools, Sporting and Community Groups, Towns Teams Movement |

Page 4

| Activity | Delivery Method | Budget | Priority | KPI's | Partners/Stakeholders |
|---|---|----------|----------|--|---|
| Product Development | | | | | |
| Develop a visionary masterplan of the region's infrastructure opportunities and goals, including the linking of nodes of visitor hotspots through walking, cycling or drive trails. | Secure funding to engage landscape architects/urban design consultants to lead a co-designed process and develop a masterplan | \$80,000 | High | Masterplans are developed | Regional Precincts and Partnertship Program, YUED Aboriginal Corporation, Wheatbelt Development Commission, Local communities and sporting groups |
| Progress the Calingiri Caravan Park Upgrades Project to shovel-ready status and apply for funding to deliver the capital works | Finalise concept designs, QS Costing, Business Case and CBA | \$25,000 | Medium | Business Case and CBA is completed and used to support applications for third party funding | Wheatbelt Development Commission, Regional Development Australia, Third Party Funders |
| Entry Statement and Wayfinding Signage | Update wayfinding and entry statement signage | \$60,000 | Medium | Signage is installed throughout the Shire that is cohesive and informative and improves the visibility of the regions tourism highlights | ESA, MainRoads |
| Develop an astro-tourism trail | Identify key sites for astro viewing, develop online and print marketing materials | FTE | Low | Astor-Tourism sites are promoted | ESA, YUED Aboriginal Corporation, Progress Associations |

Page 5

| Activity | Delivery Method | Budget | Priority | KPI's | Partners/Stakeholders |
|---|--|--------|----------|--|--|
| Product Development | | | | | |
| Leverage off Victoria Plain's rich heritage and culture, creating connections between story lines and points of interest. | Heritage and cultural walking and drive trails are identified and promoted. Funding is sort to create formalised trails throughout the Shire | 0 | Low | Heritage and culture of the region is promoted through print and digital media, interpretive signage | YUED Aboriginal Corporation, Tradtional Owners, Historians, Elders |
| Industry Development | | | | | |
| Improve business readiness and tourism product offering, throughout the Shire. | Promote online capacity building workshops, deliver face-face workshops, encourage collaboration | \$2000 | High | Two face-to-face workshops delivered each year, increased engagement with businesses | Chittering Business and Tourism Association, SBDC, Local Businesses, Business Social |
| Support event organisers to grow existing and develop new annual events that raise the profile of the region. | Community growth fund, support external funding requests, promote funding opportunities | \$3000 | Medium | Events are widely promoted and well attended | Progress Associations, Tourism Council, Destination Perth, Sporting Groups |

| Activity | Delivery Method | Budget | Priority | KPI's | Partners/Stakeholders |
|---|--|--------|----------|--|---|
| Industry Development | | | | | |
| Improve business readiness and tourism product offering, throughout the Shire. | Promote online capacity building workshops, deliver face-face workshops, encourage collaboration | \$2000 | High | Two face-to-face workshops delivered each year, increased engagement with businesses | Chittering Business and Tourism Association, SBDC Local Businesses, Business Social |
| Support event organisers to grow existing and develop new annual events that raise the profile of the region. | Community growth fund, support external funding requests, promote funding opportunities | \$3000 | Medium | Events are widely promoted and well attended | Progress Associations, Tourism Council, Destination Perth, Sporting Groups |
| Ensure planning and procedures are in place to promote and develop tourism in the Shire, including cottage industries, improved tourist infrastructure (e.g., for caravans) and local events. | Review local planning strategy, approval process, access to information that assists with understanding approvals/compliance | FTE | Medium | Increase in the number of businesses delivering tourism products | Local businesses, prospective investors |

| Activity | Delivery Method | Budget | Priority | KPI's | Partners/Stakeholders |
|---|---|--------|----------|--|--|
| Industry Development | | | | | |
| Secure resources and upgrade public open spaces/amentities and tourism assets | Identify and apply for third-party funding/ capital project delivery | | High | Funding is secured | Wheatbelt Development Commission, ESA, Progress Associations and Sporting Clubs |
| Link promotions of the whole district back to Perth (leverging off the proximity), highlighting opportunities for visitors when they are travelling the broader Vic Plains region | Develop regional tourism map. Partner with near neighbours i.e Chittering, Moora, Toodyay | \$2000 | High | Map is developed and distributed widely | Toodyay Visitor Centre, Chittering Visitor Centre, Moora Visitor Centre, Chittering Business and Tourism Association |
| Support tourism stakeholders to recognise opportunities and create sustainable experiences | Stakeholder engagement and networking/ grant acquisition | FTE | Medium | Victoria Plains has successful tourism operations that cater for the contemporary visitor. | Local tourism providers. Emerging tour operators and accomodastion providers. |

market
creations.
agency

brand concepts brand
d concepts brand co

Shire of Victoria Plains

MAKING A DIFFERENCE ■

Concept Five Original

MAKING A DIFFERENCE ■



Shire of
**Victoria
Plains**
Space to Grow

Concept 5
Previous iteration

Concept Five Refinement 1

MAKING A DIFFERENCE ■



The logo transforms the previous reverse-colour cockatoo into a distinctive representation of a black cockatoo. The logo creates a unique, striking, and vibrant identity, capturing the essence of the region with authenticity and depth. It's not just a logo—it's a statement of character, resilience, and connection to the land. The grey colour reflects the shade of the bird's feathers while providing strong contrast against the blue for a bold and balanced design.

**Concept 5 with coloured
black cockatoo**



Logo rationale



The shape of the V represents Moore River.



The arch shape represents New Norcia.



Wheat and canola represented.
The shape of the canola and the bird combined represents progression and growth.



7 towns represented according to the actual location.



Agriculture and farming represented.



People, community development represented.
The people also seem like holding the star, to represent opportunity, growth, a place to grow.



Black cockatoo represented.



Wildflowers and Eucalyptus Macrocarpa 'Rose of the West' represented.





Business Card Concept

Concept Five Refinement 2

MAKING A DIFFERENCE ■



Shire of
**Victoria
Plains**
Space to Grow

The logo beautifully represents the natural beauty of the river and landscape, the charm of the towns, the richness of agriculture, and the spirit of the people. More than just a logo, it's a complete reflection of the region's identity and unique character as a "Space to Grow".

**Concept 5 with flowers
to substitute the cockatoo**



Concept 5A logo rationale



The shape of the V represents Moore River.



The arch shape represents New Norcia.



Wheat and canola represented.
The shape of the canola and the bird combined represents progression and growth.



7 towns represented according to the actual location.



Agriculture and farming represented.



People, community development represented.
The people also seem like holding the star, to represent opportunity, growth, a place to grow.



Portraying the region's natural beauty, with pink hues being particularly prominent. One notable pink wildflower in the area is the Pink Myrtle, also known as Swan River Myrtle.



Wildflowers and Eucalyptus Macrocarpa 'Rose of the West' represented.





Business Card Concept

Wheatbelt Logos in comparison

MAKING A DIFFERENCE ■







market creations. agency



www.marketcreations.com.au
www.councilconnect.com.au

MAKING A DIFFERENCE ■