

# Armidale

Regional Council

BUSINESS PAPER

EXTRAORDINARY MEETING OF COUNCIL

To be held on

Friday, 17 March 2017  
10:30am

at

Beardy Street Central Mall, Armidale

**Members**

Administrator, Dr Ian Tiley

AGENDA

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1	Civic Prayer and Recognition of Traditional Owners Advice regarding Taping of Meetings	
2	Declarations of Interest	
3	Have Your Say On An Agenda Item Mr Kent Woodcock to speak for item 4.1.1 New Branding for Armidale Regional Council	
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**Item:** 4.1.1 **Ref:** AINT/2017/03814  
**Title:** New Branding for Armidale Regional Council **Container:** ARC16/0172  
**Author:** Joanna Harrison, Communications Officer  
**Attachments:** Nil

**RECOMMENDATION:**

**That the new Armidale Region branding and style guide for Armidale Regional Council be adopted.**

**Introduction:**

The proclamation by the NSW Government on the 12 May 2016 to form a new Local Government Area (LGA) called Armidale Regional Council, from the merging of the former Armidale Dumaresq Council and Guyra Shire Council required the establishment of a brand for the new LGA.

It was determined that a new master brand that represented council, destination and tourism (Armidale region only, still retaining the six council tourism marketing collaboration known as New England High Country) would be developed. This new brand would unify the communities within the LGA and create a contemporary new brand for Council that would reinvigorate the Armidale region, aligning the goals of the new council as a high performing operation with the community's aspirations.

**Report:**

In July 2016 the Administrator Dr Ian Tiley sought the views and opinions of the community to help identify the region's special attributes, values, strengths and opportunities. This feedback informed the Scope of Works for prospective creative consultants through an Expression of Interest process.

At the Ordinary Council Meeting held in Armidale on 26 October 2016 Council approved the appointment of Kent Woodcock Creative Solutions to review Council's new Regional Brand Strategy. In November 2016 the consultants embarked on delivering a project plan that included targeted stakeholder engagement in collaboration with Council that informed the creative development of the brand and provided valuable insights into the essence of what the Armidale Region represents and the aspirations of the community.

In January 2017 the consultants presented a number of concepts to the Senior Executive and members of the branding project team. The initial presentation of these concepts revealed three contenders with one particular branding concept highly regarded.

Three branding concepts were presented to the consultation group in late January 2017. Over 75 percent of the consultation group who attended either the session in Guyra or Armidale approved the brand favoured by the Council's Senior Executive and members of the branding team.

The new brand with accompanying brand positioning is modern, youthful, energetic and aspirational. The use of a distinctive mark which tells a story of connectedness and unification with the communities now within the Armidale Region will create excitement and multifaceted marketing opportunities.

The brand mark will differentiate the Armidale Region in a competitive marketplace as well as allow Armidale, Guyra and the smaller villages independence for destination and economic development activities and promotion - all encompassed under the Armidale Region Brand.

Clever and dynamic brand positioning has also been developed to accompany the mark that says unbridled connectivity, incredible potential, unparalleled lifestyle, impressive major projects, and change.

*“This positioning generates excitement, changes perceptions, says it’s happening now, a strong invitation to act. Bubbling excitement and energy. Allows us to use powerful, elevated language. Repositions the region as alive with opportunity.”*

Kaye Brennan from Kent Woodcock Creative Solutions.

The new brand will be progressively rolled-out over the next six months across all of Council’s communications, assets and business units. An awareness campaign and launch activities are scheduled to commence during the 2017 Autumn Festival March 17-20, 2017.

#### **Community Engagement and Internal Consultation**

Council staff and communities in the Council area have been consulted on Armidale Regional Council’s branding.

#### **Financial Implications**

Funds for the branding of the new Council will be sourced from the Merger Implementation Fund.

#### **Good Governance**

The development of a regional brand is part of Council’s Good Governance.

#### **Integrated Planning and Reporting Framework**

The development of a Regional Brand will be an essential part of future planning and reporting by Council.

#### **Sustainability Assessment**

Discussions on a Regional Brand will be against a background of sustainability issues within Council’s area.