



STEERING COMMITTEE INITIATION MEETING

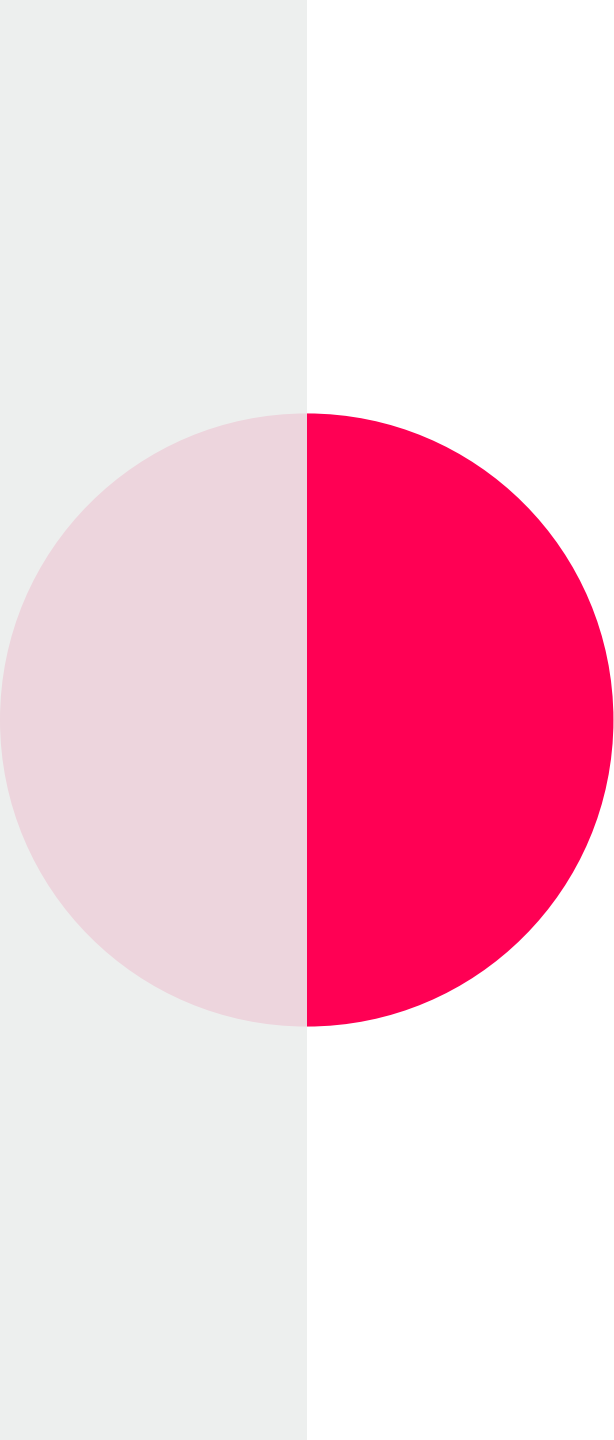
Brand
Perth





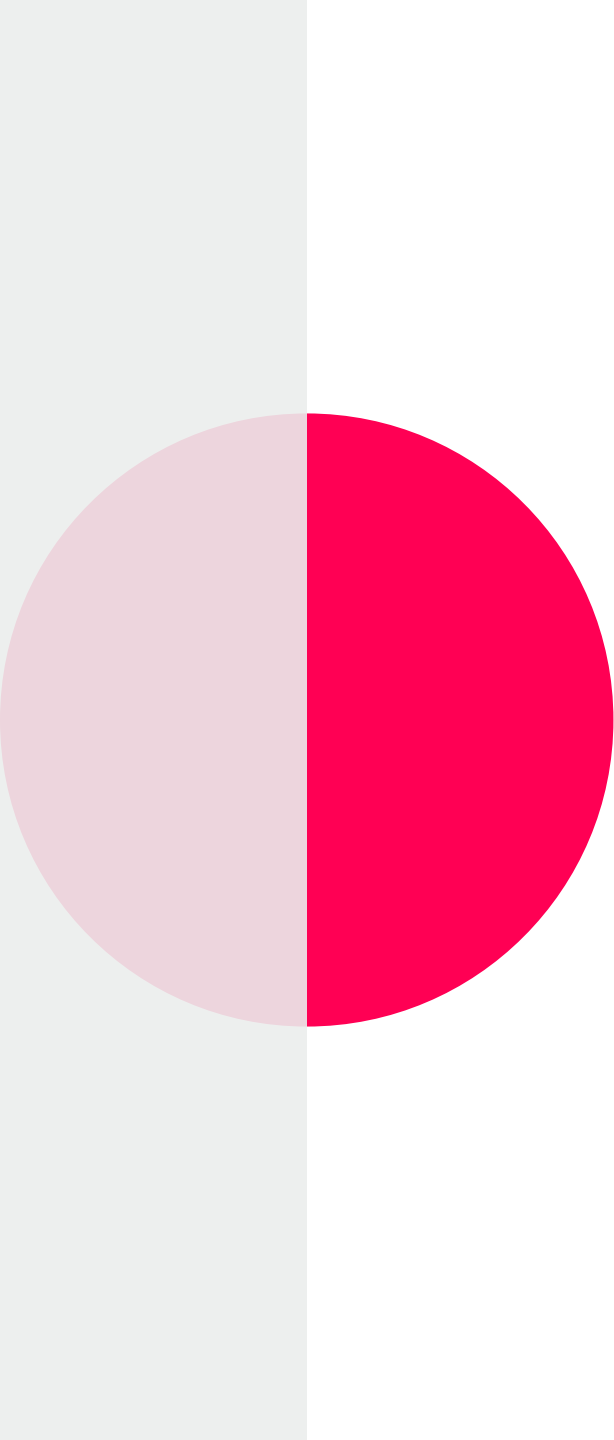
SESSION INTRODUCTION





PURPOSE AND DESIRED OUTCOMES

- Accelerate project understanding
 - Determine project objectives
 - How the brand will be used
- 



AGENDA

- Session Introduction
 - Project Introduction
 - Objectives Alignment
 - Foundational Findings Summary
 - Intentions of Use Discussion
 - Next Steps
 - Wrap-up and final thoughts
- 



PROJECT INTRODUCTION





“Done right, place branding sends destinations into a virtuous circle. People wanting to visit means people wanting to move there means companies wanting to tap that talent means cities becoming even more attractive to tourists and potential new residents.”

Marion Salzman



COMMITTEE FOR PERTH REPORT RECOMMENDATIONS

1. Undertake collaborative action to increase awareness and enhance Perth's reputation locally, nationally and internationally
 - a) Create a unifying brand and develop a collaborative marketing communications campaign to enhance Perth's reputation (in 2020)

Committee for Perth's "Boorloo Kworp" report points to the lack of "one big thing" that draws people to Perth and lists nine recommendations and 30 actions to enhance the region's reputation as a place to live, work, invest, study and visit."



PROJECT APPROACH



WHOLE OF GOVERNMENT
BRAND WA

JTSI



Tourism
OUR STORY



City of Perth

Steering
Committee

Aboriginal
Elders
Advisory

Reference
Groups

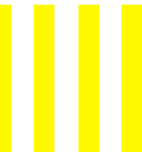


UNIFIED PERTH BRAND

Brand
Perth



*A PLACE BRAND IS
THE SINGLE-MINDED
ARTICULATION OF A
CITY'S DNA; ITS
CULTURE, PEOPLE,
HAPPENINGS.*



OUTPUTS

Phase 1:

City of Perth to deliver a Brand Strategy for Perth by **3 August 2020**

Phase 2:

Tourism Western Australia to deliver the Brand Design developed from the Strategy by **October 2020**

*“Alone we can do so little; together we can do so much.”
- Helen Keller*



ROLE OF STEERING COMMITTEE

The Steering Committee's role is to provide advice, ensure delivery of the project outputs and the achievement of project outcomes.

*"I Can Do Things You Cannot, You Can Do Things I Cannot; Together We Can Do Great Things."
- Mother Teresa*





OBJECTIVES ALIGNMENT



PROPOSED OBJECTIVES

SPECIFIC, QUANTIFIABLE, REALISTIC

- Create opportunities for enhanced awareness and recognition of Perth locally, interstate and internationally
- Grow confidence in Perth's economy, social conditions and its environment
- Articulate Perth's deepest distinctions that's single-minded, emotive and differentiated
- Empower stakeholder organisations/industries to proudly and consistently promote their capital city



EXAMPLES OF SUCCESS MEASURES

- Resonance World's Best City Brands
- Anholt-Ipsos City Brands Index
- Economist Intelligence Unit's Global Liveability Index
- Mercer Quality and Cost of Living Survey
- International and National Visitor Survey
- Economic Contribution of Tourism, International Education and Business Events





FOUNDATIONAL INSIGHTS FINDINGS SUMMARY

Brand
Perth





LOOKING INWARD

PERTH IN FOCUS





CHALLENGES





The results reveal that Perth is a distinctive place, with a lot to be proud of. Nationally and internationally, its best known attribute is its natural beauty. But while this may be gratifying, it's not all good news. The research also shows that Perth's reputation lacks depth and diversity, and that recognition and familiarity in external markets is limited. These problems are not helped by the reluctance of local residents to 'talk up' their city, and share its secret places and things to do. Quite simply, the word is not getting out that Perth has more to offer than great beaches and a beautiful environment.

ANSWER THE PUBLIC



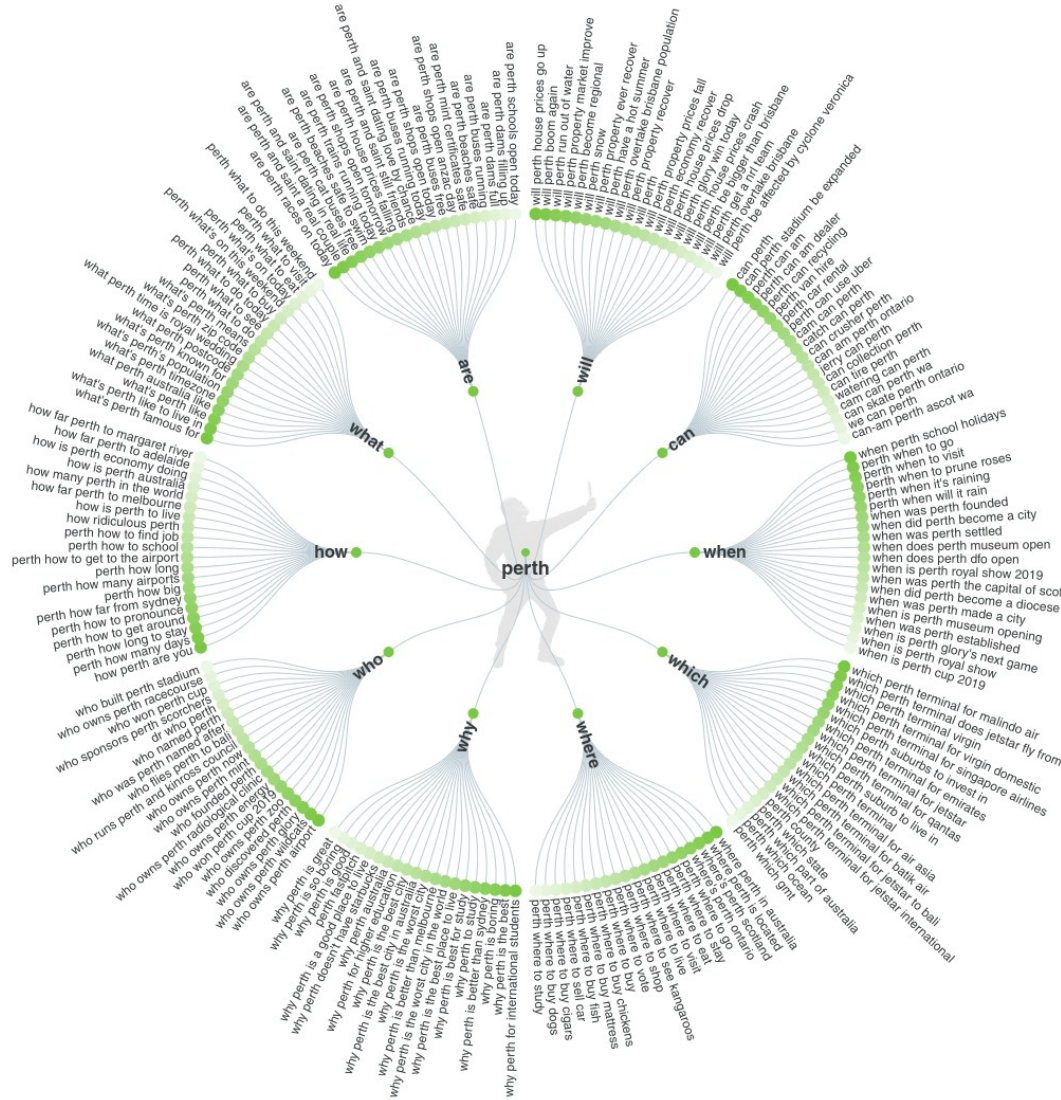
- WHERE:**

- WHEN:**

- Perth school holidays
- to go
- to visit
- does Perth museum open
- does Perth DFO open
- is Perth Royal Show 2019
- is Perth Cup 2019

Data derives from Google auto-suggestions and shows a snapshot of searches related to the term "Perth" from 19/11/2019. The green dots are an indicator of the popularity (common and/or trending) of search terms within each question.

ANSWER THE PUBLIC



ARE:

- Perth races on today
- **Perth cat buses free**
- Perth beaches safe to swim
- **Perth trains running today**
- Perth shops open tomorrow
- **Perth buses running today**

WHAT:

- **what's Perth famous for**
- what's Perth like to live in
- **what's Perth like**
- **what's Perth known for**
- to do
- to see
- to do today
- to buy
- what's on this weekend
- what's on today
- to eat

HOW:

- **Perth are you**
- long to stay
- **to get around**
- far from Sydney
- **ridiculous Perth**
- is Perth to live
- is Perth economy doing

Data derives from Google auto-suggestions and shows a snapshot of searches related to the term "Perth" from 19/11/2019.
The green dots are an indicator of the popularity (common and/or trending) of search terms within each question.

CHALLENGES

WRANGLING + HERDING

If we've heard it once, we've heard it a million times – “we don't have a unifying destination narrative.” But why? In a city rich with talent, bravery, leadership and ambition, why has the task of crystallising our identity perpetually evaded us?

The absence of this positioning has hindered industry (in particular, ED and tourism) and has resulted in continued fragmentation of storytelling.

We are sitting on a goldmine of strategies, analyses, visions, scenarios and recommendations. There is such a strong alignment between these resources' findings and recommendations that now is the time for put strategies into action.

Also, lots of people have lots of very strong opinions about this project.

The old saying goes “we never have enough time to do it right, but always seem to have enough time to do it twice.”

Can we work together, be prepared to compromise, focus on action and collectively work towards an outcome?

To succeed we need to rally collective support, lasso passion and crack onward. Failing to launch is the quickest way to fail.



CHALLENGES

WHERE DO WE START? YOUTH + HERITAGE

When you picture iconic cities from around the world; Rome, Beijing, Cairo, Delhi, Jakarta; their cities are steeped in history and culture built up over long periods of time. It has been well documented as we have worked through City of Perth brand work that one of Perth's challenges is that we are a relatively young city, still experimenting with our identity and building our history and culture. As research has indicated, this youth can manifest in the perception that there isn't a rich cultural offering or dynamism on offer here.

But with the youth of our *city* noted, it would be remiss not to acknowledge the ancient history that the Whadjuk people of the Nyoongar nation bring to the land that Perth is built on. The traditional owners of this land make up the oldest living culture on the planet and the culture, stories, and aboriginal modern history are critical to the DNA of our brand.

The challenge as we look to distil what Perth is at its heart, is how we bring together the challenges and opportunities of having a young city, while recognising the rich cultural context of the land and its traditional owners.

How can we talk about an adolescent city that's thriving, while our Aboriginal elders are still talking about simply surviving?



CHALLENGES

THE PRIDE VS. PROTECTION TENSION

The catch-22 of Perth branding – constructing the brand from market truths that reveal locals love Perth for its “small town vibes”, yet understanding the brand will also need to serve as a tool for attracting more people to Perth – ultimately compromising the perceived liveability of the city.

Are we more attune to the supposed threats (i.e. traffic congestion, crowded beaches, unsustainable population growth, new/different cultural influences) than we are to the potential benefits of elevating Perth on the world stage?

QUICK TO CRITICISE + COMPARE

The coffee in Melbourne is better, the culture in Sydney is better, the shopping in Singapore is better, the public transport in London is better.

The freeways are shocking in Perth, the arena is ugly (not anymore though – Go Wildcats!), the government are clueless.

There is a culture of criticism and tall-poppy-syndrome in Perth that needs to be ignored in the development of this brand.

Our history of latent advocacy tells us whatever we create will be criticised, become a meme on @belltowertimes, picked apart and disputed – but if crafted from truths and with aspiration, and if embedded into our ways of doing business, it will, with time be imbued with meaning and come to life.



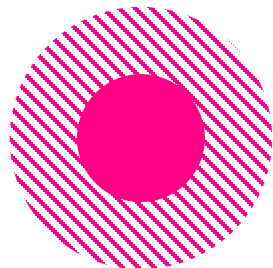
CHALLENGES

PERTH PRIDE ≠ CBD

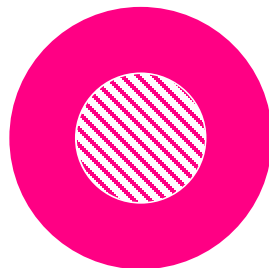
Where is Perth? A rhetorical question – for as stakeholders, we often have to clarify boundaries. CBD? Greater Perth? Perth-Peel?

Our place is not physically defined – but conceptually held in the minds and hearts of locals and visitors. We are a place that is made up of many places. All of those micro-destinations are part of the Perth mosaic. Our positioning needs to bubble up out of our culture and mindset, that is not locked within physical boundaries.

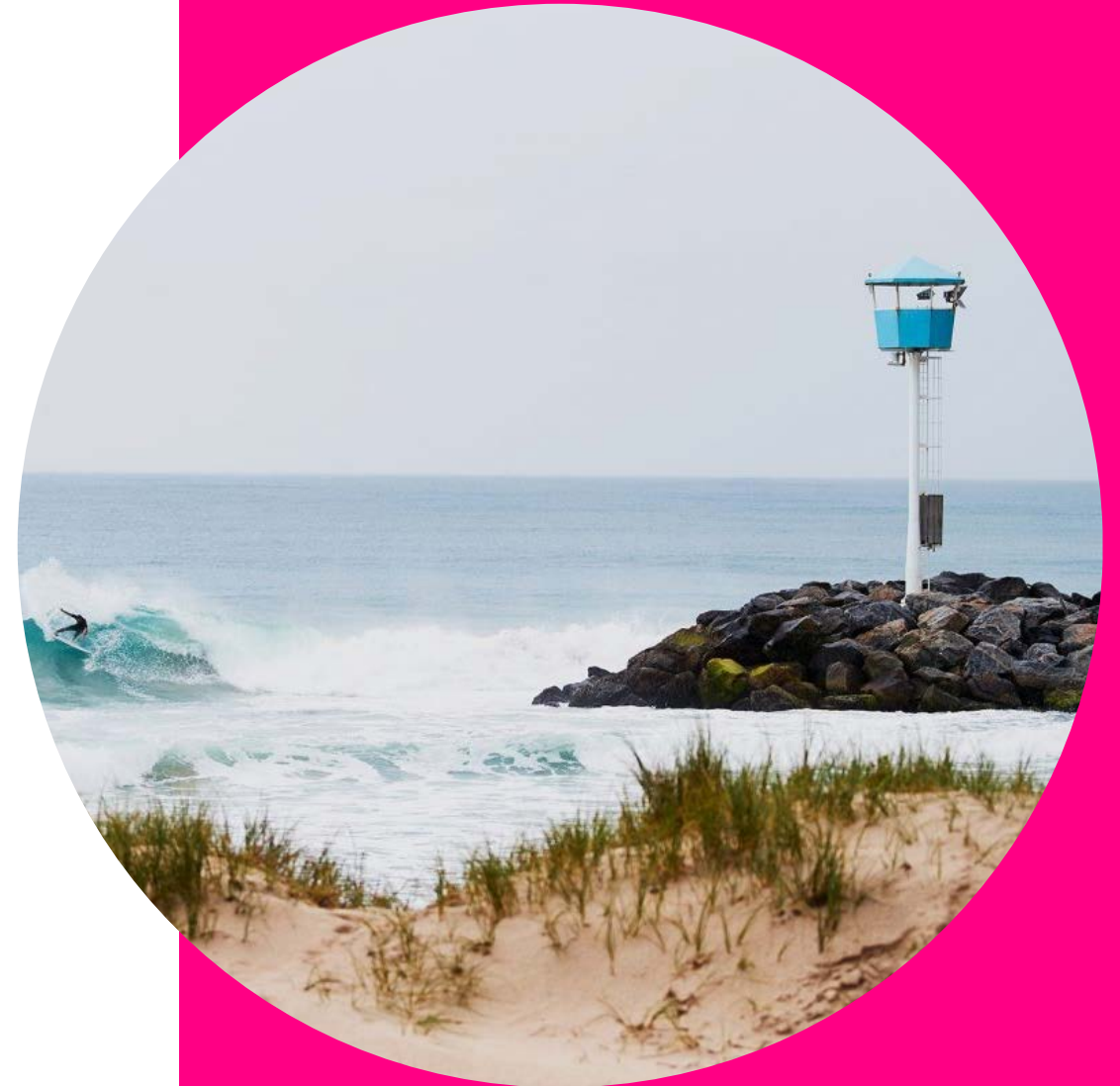
Much of our love-for-place is tied to aspects of this city that are not contained within our CBD. Unlike other cities whose hearts are their vibrant, urban downtown precinct, our heart is a doughnut – beating stronger in our periphery than in our centre.



MELBOURNE



PERTH



CHALLENGES

PERSONALITY IS THE SUM OF THE SMALL

We can't manufacture a personality from thin air. It must pick up on an essence, a truth, a spirit that runs through our city – no matter how small.

Let's reflect on Melbourne and Portland for a moment. Their reputations don't rest solely on their impressive new architecture, their iconic venues, their dreary grey weather. Instead it is the patchwork of quirkier, smaller elements that come together to dominate their personality.

It's the street art, the markets, music, the food trucks, all the weird and wacky that weaves itself into the fabric of these cities. The intangible or highly visceral elements that set these cities apart from others and deliver the promise of an experience like none other.

So while the BIG is important to positioning our city and attracting visitation, the small is what contributes to the feelings and memories people are left with.

What micro-trends, sub-cultures, unique Perth-isms permeate our culture that we can amplify and commit to proudly owning (no matter how weird or wacky) to set ourselves apart from others?



CHALLENGES

A “LOW ENERGY” REPUTATION

A review of all recent branding work undertaken for Perth brands reveals the same set of personality descriptors for our city: relaxed, laid back, laconic, naturally beautiful.

All of these are true, but the balance is off. For all our “low energy” attributes, we are equal parts loud, energetic, active, ambitious and spirited.

But is our mindset distinct? Does our cultural mindset *favourably* set us apart from other Australian capital cities?

A BIPOLAR CITY

We're content, yet we're ambitious.
We're laid back, yet we're entrepreneurial.
We're laconic, yet we love a yarn.
We're progressive, yet we're conservative.
We're isolated, yet we've connected.
We're “wait awhile”, yet we're leaders.

**We've got the best of everything, yet we're known for nothing in particular.
Does that land us in the middle – a space of indistinctness?
Or can we own our dichotomies?**



CHALLENGES

EVERYTHING SOMETHING TO EVERYONE

The brand for Perth needs to have relevance and purpose for a vast array of stakeholders.

The challenge is, therefore, two-fold: distilling our promise to one that is single-minded AND THEN extrapolating that out to each application and defining true and compelling propositions.

SHIFTING FROM PRODUCT TO MINDSET

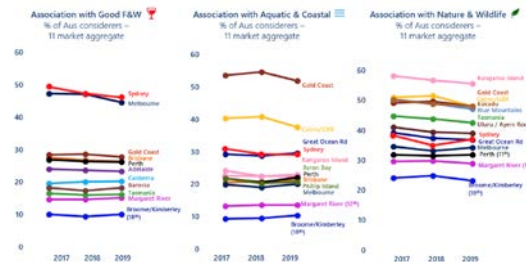
Perplexed as to why our city doesn't perform stronger on destination association rankings, we've defaulted to presuming it's a lack of awareness and knowledge that's hindering our positioning. But what this really punctuates is the noise in the category – every destination is competing on product.

Can we have enough confidence in our product to level-up and start selling an emotional benefit, a mindset, a way of life vs. being mired in functional asset messaging?



Australian Destination Associations

Amongst Australia considerers, Perth ranks 5th for good food & wine, 7th for aquatic & coastal and 11th for nature & wildlife but has dropped slightly. Association has changed very little since 2016.



Source: BDA on behalf of Tourism Australia, Consumer Demand Project 2019 Questions: Which of these Australian destinations do you associate with (Perth)?



OPPORTUNITIES



- **Green.** Perth is piloting and implementing new energy and sustainable living solutions and is known for its green credentials.
- **Future energy leader.** Perth is leading the global shift to future, low carbon energy solutions.
- **Innovator.** Perth is at the forefront of innovation within and beyond the future energy, resource, health science, agri-tech sectors.
- **Education hub.** Greater Perth, particularly the city centre, is known as delivering high-quality education and education experience for international students.
- **Urban lifestyle city.** Perth delivers diverse, on-trend inner city urban lifestyles as well as relaxed, suburban living experiences.
- **Leader in respecting and celebrating First Nations People.** The city in Australia that respects and celebrates Indigenous people.
- **Vibrant city of culture and education.** Perth has an exciting, 24-hour city centre that is the primary live, work, study, play and innovation hub for the region.
- **Culturally rich.** Perth is known for its quality cultural and sporting infrastructure and exciting annual events calendar.

A New Narrative

Aspirational
narrative for
Perth's future



↑ Action to improve
Perth's reputation ↑

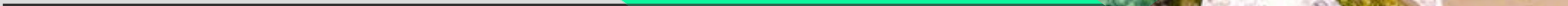
Positive narrative
for Perth today





LOOKING OUTWARD

FOUNDATIONAL RESEARCH





- **COMPARATIVE LANDSCAPE**
- **TRENDS**
- **LEARNINGS**

COMPARATIVE LANDSCAPE





DETROIT

EMPOWERED BY HISTORY

“Detroit is full of heritage and history. I came for its grittiness. It’s full of culture – old Americana culture.” - Christopher Stevens

The rise and fall of Detroit is well documented – once one of America’s industrial powerhouses, Detroit succumbed to global competition and crumbled to a shadow of its former self. Populations fled, large areas of the city lay abandoned, property prices bottomed out and the city was awarded the title of America’s most dangerous city four years in a row.

But over the last decade Detroit has been through a renaissance. Grounded in the city’s industrial roots and leveraging the hardship the city has faced, Detroit is now fortified by its past and attracting high profile investors and a new population who carry the mindset that has forged the city – resilient, creative and epitomising the American spirit of hard, honest work.

“Detroit is seeking to appeal to tough-minded, scrappy, roll-up-your-sleeves entrepreneurs who can blend in with the city’s gritty atmosphere.” - Pete Saunders

“Wrapping themselves around a mythology that is outlaw.” - Kirk Cheyfitz

“What’s super interesting about them [Shinola] is how they’re aligning themselves to Detroit, using a city and its history as an anchor to their value as a brand.” – Robert Klara

A city brand based in street cred and authenticity.



STRENGTH: EMOTIVE +
TRUE TO ITS ROOTS



MANCHESTER

THE ESSENCE OF MANCHESTER

“Original Modern isn’t a brand or a slogan or marketing jargon, it isn’t even a political mantra or a stylishly designed logo, and it isn’t a piece of cultural archaeology or even an ethereal sound-bite. It’s much more important than that.” “Original Modern is what Manchester gives to the world. It explains Manchester’s spirit, its indefatigable energy for progress and change, that ‘do something’ attitude, that desire to be different”.

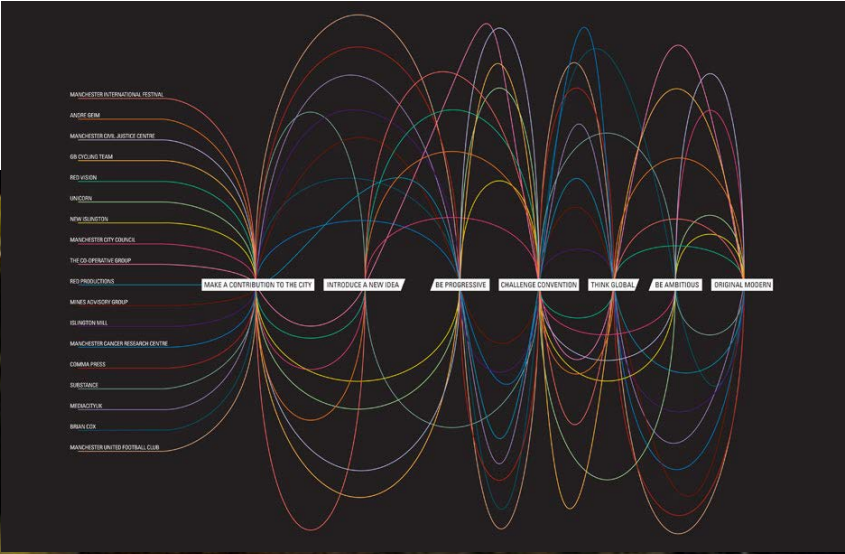
“And for Manchester to continue to manifest these values, Original Modern also has to be an aspiration; an aspiration for all individuals, decisional makers, groups, communities, organisers and businesses that live, work and engage with Manchester”.
- Original Modern

Manchester's brand, Original Modern, summarises the city's history as the ‘first industrial city’, and subsequently the first ‘post modern city’ and takes the ethos of evolution and reinvention and crystallizes it as the heart of the city brand.

Built on six key pillars that were developed based on an analysis of Manchester’s existing Original Modern activities across the city, this framework works as a map for attaining and sustaining Manchester’s Original Modern spirit.

“What Athens was to ancient Greece and Florence was to the Italian Renaissance, so Manchester defined the urban, industrial age. It was the original, modern city.” – Dr Tristram Hunt, Historian, author and journalist

Inspired reinvention, grounded in action.



STRENGTH: ACTIONABLE



AUSTIN

OWNING WEIRD | A BRAND BUILT BY DOING

"It takes a village to build a brand; local culture and local engagement are essential." – Havas

"Austin was recently voted the No.1 place to live in America for the third year in a row — based on affordability, job prospects and quality of life. It was named the fastest growing large city in the U.S. It ranked No. 4 of the best large cities to start a business. It was chosen among the top 15 cities in the United States to visit. And its home state of Texas took the top spot in a study of the best states for female entrepreneurs." – Forbes 2019

The rise of Austin Texas, the home of tech, music and food trucks, is one of the most successful and cited place brands in the world. Originally eclipsed by neighbouring cities Dallas and Texas, Austin has evolved with much guidance from local leadership that has focussed efforts on the elements of the city that make it unique and loved; the local music scene, street eats, an entrepreneurial spirit born from UT, and the local mantra 'Keep Austin Weird'.

It's all about liveability, culture and a clear picture of who they are.

"The music scene feeds on itself, with people moving to Austin for the music, then in turn producing more music, which makes the city even more appealing to the music world. The government is entirely behind that, supporting festivals such as SXSW and Austin City Limits and having a division that focuses specifically on nurturing the music industry." – Forbes 2019

"Austin attracts annually about a billion dollars in venture capital investment and another billion dollars in corporate entity investments," - Angelos G. Angelou



STRENGTH: INGRAINED IN THE FABRIC OF THE CITY

HOBART

A CULTURAL AWAKENING

"Perhaps it comes down to the landscape and location. Tasmania's disconnect from the mainland seems to have bred an independence of identity and a unique creativity."

"To me, old Hobart felt almost completely cut off from the rest of the world. Anyone who wanted to achieve had to leave. That hasn't changed completely but it has substantially and it is largely due to Mona... it is about the inspiration of somebody having the guts to step out of the square and take a risk." - Dr Natasha Cica, writer, academic and director of Melbourne's Heide Museum of Modern Art

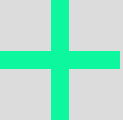
Prior to 2011, Hobart was known for its beautiful, rugged landscape and haunting isolation, but it also carried a reputation as 'Slowbart'; little going on and a little bit backwards. But, in 2011 David Walsh opened Mona (colloquially known as "the museum of sex and death"), Australia's largest privately-funded museum. One year later, Hobart was ranked #7 in Lonely Planet's top cities to visit. Following the lead of David Walsh, the city has embraced the weird, controversial cultural tone. Dark MOFO, a winter solstice festival has grown to draw record-breaking crowds to the city in the dead of winter.

This commitment to culture has evolved the city to include award-winning post modern architecture, high end food production and art opportunities, left right and centre. Those traits like isolated and backward have been embraced and turned Hobart and Tassie into a global cultural destination.

Mona's success has not only fostered a tourist boom but has shifted the mindset of Tasmanians from a poverty mentality to one of prosperity. It has fast-tracked Tasmania into the 21st century. "We were lagging and now we are ahead of the pack in lots of ways."



STRENGTH: DISTINCT TONE +
COMMITMENT TO CULTURE



SINGAPORE

A HUMAN APPEAL | PASSION MADE POSSIBLE

“Innovation is an integral aspect of Singapore’s new place brand identity. Already unique in its cultural offering, Singapore’s rich history and variety of external influences means its talent base is far-reaching. Its access to the Asian market presents numerous possibilities for investment; yet the place brand also aims to encourage start-ups and SMEs to locate in Singapore.”

Singapore is one of the most intriguing place brands in Asia. Rich with history, and well known for its distinctive landmarks, Singapore elevates its place brand beyond merely its physical attributes and achievements. 'Passion Made Possible' explores how not only the city, but the people evolve, reinvent and reimagine their possibilities.

This brand leverages history and future, physical and human, consistently proving its place as one of the strongest nation brands in the world.

“Place brands are primarily aspirational, providing a vision to follow, rather than communicating what’s already there. Having done years of research in a soft-authoritarian country – Singapore – I have seen how effective social life can be shaped through policies. The evolving destination branding of Singapore is part of the wider social engineering mechanism of the city-state.”



Top 10 Strongest Nation Brands				
	1	← 1	Singapore	
	2019: 90.5	AAA+	-1.9	
	2018: 92.4	AAA+		
	2	← 2	Switzerland	
	2019: 89.9	AAA+	-0.3	
	2018: 90.1	AAA+		
	3	↑ 4	Netherlands	
	2019: 89.6	AAA+	+1.9	
	2018: 87.7	AAA		
	4	↑ 11	Germany	
	2019: 88.2	AAA	+3.5	
	2018: 84.7	AAA		
	5	↑ 10	Luxembourg	
	2019: 86.9	AAA	+2.1	
	2018: 84.8	AAA		
	6	↓ 3	United Arab Emirates	
	2019: 86.6	AAA	-1.9	
	2018: 88.5	AAA		
	7	↓ 5	Finland	
	2019: 86.4	AAA	-1.0	
	2018: 87.4	AAA		
	8	↑ 14	Japan	
	2019: 85.8	AAA	+1.9	
	2018: 83.8	AAA-		
	9	↓ 7	United States of America	
	2019: 85.7	AAA	+0.1	
	2018: 85.6	AAA		
	10	↑ 16	Denmark	
	2019: 85.6	AAA	+2.6	
	2018: 83.0	AAA-		

STRENGTH: BALANCE +
CONSISTENCY



VANCOUVER

NATURAL HISTORY

“Green is to Vancouver what “love” is to Paris, “history” is to Rome and “movies” are to L.A.”
- Denise Ryan

Skirted by snow-capped mountains, huge green spaces, beaches and islands, Vancouver's blood runs green. Vancouver's city brand is grounded in nature. The history of the land and its first nations people; the natural environment that affords locals and visitors health, adventure and serenity; the natural aesthetic of the city; and the preservation of place through sustainability.

Vancouver follows through on its brand committing to green policies, native art, and city planning designed for liveability and quality of life.

“Vancouver is a place of lore, legend and deep-rooted history. Indigenous cultures of the Musqueam, Squamish, and Tsleil-Waututh nations, as well as surrounding Indigenous cultures are prevalent throughout the city, keeping ancient traditions and stories alive with vibrantly coloured totem poles, cultural centres (including the airport), museums and contemporary art galleries.”

“Vancouver continues to be ahead of the curve on green trends and has already committed to a 100 percent renewable energy, and a waste free future. From our own research, we know that being green and sustainable is the primary association people worldwide have with Vancouver and its brand.”



STRENGTH: AUTHENTIC
COMMITMENT TO NATURAL
ASSETS

AUCKLAND/ TĀMAKI MAKAUURAU

THE PLACE DESIRED BY MANY

"It was Māori who first brought meaning and value to this piece of land hundreds of years ago. The natural abundance of the region created a thriving economy so prized it was named Tāmaki Makaurau: the place desired by many. The ancient stories, prayers, songs, haka and carvings of this region pay homage to the many ancestors that walked this land creating a unique chronicle of how our city was formed and what it means to be from Tāmaki Makaurau – Auckland."

Like New Zealand as a nation, Auckland's place brand is interwoven with its native history and people. Language and cultural reference is used consistently across all pillars of place; tourism, economic development, education and residential.

Auckland's ability to showcase and celebrate native culture so naturally in its sense of place, while not compromising on communicating a growing urban city, is admired all over the world.

"The journey of creating our city identity is telling the stories of our past, but also looking out into the future and saying 'What kind of city do we want to be? What kind of people do we want to be?'. If this is one of the most diverse cities in the world, what does that mean to us? We have to grow with intention. You can't just fall into the future."

"Auckland Airport's chairman Tony Frankham and Māori King Te Arikunui Kiingi Tuheitia took part in a dawn unveiling and blessing of a tomokanga (carved gateway) in the new pier at the airport's international terminal. The magnificent tomokanga provides a uniquely kiwi welcome for international travellers. The carving symbolises a spiritual portal from one realm to another, a journey from the dark (the outside world) into the light (world of the living)."

We are in this together

ATIED has brought together industry leaders from across the public and private sector to provide guidance and expert input into the development of Destination AKL 2025.

As representatives of, and advocates for Auckland's visitor economy, we recognise the importance of this moment in time. This is a unique opportunity to influence the role the visitor economy can have on this region in the years to come.

Destination AKL 2025 sets a direction we believe in and are committed to implementing, in accordance with the guiding principles.

But this is not just about us. We all understand that Auckland, as New Zealand's global city, has a key role to play in attracting visitors to explore more of New Zealand - promoting dispersal and spreading the economic benefits to the surrounding regions. Auckland's success will be felt well beyond its borders. We are proud to present the Destination AKL 2025 strategy and we look forward to supporting ATIED and Auckland Council to make the strategy's shared vision a reality.



STRENGTH: NATIVE CULTURE



DENVER

THE MILE HIGH CITY

Denver is known as the 'Mile High' city, *"The city's moniker comes from its official height, 5,280 feet above sea level. It's also the exact height of the Capitol building's west steps, from which visitors have an expansive view of the oft-snow-capped Rockies."*

From a place brand perspective, Denver has taken one unique fact about itself and run with it. It's beautifully simple, invokes pride for locals and visitors alike, and the best part is they have fun with it.

"You'll find points of Mile High pride throughout the city, including in the names of stadiums, food and drinks at local establishments, and in general conversation about Denver. There are also a few important landmarks that mark the exact elevation where the city stands a mile high. If you visit the Colorado State Capitol, you'll find that the 15th step is designated and engraved with the words "One Mile Above Sea Level". At Coors Field, home of the Colorado Rockies Major League Baseball team, the seats in the 20th row of the upper deck are purple, instead of dark green like the rest of the stadium, in order to mark the elevation of one mile as well." – Culture Trip

Even other note-worthy proof points to Denver's place brand, like their reputation as the Napa Valley of beer, is often communicated through the lens of its mile-high location; warning visitors that one beer in Denver is equivalent to two beers in San Francisco due to the high altitude.



STRENGTH: SINGLE MINDED



ADELAIDE

A CITY DESIGNED FOR LIFE

"Light's vision has been described as genius of place and plan, from a theory dating back to Roman times, Genius Loci. Genius Loci combines the spirit of a place with the built urban form in order for people to live well and in balance with nature. Central to Light's design was a grid-like plan of wide streets, terraces and public squares, but its brilliance was in hugging the city in a glorious green embrace, and in so doing, creating the world's only true 'city in a park'."

From the inception of Adelaide city, it has been thoughtfully designed for the wellbeing and quality of life of the people. Built by free settlers with the ideals of freedom, diversity and inclusion, Adelaide has taken those ideas and grown to embody them in full.

In 2019, Adelaide launched 'Adelaide. Designed for Life', a place brand designed to promote 'One Place Thinking' across all pillars of the city and tell the stories of Adelaide; past present and future. The brand, like the city, feels *nice*; designed for the people of Adelaide first.

The strength of this place brand is that it articulates the mindset and values the city has lived for years. It's clear in the intent of the city, making the brand actionable in decision making, policy and structure.

- *First Australian city to have an elected council*
- *First Australian city to appoint a woman judge and State Governor*
- *First Australian act granting women suffrage*
- *First state to grant women, including aboriginal women, the right to stand as parliamentary candidates*
- *First in the country to decriminalise homosexuality*



STRENGTH: ACTIONABLE
SENSE OF SELF



PORTO

VISUALLY REPRESENTING THE BEATING HEART OF A CITY

"We hope we can make this identity feel as much like home as possible to the citizens of Porto. We want it to be theirs. Their ideas and their participation will be taken into account and we'll build these stories together. Porto is a shared identity. It is not meant to be done or closed. The openness and versatility of this system allows the identity to reveal its various stages of maturity, to grow and to develop in a dynamic, mutable environment. Our ultimate desire is that the identity can work for each Porto citizen, that they can relate to it and find themselves in it. In the diversity of the symbols we want to find unity." - Studio Eduardo Aires

Starting with a request for a visual identity, Porto wanted to express the depth, history and people of the city in a clear, but flexible way. The resulting visual system was inspired by the blue and white tiles found around the city and was made up of 70+ icons developed based on suggestions from Porto residents.

"This idea of ownership felt very important for us. This unique home that each one of us finds in the city needed to be represent. Everyone should have their own Porto."



STRENGTH: FLEXIBLE +
CITIZEN-FOCUSSED



MELBOURNE

VISUALISING DIVERSITY

Melbourne is a dynamic, cultural city known for its laneways, street art, European charm, food and culture. The people that live there are as diverse as the weather patterns.

In 2009, Melbourne embarked on a branding project to find a brand that was able to tell the story of the city; diverse and vibrant. As well as unite a broad range of government bodies, initiatives, events, documents and services. Melbourne's brand refresh was not only able to save the city resources in brand management, but was also able to visually demonstrate 'One Place Thinking' across the city without restricting creative freedom.

"The challenge was to reflect the different aspects of the city - from authoritative, restrained, and serious to vibrant, visionary, and passionate. We needed to show off the city of Melbourne's cool sophistication on the world stage, capture the passion of its people, and provide the city with a unified, flexible, and future-focussed image."

"The diversity of Melbourne became a sacred concept. We celebrated this in the identity through colour, forms, facets, and structures. We realized that if we got it right it would allow Melbourne to flex, grow, and evolve along with a growing and changing population and connect dynamically with future opportunities."

"We built a degree of flexibility into the city of Melbourne's identity system, leaving room for initiative and creative interpretation." - Landor



STRENGTH: FLEXIBLE +
'ONE PLACE THINKING'



NEWCASTLE

REFLECTING CHANGE

“We knew the people of Newcastle were hard-working, that’s the working class ‘steel-city’ background. We knew we’re pretty real and genuine, again our blue-collar roots. But it was the world-class stories of this region in medical research, education and industrial infrastructure that provided ideas which lead us to develop a brand that would help transform perceptions about Newcastle.” – The Brand Pool

With rich Australian history and a diverse evolving industry, Newcastle needed a visual brand to illustrate their growing, thriving city to the world. The outcome was a multicolour brand mark that reflects the different dimensions, activities and influences available for commercial, recreational and lifestyle opportunities that Newcastle has to offer.

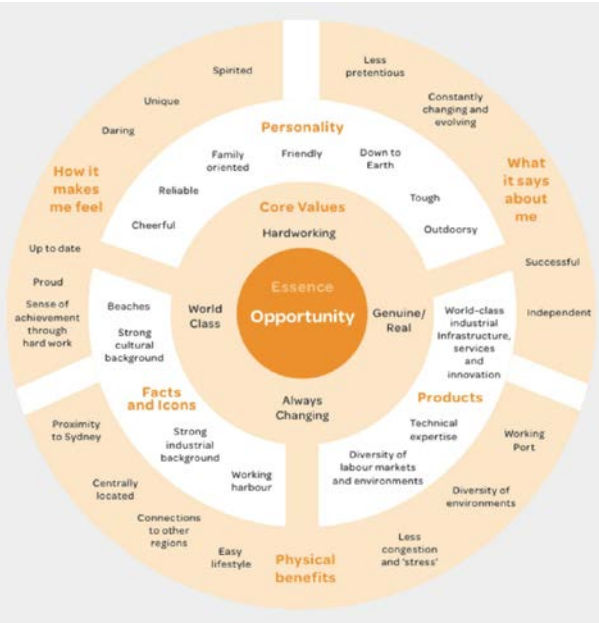
“Since the launch of brand Newcastle in 2011 and true to its brand values, the city has continued to experience great change. NSW Government invested \$500 million into the Revitalising Newcastle program to deliver a mix of urban transformation, land development and transport projects, including a new light rail line in the city centre. Newcastle was also successful in its bid for the 2017 V8 Supercars event.”

3,500,000
Visitors to
Newcastle

\$728m
Direct expenditure
injected

\$1.3b
Indirect expenditure
across key industry

10,000
Jobs



STRENGTH: OPTIMISTIC

PORTLAND

A CITY OF INDIVIDUALS

Portland is a city that has built a brand around its people, their mindset and the fruits of a culture that nurtures and celebrates individuality and quality of life.

"A Portlander's statement of purpose is simply different. What they do as it is defined in other places (in essence, what defines them as humans) is not about work, but about life. They come (and they usually stay) to make a better life, not make a better work. And yet in making the better life, the better work has shaped our culture and is again, being respected—even celebrated—beyond our borders."
— Erin Hillerns

Portland celebrates an artisanal manufacturing economy; small batch, craft beer, homemade and homegrown goods, oddities, individual things and experiences.

Hailed as the "birthplace of hipster culture", the city has a reputation for its liberal, inclusive, early-adopter ideals. It has the highest number of strip clubs and breweries per capita in the USA, its food truck culture and indie music scene make it a haven for cool-seekers.

And the city council and state government have leant into this reputation strongly to attract new industry and fuel the start-up economy.

In addition, the city's connection to its natural surrounds inspires an active lifestyle and keeps locals and visitors humble and unpretentious.

The values and ideals that the people of Portland hold true are a major export.

"Beloved by people who don't want to just dip their toes into a place, they want, well, a deep dive. To feel what Portland feels, do what Portland does, be what Portland is."



STRENGTH: HUMAN +
UNPRETENTIOUS

COMPARATIVE MAP

Natural Assets
Infrastructure
Iconic Institutions

**TANGIBLE
ATTRIBUTES**

Historic
Legacy
Tradition

**RETROSPECTIVE
FOCUS**

**PROSPECTIVE
FOCUS**

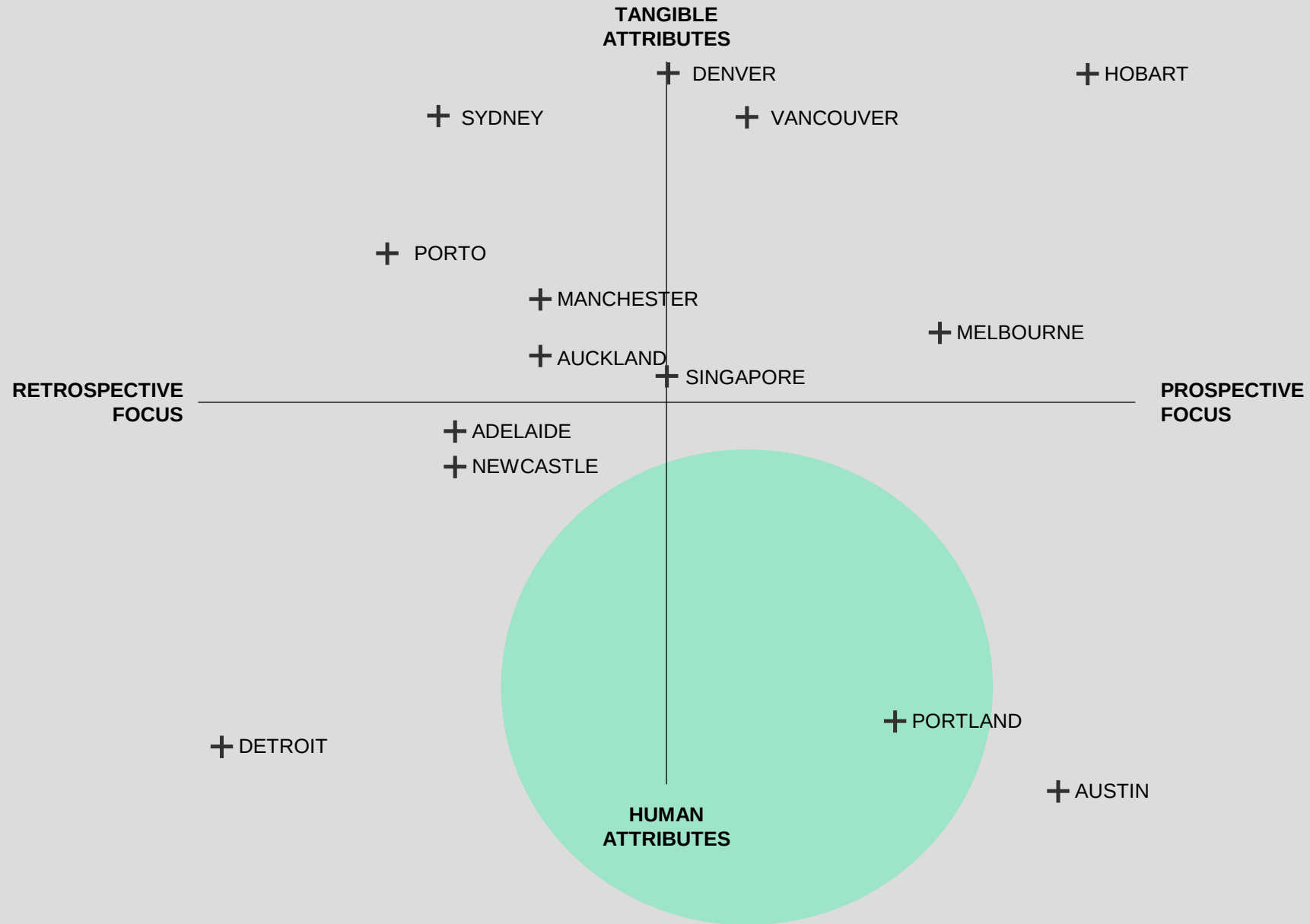
Aspirational
Future
Modern

**HUMAN
ATTRIBUTES**

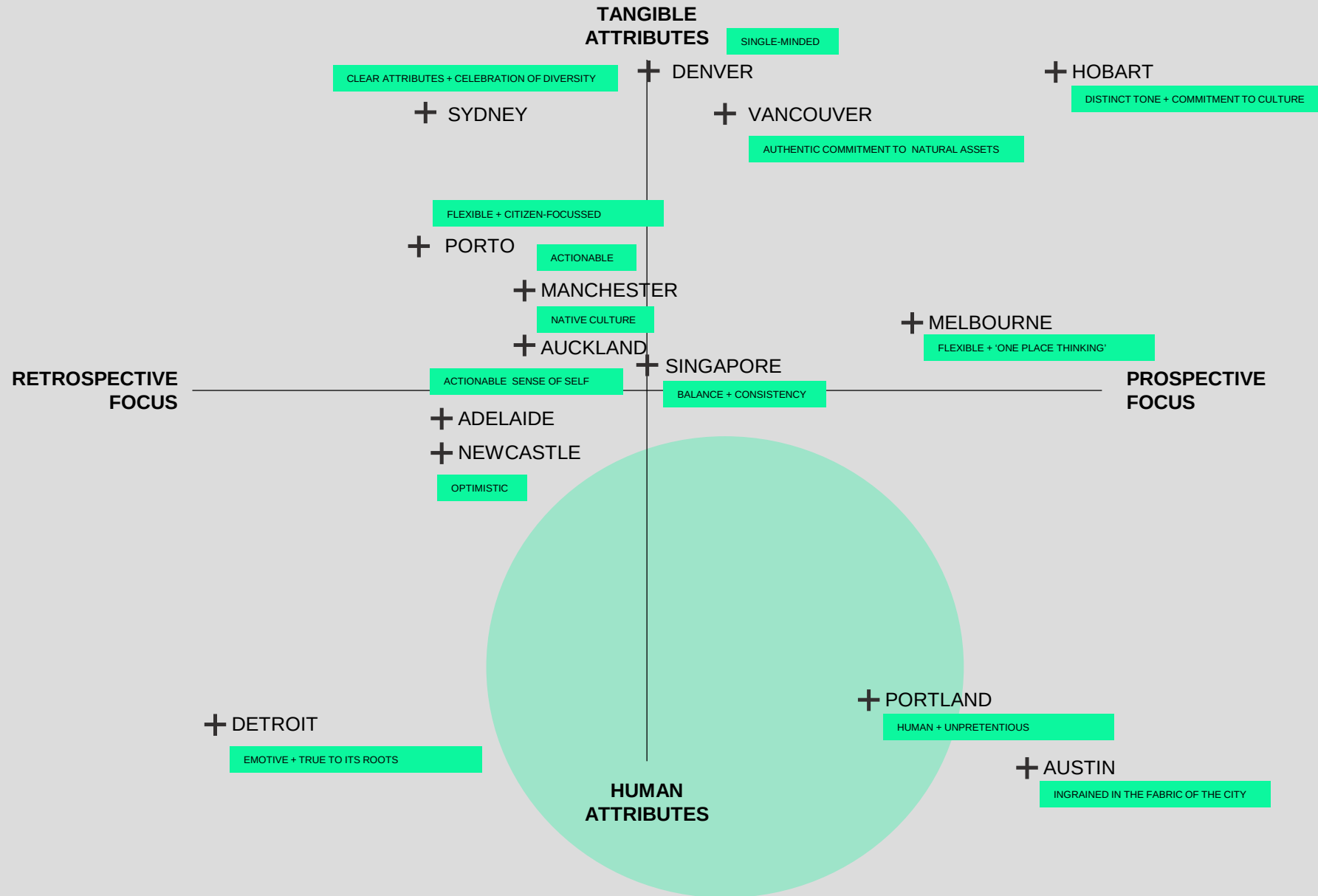
Culture
Mindset
Community Traits

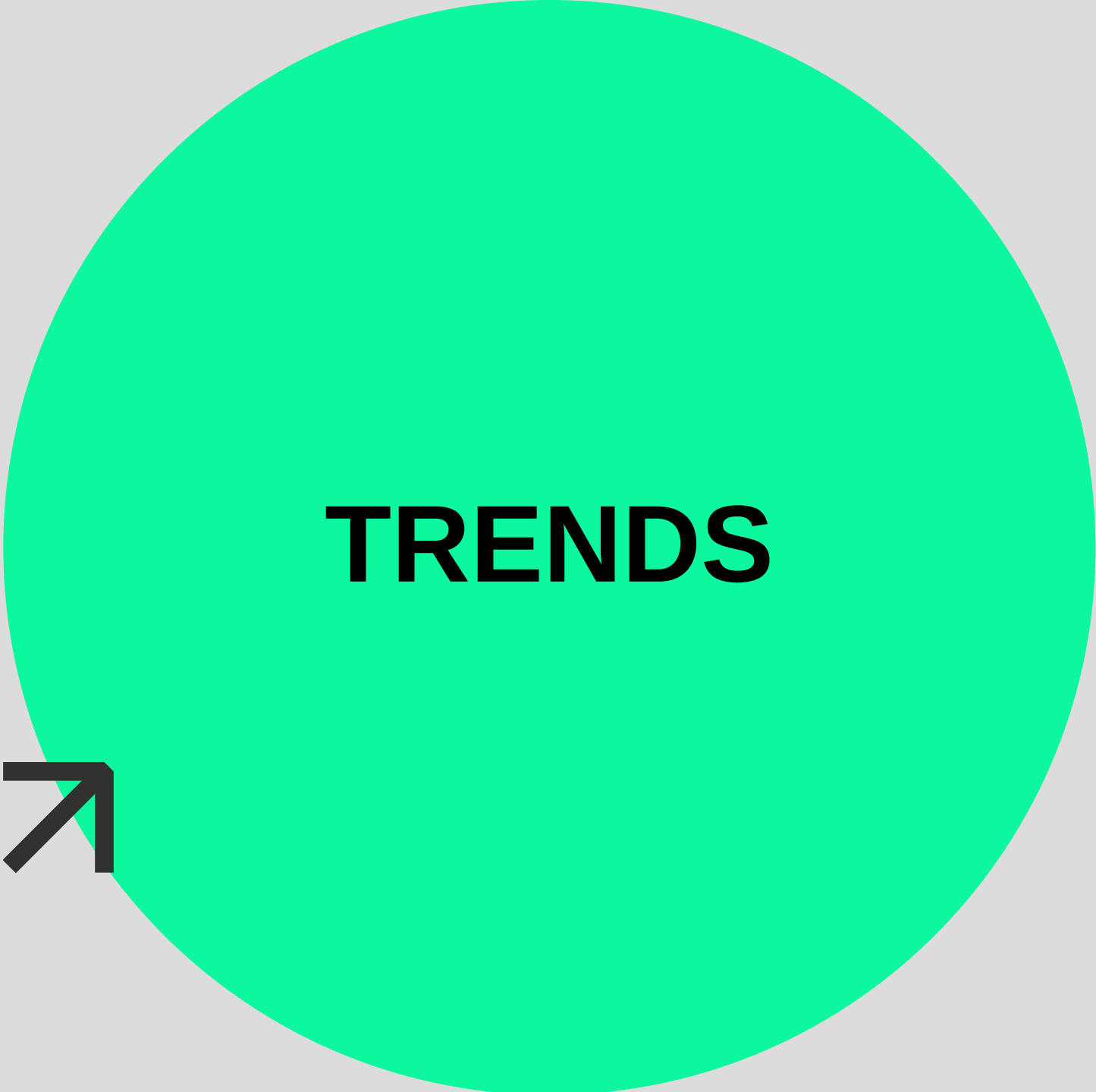
COMPARATIVE LANDSCAPE

COMPARATIVE MAP



COMPARATIVE MAP





TRENDS



- + LOCAL LOVE**
- + FOR THE GREATER GOOD**
- + WELLNESS + WELLBEING**
- + VIRTUAL COMMUNITIES**
- + THE FORGOTTEN ART**
- + COLOURFUL + GRAPHIC**



FOR THE GREATER GOOD

PURPOSE OVER PROFIT – A PIVOT IN DEFINING SUCCESS + VALUE

The decentralisation of information and greater access to technology and media is giving consumers radical visibility into the actions and impact governments, businesses and high-profile individuals make. This visibility builds pressure for brands to deliver something meaningful back to the world; with success not only measured in financial terms but in new ways like environmental impact or wellbeing metrics.

Knowledge is power as consumers assess this information and align their purchasing power and loyalty behind brands that deliver to their values.

"[Consumers] reward principles such as family connections, health, security, sustainability or respect for religious beliefs. Consumers act as champions of brands they believe in—and foils to those they don't." - Accenture

"In 2019 New Zealand and Iceland announced plans to measure and improve the wellbeing of their populations. New Zealand's government committed NZ\$3.8 billion in operational funding and NZ\$10.4 billion in capital funding to its first 'wellbeing budget', while Icelandic prime minister urged governments to focus on green and family-friendly priorities rather than economic growth." – Knight Frank

ASK

- + In addition to economic benefits, how can we measure the social, environmental or wellbeing benefits of brand Perth?
- + What is Perth's altruistic purpose?
- + How can we use purpose to deliver a deep emotional benefit to residents and visitors?





LOCAL LOVE

PRIDE IN PLACE

Globalisation driven by technology has meant that people can access communities, products and services instantly, all over the world. But despite us having more access than ever before, place still matters.

“Whether driven by a sense of pride, authenticity, convenience and/or eco-concerns, 'local' products, services and knowledge find favour with consumers.” – Trend Watching

Although this trend has been bubbling along for years now, the global impact of COVID-19 has supercharged it. As economies struggle under the weight of business closures, job loss and uncertainty, people are reminded their support and dollars are vital to a strong thriving community.

Grounded at home and hyper aware of changes in their community, consumers have never been more aware about local business, conscious consumption and local loyalty than right now.

ASK

- + How can the Perth brand act as a platform for local people, businesses and visitors?
- + Knowing that place contributes to identity (where you are from, where you call home, where you travel), what does Perth offer people? Adventure? Creativity? Resilience?





WELLNESS + WELLBEING

A WAY OF LIFE

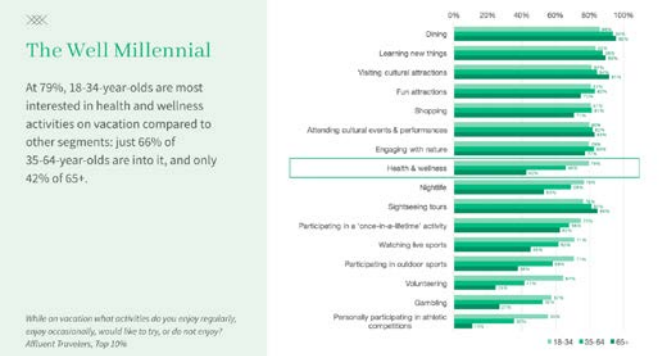
Wellness tourism is defined by the US-based non-profit Global Wellness Institute (GWI) as “travel associated with the pursuit of maintaining or enhancing one’s personal well-being”.

If wellness tourism growth remains steady, experts predict the industry will be valued at \$1 trillion in a few years.

“All around the world, more people are incorporating elements of health, prevention, self-actualisation, experience and mindfulness into their daily lives,” GWI’s 2018 report says. “It is not a surprise that people now expect to continue their healthy lifestyles and wellness routines when they are away from home.”

ASK

- + As the city with the most daylight hours of sunshine and a reputation for high quality of life, are “enhancement of wellbeing” and “increased sense of vitality” both benefits that Perth can authentically deliver against – for locals and visitors alike?
- + Could Perth tap into this tourism trend and explore positioning itself as a destination that can deliver pure, transformative, naturally-connected, health-oriented experiences?





VIRTUAL COMMUNITIES

SEEKING CONNECTION

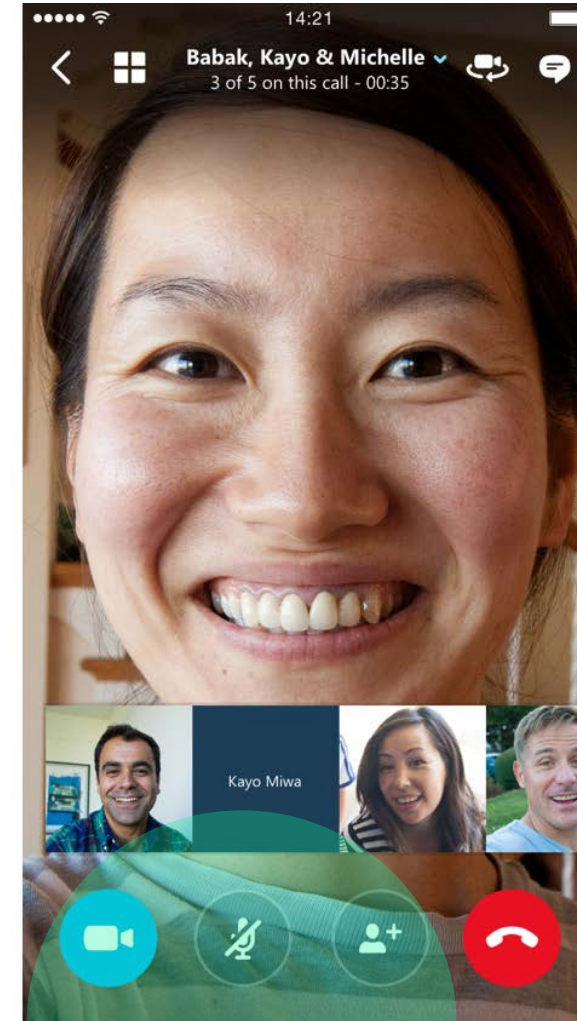
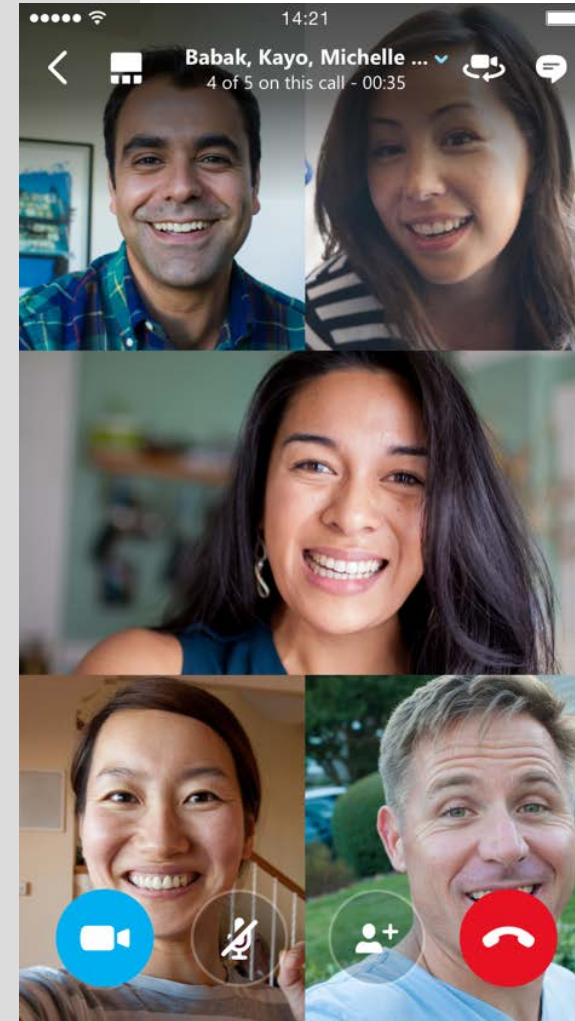
Evolving with the evolution of technology, virtual communities have been an increasingly important element of human connection. Limitless virtual spaces, opportunities for personal expression, virtual experiences and, of course, immediate connection to people all over the globe.

This is another trend that has been propelled forward by the global pandemic. This is a watershed moment for online communities as offices, neighbours, churches, gyms, concerts, dinner parties and shopping trips migrate activity to virtual spaces - smashing spatial barriers and building new places to connect.

"As consumers shift into smaller, tight-knit, like-minded groups, brands will have new opportunities to make more deliberate and genuine connections in these online spaces." - Wunderman Thompson

ASK

- + What do Perth's virtual communities look like?
- + How can brand Perth be as impactful in virtual spaces, as physical ones?
- + How can we connect with people in meaningful ways in these new channels?





THE FORGOTTEN ART

AUSTRALIAN ARTS SECTOR LEFT IN THE COLD BY FED GOVERNMENT

When the bushfire tragedy burned much of Australia to the ground in early 2020, the Arts sector stepped in to raise much needed relief funds. Then, sadly, when the coronavirus hit, the estimated \$15 billion industry was smashed apart as shows were cancelled and venues closed.

The latest Australian Bureau of Statistics figures reveal the number of jobs in the sector have plummeted by more than 18 per cent since mid March. But most of the arts sector's more than 193,000 workers were not eligible for the Government's JobKeeper payments, despite being defined as sole traders.

However, the Australian arts sector out-performs other industries by growing 40% faster than the economy as a whole.

In a post-pandemic world, we will need the promise of shared experiences more than ever.

"Artists are not only indispensable, but also vital, especially now." German Cultural Minister, Monika Grütters

ASK

- + What is the value of arts and culture in Perth's identity?
- + Could it be the jewel in our crown? A pilgrimage for international artists?
- + Could we zig when others zag?

Why Australia's arts sector needs urgent targeted support

OPINION

New economic modelling estimates up to 75 per cent of people employed in the creative and performing arts could lose their jobs due to the coronavirus pandemic, writes Jo Caust. So why don't they have targeted support?

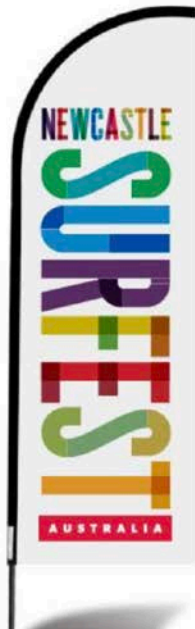


COLOURFUL + GRAPHIC

A POP OF COLOUR FOR PLACE BRANDING

Reviewing visual assets of place brands globally shows a trend in bright, bold, multicoloured, graphic styles.





NEWCASTLE, NSW



ELEMENTS OF THE LOGO



BOLOGNA
porticoes



BOLOGNA
two towers



BOLOGNA
THE CITY OF WANDERS



BOLOGNA
music



BOLOGNA
museum



BOLOGNA
wine



BOLOGNA
theater



BOLOGNA
gelato



BOLOGNA
spaghetti



BOLOGNA
university

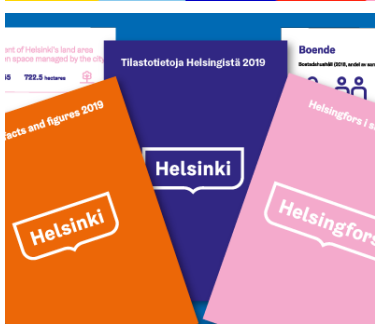
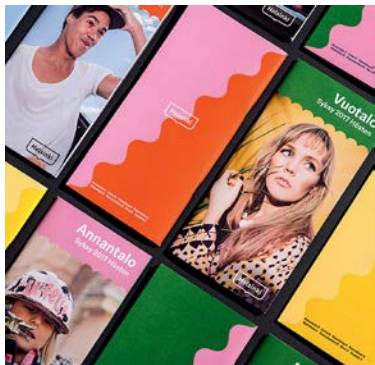


BOLOGNA
market



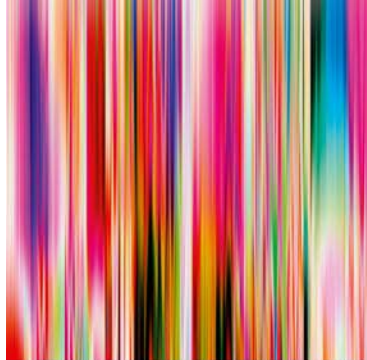
BOLOGNA
love

WHAT DOES BOLOGNA MEAN FOR YOU?



BOLOGNA, ITALY

HELSINKI, FINLAND



MANCHESTER, UK



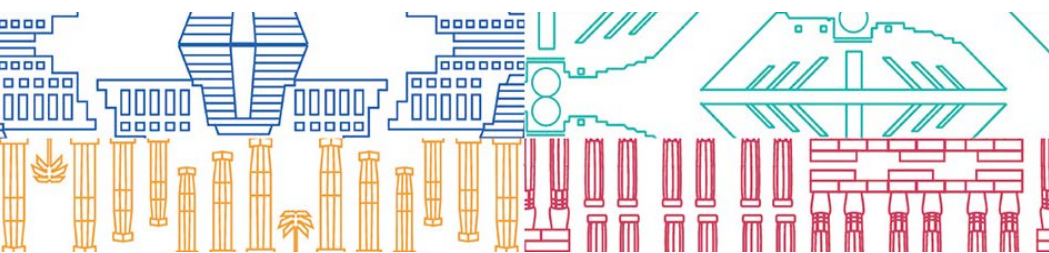
MELBOURNE, VIC



LIVERPOOL, NSW



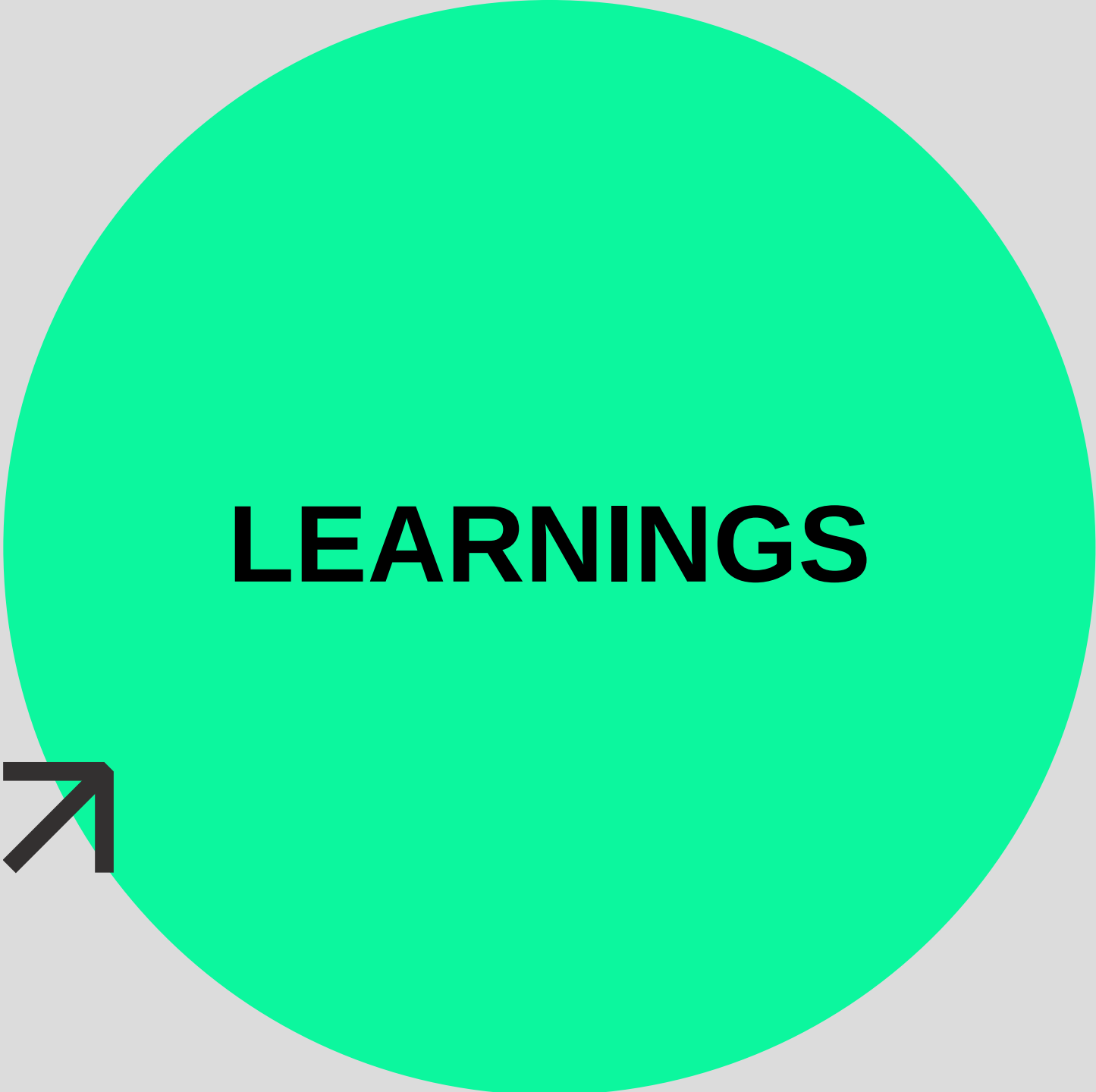
CANTERBURY BANKSTOWN, NSW



LUXOR, EGYPT



URALSK, RUSSIA



LEARNINGS



LEARNINGS

EMOTIVE IS POWERFUL

We know emotive messages are more effective when it comes to both short and long-term business effects, however when it comes to place branding, all too often brands fall back on rational proof points like location, physical assets or tangible experiences.

By building our brand on emotion, not only can we leverage white space in the market, but we can build a brand primed to positively connect to people in the short and long-term.

"There has been something of a revolution in the science of psychology over the last 20 years or so. The old model in which the human brain was an information-processing machine making decisions driven principally by facts, and only weakly influenced by emotions, has been replaced by one that better fits how people actually behave. Empirical research has demonstrated how irrational most human decisions are in the real world. Neuroscientists have shown that emotions are the primary drivers of behaviour. And so a new model has emerged, in which most decisions are taken automatically, with little or no conscious thought, mediated by pre-programmed heuristics" - Les Binet and Peter Field

Figure 47 Emotional campaigns produce more business effects

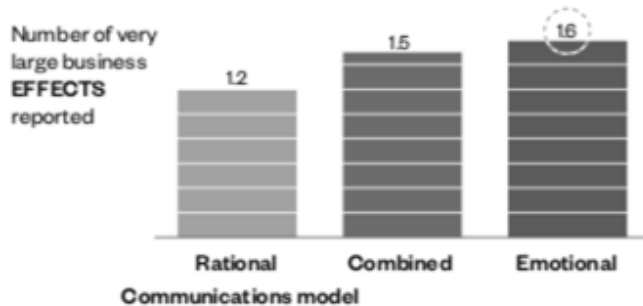
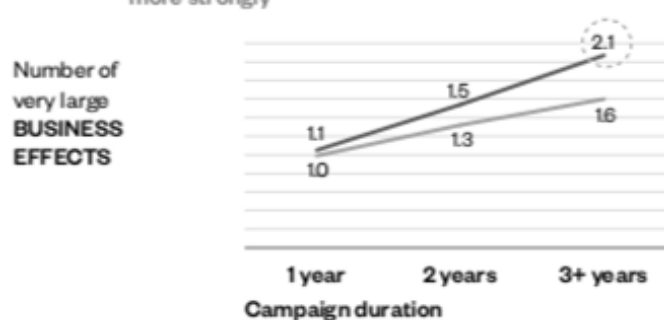


Figure 51 Emotional campaigns' business effects build more strongly





LEARNINGS

PLACE BRAND MUST BE GROUNDED IN ACTION

Having a compelling, visually engaging brand means nothing if there is no tangible action to demonstrate the brand in action. Even the best thought-out strategies and well-constructed plans hold no value if it can't be experienced and measured.

A place brand needs to authentically flow through events, institutions, conversations, funding and mindset.

- + A brand founded in innovation means nurturing innovators with programs, funding, events and policy long before there are communications about it (think Singapore).
- + A brand founded in vibrancy or culture means a true commitment to the arts, an out-of-the-box mindset when it comes to city planning and permits, and a resilience when it comes to critics (think Hobart).
- + A brand founded in natural beauty and lifestyle must dedicate efforts to the protection of that space. Real green initiatives, safe access, and clear expectations on residents and visitors (think Vancouver).

"We understand places from what they are doing. The brand of a place is really determined by what the place is doing, what the city does and how it does it..." - Peter Saville, Manchester Creative Director

This brand can't solve all our problems, but it can be a beacon for change – our brand is our BHAG.

**" You are what you do,
not what you say
you'll do."**

Carl Gustav Jung



LEARNINGS

THE OPPORTUNITY OF A PURPOSE-LED PLACE BRAND

There is a growing expectation for brands to deliver not only business results but to also contribute to a better world. This trend is being frequently leveraged by corporate brands however very few place brands are grounded in purpose, missing a significant opportunity to build affinity by aligning to people’s beliefs and values.

THE NEED FOR ASPIRATION

Although place brands need to be grounded in truth, ensuring the brand has the framework and flex to leverage market opportunities and evolve to meet its potential is critical to the long-term success of a place.

It is our responsibility as Perth brand guardians to look beyond the immediate and visualise what Perth could be five, ten and 100 years from now. As the brand and place evolves, so must the long-term potential and goals of the brand, ensuring it isn’t a finite strategy that we outgrow with time.

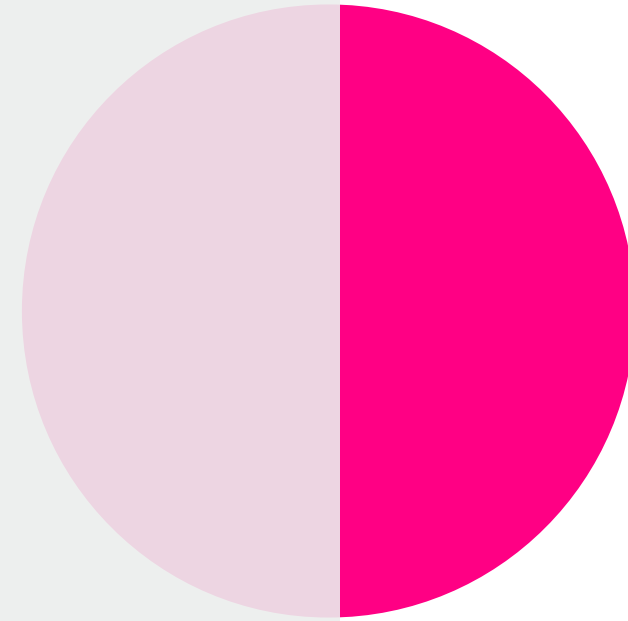
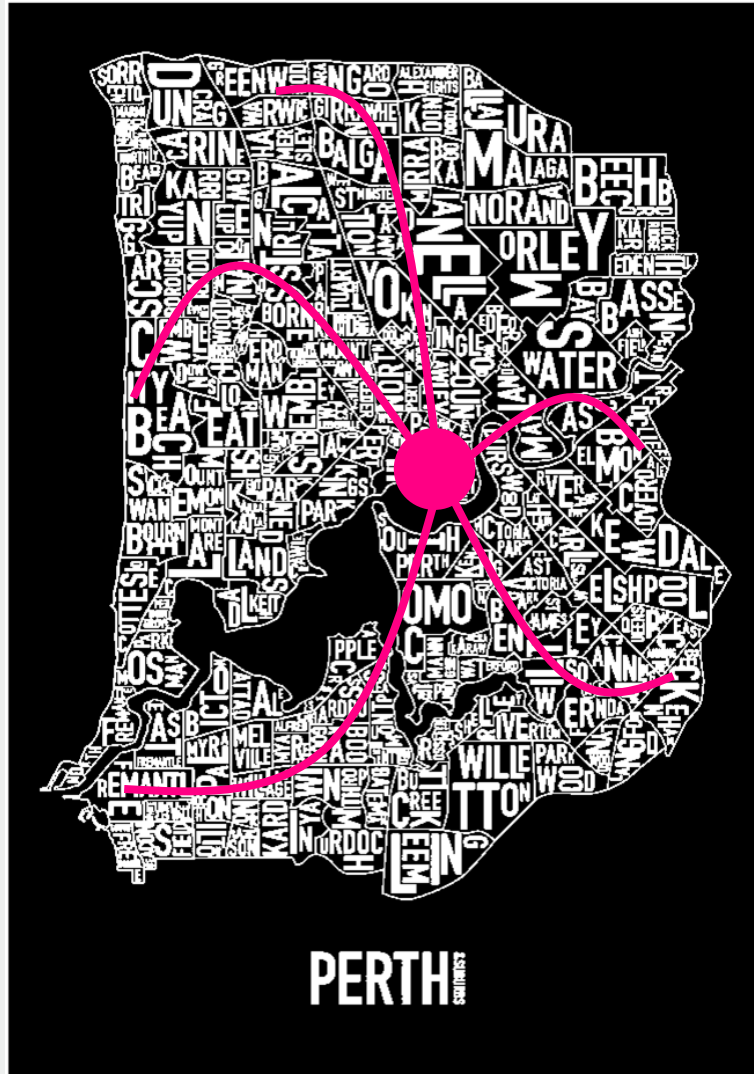




INTENTIONS FOR USE



ALIGNMENT: PERTH = PERTH+





A PARALLEL WORLD CASE STUDY

PORTLAND

PRIDE IN PRECINCTS PROVOCATION

Perth shares a lot in common with Portland – a port city built on a river system, a stones throw from a reputable wine region, proximity to nature, strong hometown sporting team pride, and, most interestingly – a “hub” culture.

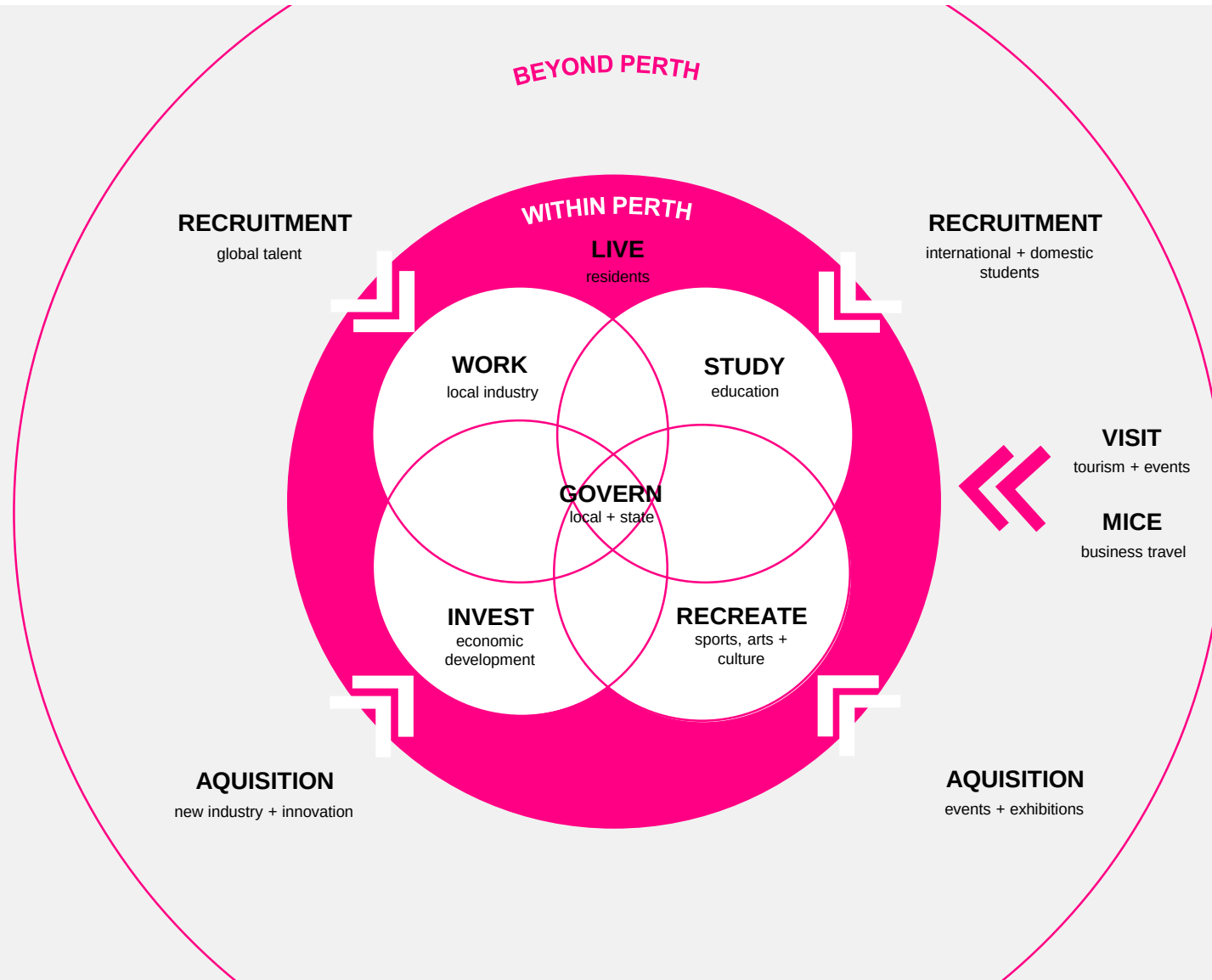
While rich with history, Portland's downtown district has a reputation of being anti-social and unsafe, home to a large vagrant population and crippled by drug related crime. Being a geographically disperse city (like Perth), urban hubs have formed across all corners of the city landscape, and each has its own unique charm, personality and reputation.

Known colloquially by their street names, these suburban precincts are the beating hearts of Portland. Alberta, Mississippi, Burnside, Division – these hubs are alive with music, food trucks, quaint retail offerings, pop-up stores, street festivals, and are all supported by non-profit neighbourhood alliances that work to attract visitors.

You'd never find a Portland itinerary that didn't spread the experience across these neighbourhoods. For it is the sum of all parts that delivers that truly unique Portland experience.

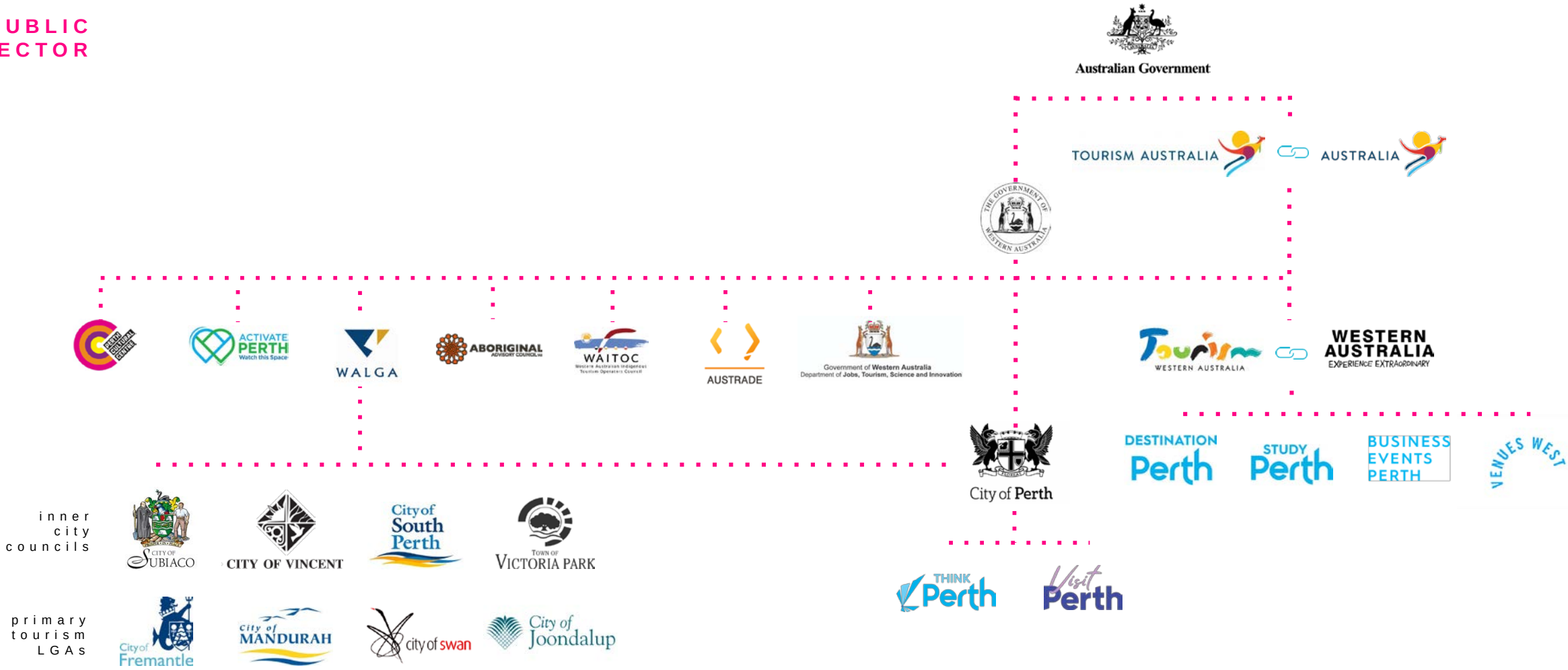
A BRAND FOR WHO?

APPLICATION ECOSYSTEM



DESTINATION MARKETING NETWORK

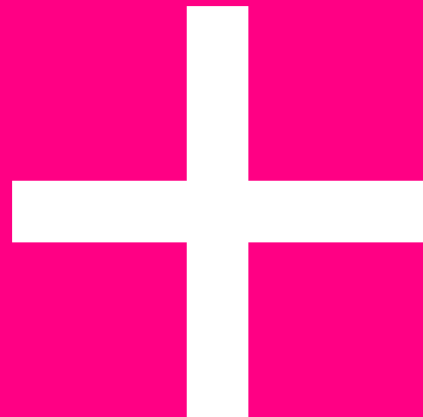
PUBLIC
SECTOR



PRIVATE
SECTOR



How will you use this brand and its storytelling elements in your business?



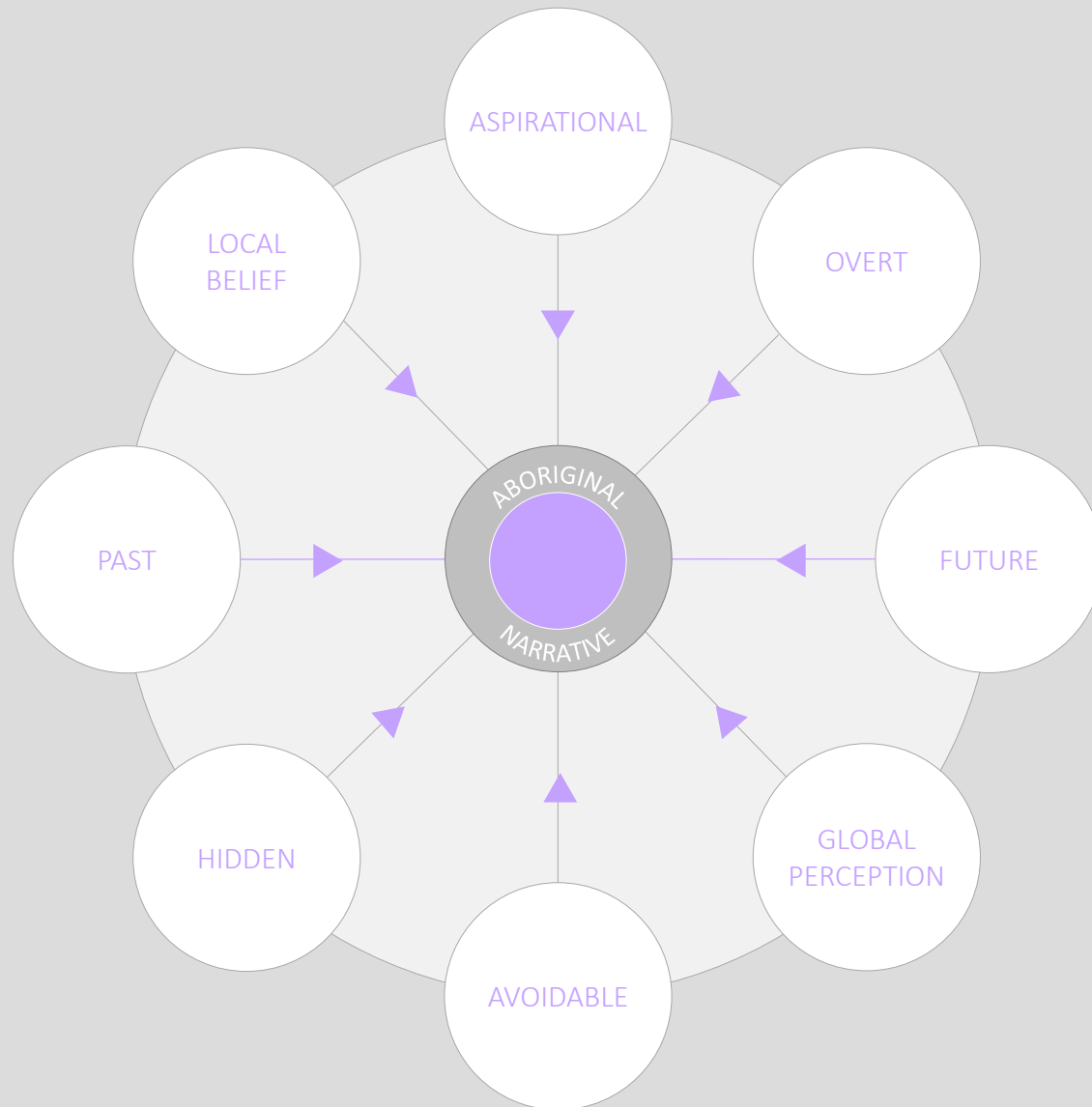


BRAND FRAMEWORK



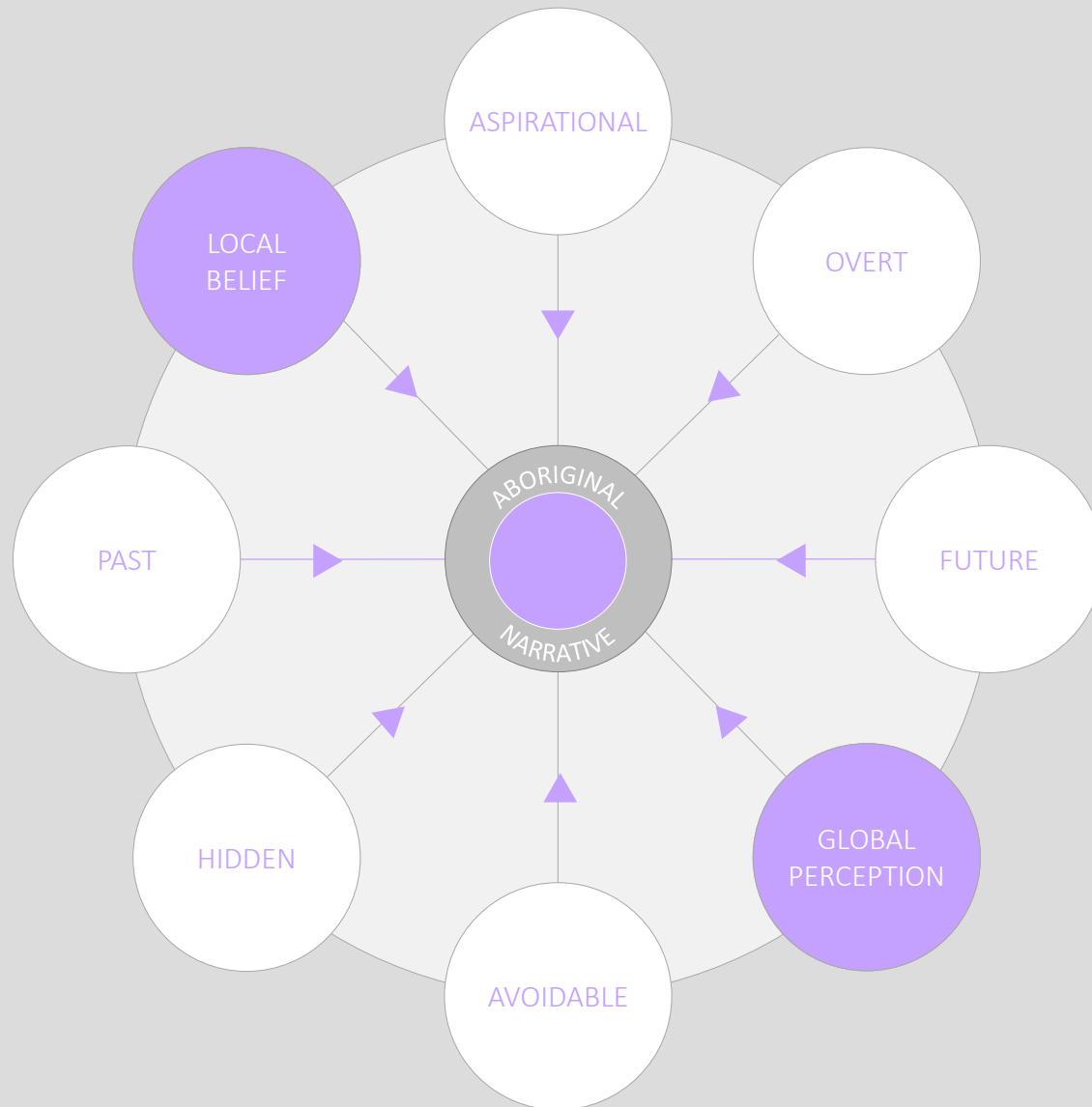


BRAND FRAMEWORK





BRAND FRAMEWORK





NEXT STEPS

Brand
Perth



NEXT STEPS



WE ARE HERE



Project Set-up +
Logistics

Insights
Foundation

Insights
Vision
Territory Testing

Brand Strategy
Development
Visual Identity Briefing

Testing
Applications Strategy
Storytelling Tool



Desktop Research + Competitive Audit

- Data + research synthesis
(In progress)
- Competitive landscape audit
(international, national,
domestic)
- Trends analysis
- Expert panel consultation
(In progress)

***Interim deliverable:
Foundational insights summary***



Brand
Perth
