

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

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	REPOR	RTS REQUIRING DECISION5	;
	9.6	Shire Rebrand	;



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	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 Victora 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	b. Implement Economic Development Strategy – includes,
across the Shire	tourism plan, precinct planning, industrial lot development
doroso trio orinio	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.

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Shire of Victoria Plains

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Concept Five Refinement

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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

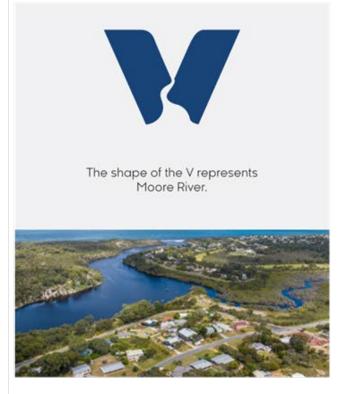


Concept 5A

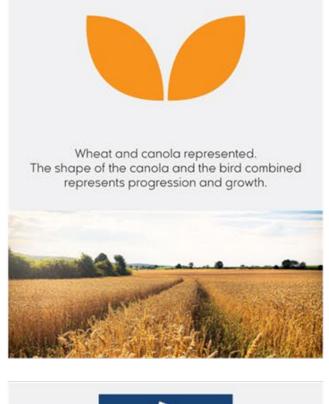
Portrait Logo with 2 New Norcia arch

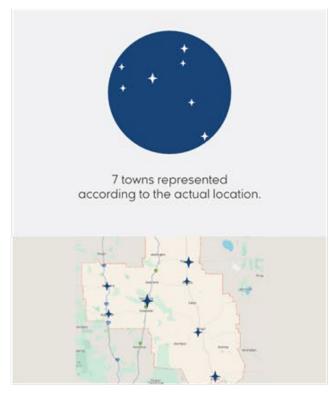


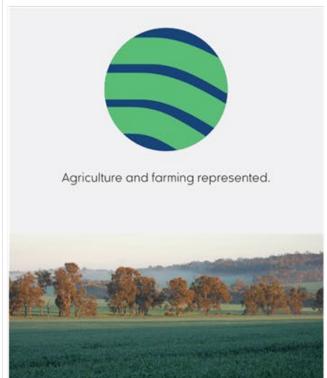
Concept 5A logo rationale



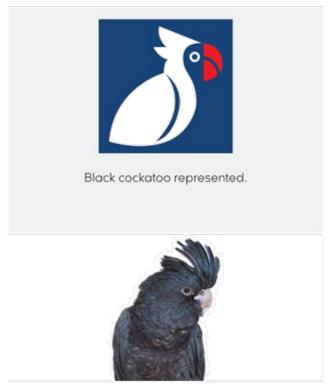
















Concept 5A

Landscape Logo with 2 New Norcia arch and no cross



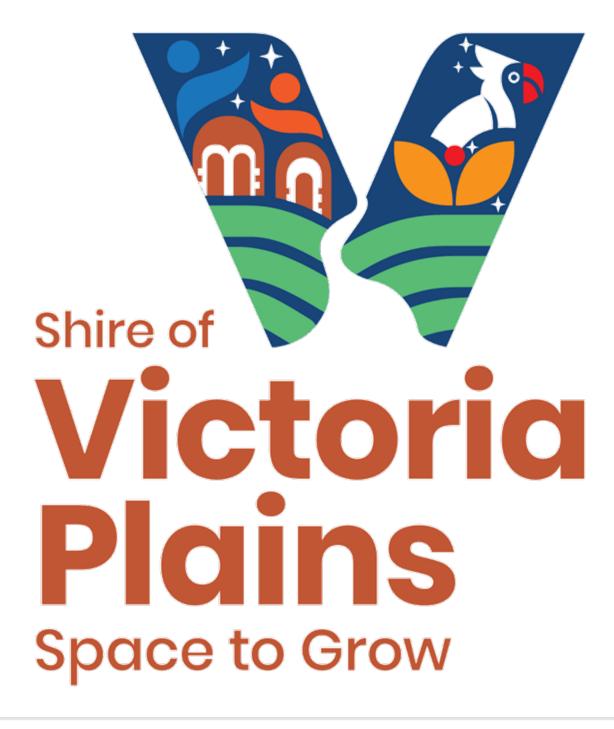
Concept 5A

Portrait Logo with 2 New Norcia arch and no cross



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



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



































































































































































































































































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ourism Action Plan 2025-2028

<u>lision</u>

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

urpose

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

ole of Local Government

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

A Place to Grow

Activity	Delivery Method	Budget	Priority	KPI's	Partners/Stakeholders			
Destination Positioning and Marketing								
Establish a tourism ogo/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, Loca Businesses, Surrounding Visitor Centres			
Develop relationships with ndustry representative podies 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	0	Low	Number of grey nomads visiting the region increase	RV Friendly Towns Program			
	forums				Page 2			

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 Cente, Tourism Alliances, Wheatbelt Business Network			
Establish a 'mini' tourist nformation 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 courism providers under a ee-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			
					Page 3			

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			
		Produc	t Developmen	t				
Support ESA to develop courism 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 nospitality 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, Towr Teams Movement Page 4			

Activity	Delivery Method	Budget	Priority	KPI's	Partners/Stakeholders			
Product Development								
Develop a visionary masterplan of the region's nfrastructure opportunities and goals, including the inking of nodes of visitor notspots 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 Nayfinding 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			

Activity	Delivery Method	Budget	Priority	KPI's	Partners/Stakeholders
		Produc	ct Development	:	
Leverage off Victoria Plain's rich heritage and culture, creating connections between story lines and points of nterest.	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
		Industi	ry Development	t	
mprove 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	Budg et	Priority	KPI's	Partners/Stakeholders
mprove business readiness and tourism product offering, throughout the Shire.	Promote online capacity building workshops, deliver face-face workshops, encourage collaboration	\$200 0	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	\$300 0	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 paravans) 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
					Page 7

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 Assocation			
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.			
					Page 8			

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Concept Five Original

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Concept 5
Previous iteration

Concept Five Refinement 1

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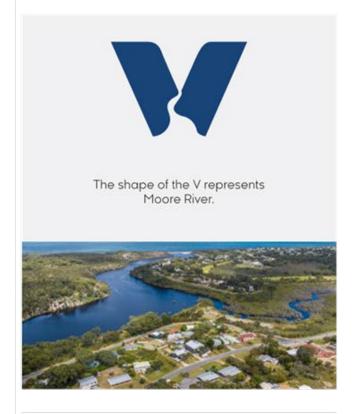


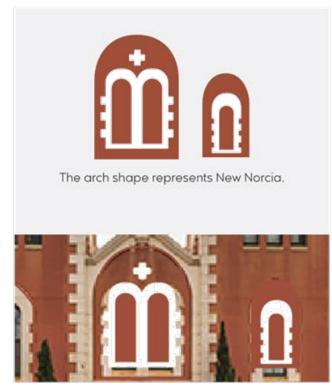
The logo transforms the previous reverse-colour cockatoo into a distinctive representation of a black cockatoo. The logo creates a unique, striking, and vibrant identity, capturing the essence of the region with authenticity and depth. It's not just a logo—it's a statement of character, resilience, and 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.

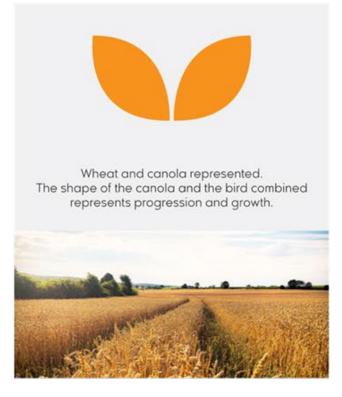
Concept 5 with coloured black cockatoo

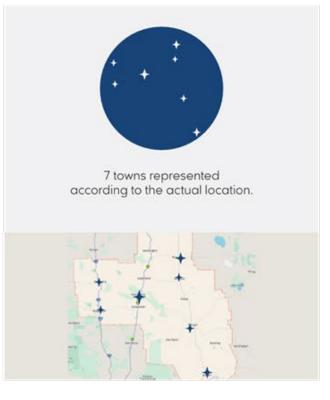


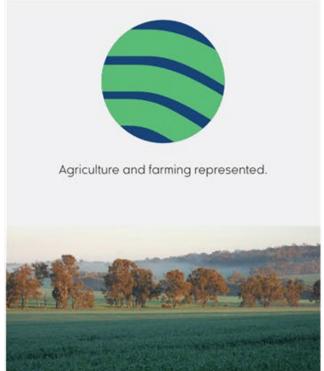
Logo rationale

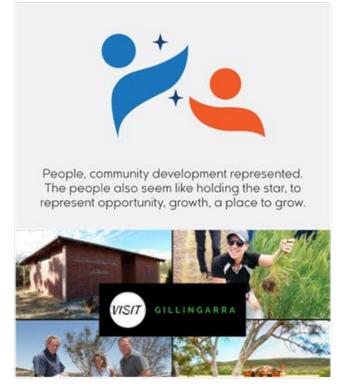


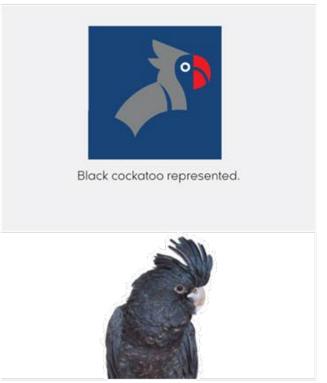


















Reverse side

Business Card Concept

Concept Five Refinement 2

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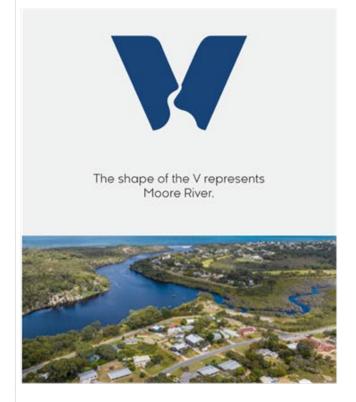


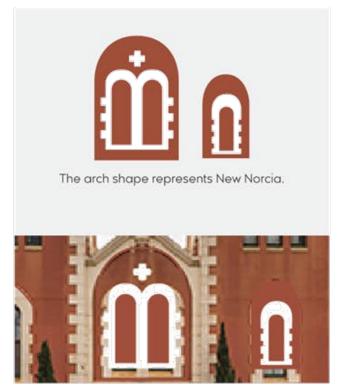
The logo beautifully represents the natural beauty of the river and landscape, the charm of the towns, the richness of agriculture, and the spirit of the people. More than just a logo, it's a complete reflection of the region's identity and unique character as a "Space to Grow".

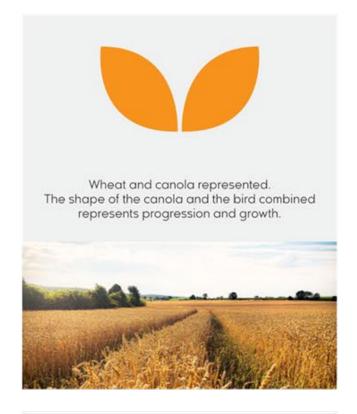
Concept 5 with flowers to substitute the cockatoo

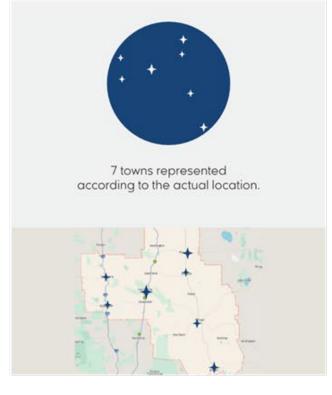


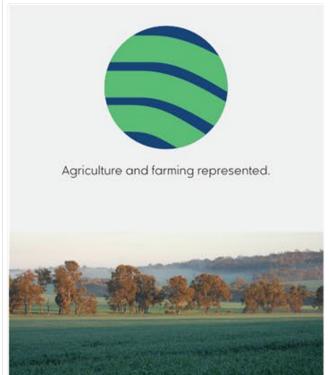
Concept 5A logo rationale

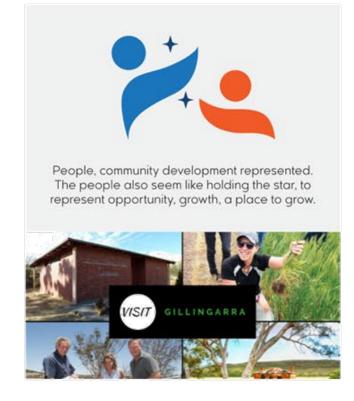


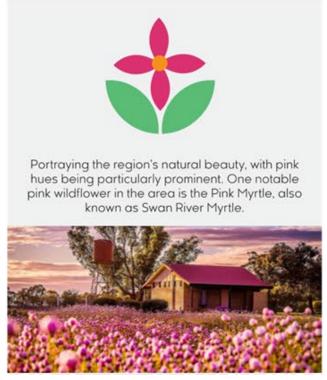


















Reverse side

Business Card Concept

Wheatbelt Logos in comparison

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