



A BRAND FOR PERTH

Brand
Perth



AN INVITATION

We are about to embark on a significant project for the future of Perth.

We recognise there has been an appetite and a deep need for a unified Perth brand for some time, and with key stakeholders in agreement and funding aligned, we are ready to make it a reality. When we talk about a brand for Perth, it is much deeper than a logo or visual style; this project strives to crystallise what truly defines us as a city. A differentiated, single-minded and emotive positioning that can act as a North Star for all stakeholders into the future, and with time, the narrative that will make Perth iconic on a world stage.

As we embark on this journey, we are establishing a Steering Committee to input into the project and make key decisions throughout. We will seek to leverage the evidence base developed during the Tourism WA (TWA) 'Our Story' project, the Hashtag Perth project and various other key stakeholder projects, as well as drawing on your collective knowledge to inform the Perth City narrative. Your contributions are highly valued and we warmly welcome your participation as a project member.

The following document will walk you through

The Project

- Introduction
- Place branding
- Brand Perth

The Approach

- Governance, including Steering Committee roles, responsibilities and time commitments

We would like to acknowledge the Traditional Owners of the land, the Whadjuk people of the Nyoongar nation and pay respect to Elders past, present and emerging.

We recognise the unique and incomparable contribution the Whadjuk people have made and continue to make to our city, our culture and in our community. We will continue to seek the input of the Traditional Owners. The land on which we live, meet and thrive as a community always was and always will be Nyoongar land.



PROJECT INTRODUCTION

Over the last few years, Perth has experienced unprecedented growth; developing the infrastructure for a truly world-class city.

The addition of significant cultural locations like Yagan Square, Elizabeth Quay, and the New WA Museum set

to open in 2020; revitalised shopping precincts and an explosion of 5-star hotels and dining options; \$13.2 billion worth of investment in inner CBD projects, and more than \$250 billion worth of major infrastructure projects planned or already underway.

But the challenge that keeps popping up, and to a degree, hamstringing our evolution is the lack of a defined, unique offering here. This lack of a distinct brand positioning can be attributed to a fragmented approach to crafting and communicating the city's identity, with multiple stakeholders speaking about Perth in their own inconsistent ways. This is problematic in providing a distinct vibrant city experience and necessitates the need for a 'One Place Thinking' approach where Perth stakeholders are aligned to a distinct, ownable Perth identity.



Committee for Perth's "Perth's City Reputation" study (2019) outlines that only 7% of residents and 6% of non-residents would describe Perth as a unique and diverse place. And when we look at tourism research, a key barrier for visiting Perth is the widely held perception there is nothing truly unique here, making other destinations more attractive.

The Economist Intelligence Unit's latest Global Liveability Report found Perth was the 14th most liveable city in the world with a maximum score of 100 for 'Healthcare', 'Education' and 'Infrastructure' and a 95 for 'Stability'. Where it fell short was in the 'Culture and Environment' category, for which it received a score of 88.7. Given research suggesting people are unable to articulate what unique experiences Perth has to offer, a consistent, single-minded brand narrative presents a significant opportunity for liveability, vibrancy and cultural perceptions of Perth.

In May 2020, TWA released 'Western Australian Tourism - Our Story', the output of a two-year project that consulted more than 500 tourism industry business owners and leaders from across the State, and tested with more than 110 local, national and international consumers.

'Our Story' sets the foundational narrative for Western Australia and aligns destination marketers across the state to One Place Thinking. Next up is the need to crystallise the Perth brand to sit at the core of this work and complete the strategic long-term North Star for Perth and Western Australia.





It is clear that we need to unite and define our identity.

As identified by the recently released 'Hashtag Perth' report, creating a unifying brand for our city and developing a collaborative marketing communication plan is essential to driving awareness and advocacy for our capital city.

It is critical that a project like this is rooted in stakeholder and community consultation. With the Commissioners at the helm, new and aligned executive leadership, budget allocated, and a project team being assembled, City of Perth, in partnership with TWA, is set to facilitate the Perth brand identity.

What this project looks to achieve:

Note: Brand objectives/KPIs will be discussed in the first Steering Committee meeting.

- Find and articulate Perth's deepest distinctions; single-minded, emotive and differentiated;
- Evolve perceptions of the city and favourably position it for future evolution and maturation;
- Generate an emotional relationship with Perth by identifying the emotions we can authentically deliver as a city;
- Empower stakeholder organisations/industries to proudly and consistently promote their capital city, providing actionable application guidance;
- Create opportunities for enhanced awareness and recognition of Perth locally, interstate and internationally.

Please note: This project is to define the brand framework and brand narrative for Perth; outlining practical implications and applications for all stakeholders. The visual identity will be a subsequent project following the completion of this project.



SO, WHAT IS A PLACE BRAND?



A place brand, in the context of a city, is the single-minded articulation of a city's DNA; its culture, people, happenings.

It must be emotive, it must be ownable, and it must have the flex to apply to all facets of the city. This articulation is not just a foundation for visual branding and communications, a strong brand should permeate everything; it should guide decision making, shape the types of events the city puts on, define how we as a city speak, and help position us in market across all pillars.

A city brand must have stretch and dynamism to equally support four key pillars:

Place

An ownable narrative reflective of the people and places that make up Perth. An identity that all people who have a connection to Perth can engage with, own and take pride in.

Economic development

A brand that provides a unique value proposition to global business leaders, inspiring confidence in Perth as an attractive place to do business and invest. And a framework for attracting the right types of business to Perth to drive our economy and future growth.

Visitation

A brand that clearly articulates what makes Perth iconic, addressing the widely held perception that there is nothing truly unique to experience here. A brand compelling to local, national and global visitors.

Education

A brand that provides a clear value proposition to prospective international students, helping Perth gain a coveted spot on the consideration set of students around the globe.

To have it work, it must be approached as 'One Place Thinking', with all relevant stakeholders singing from the same song sheet.

"When you brand a destination, it must be an open system that is constantly changing and is composed of players that don't necessarily recognize their place in the mix, much less want to give input or take direction. Still, it is possible to find basic truths that a city's members and groups share; unique stories, habits, promises, smells, and dreams. When these are unearthed and qualified as sustainable, distinguishing, and attractive, then these insights can be consolidated into symbols, signals, and values."

- Landor, WPP





BRAND PERTH



A single-minded, distinctive, emotive articulation of Perth's DNA presented in a brand framework, narrative, and practical implications and applications document.

A task like this only comes around once in a lifetime and this opportunity should not be underestimated. Each individual stakeholder who has been involved in Perth projects to date (e.g. TWA 'Our Story' and Hashtag Perth), or will contribute to the development, launch and successful use of this brand has a hand in making history for our city. With that in mind, it must be explicitly noted that this brand cannot happen in isolation; to take this next step it must be a collective one. It's critical that this brand is designed in consultation with and embraced by Perth stakeholders, and the community.

Throughout this process we endeavour to:

- Develop a deep understanding of the context in which our brand needs to succeed
 - Awareness of political, cultural, and educational issues that exist in relation to the project and the city
 - Establish insights into the needs of global audiences
 - Understand the macro cultural trends that are shaping behaviour, values, culture and business
- Find an accurate view of the city's deepest, truest distinctions
- Find a big idea that will surprise, resonate, inspire, and distinguish now, and into the future
- Find a balance between a brand grounded in deep truths, and an aspirational brand that can assist in the evolution of the city
- Explore applications and implications of a central city brand





APPROACH



This approach is designed to consult with key city stakeholders at all stages of the process to ensure the end result is reflective of all parties, working towards a unified goal in a timely manner.

Project Governance

In its nature, a project of this magnitude requires the coordination of a large group of stakeholders. To ensure relevant stakeholders have the opportunity to provide input to the project during discovery and at project milestones, we have structured project governance around six key project groups.

Core Project Team

The Core Project Team (CPT) are connected throughout the entirety of the project. Collectively, they are responsible for account management, scheduling, communication of progress (updates to Brand Perth portal) and stakeholder coordination. The CPT has approval to make decisions on behalf of the Steering Committee (SC) when short timeframes limit the discussion between the entire SC.

The CPT will consist of:

- **Project Facilitator | City of Perth**

With extensive stakeholder input, City of Perth is uniquely positioned to facilitate this coordinated approach, being the central node through which state government, local government, private business, the education sector, culture and arts sector, tourism committees and operators can communicate and collaborate on a 'One Place Thinking' strategy. In this role, City of Perth can work to define goals and objectives, assign distinct roles and responsibilities, strategically prioritise resource allocation and collect relevant inputs across all four pillars to feed into the wider project. And following brand development, City of Perth can ensure our identity is reflected in everything from city governance, initiatives, communications and events. After all, actions speak louder than logos.

- **Project Partner | The Brand Agency, in collaboration with the WPP network**

The Brand Agency has been engaged as strategic partner for the project; delivering the brand framework and narrative for Perth. On the back of City of Perth and Visit Perth brand projects, and recent work with a host of LGAs, StudyPerth, WA Museum, The Perth Mint, Perth Theatre Trust and Tourism WA, The Brand Agency has a deep understanding of the local market, while having access to expert consultants throughout the global WPP network including Landor who are responsible for the tourism brands of Melbourne, Tourism QLD and So Sri Lanka.

- **Project Contributors | Tourism WA**

Given deep understanding of contextual strategies to the Brand Perth project such as TWA's 'Our Story' work, it is critical the CPT can sense check and align project finding, outputs and processes with TWA throughout the project.





Steering Committee | Key Project Decision Makers

This is where we would love your input.

Chaired by City of Perth, and represented by Committee for Perth Steering Committee member, Daniel High, the Steering Committee (SC) is made up of passionate stakeholders, who recognise the potential and value of this project. Meetings are to be facilitated by the CPT and invitees are permitted as relevant to key project milestones. Outside of Commissioner approvals, key decisions are made within the SC meetings to keep things moving.

Each member in the SC will be given the opportunity to invite a substitute member from their organisation to act in their place if they are unable to attend key meetings. We would direct that between the member and their invitee, there is male and female representation to ensure the SC brings diverse perspective to the project.

Aboriginal Elders Advisory Group

Engaging the City of Perth Aboriginal Elders Advisory Group will be critical to maintaining cultural reverence. Their input will be particularly vital when articulating the role of Indigenous culture as part of the DNA of the Perth brand.



Key Project Milestones and Deliverables for the Brand Perth Strategy

24/6 Steering Committee | Project kick-off and onboarding meeting

- Project background, vision, approach and timeline
- Role of the Steering Committee
- Brand objectives and KPIs
- Foundational findings presentation and discussion
- Collaboration on brand hierarchy

1/7 Steering Committee | Brand territory workshop

- Working session to review and feedback on
brand territories

23/7 Steering Committee | Brand Perth Strategy Presentation

- Final presentation of Brand Perth strategy
- Steering Committee next steps for visual
identity project

August – September | Visual Brand Development

Please note this will be a separate project. Approach and Steering Committee involvement will be discussed at a later date.