PERTH
BRAND STRATEGY



Brand
Perth

CONTENTS

1. BACKGROUND + OBJECTIVES
2. THE JOURNEY SO FAR
3. FACETS TO OUR STORY + VALUES
4. BRAND STRATEGY
5. BRAND IN ACTION

LIVE

WORK

SHARED FOUNDATION OF THINKING

INVEST

VISIT

LEARN

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 comprehensive place brand across all pillars.

A differentiated, single-minded and emotive positioning that can act as a North Star for all stakeholders now and into the future, and with time, the narrative that will make Perth iconic on a world stage.

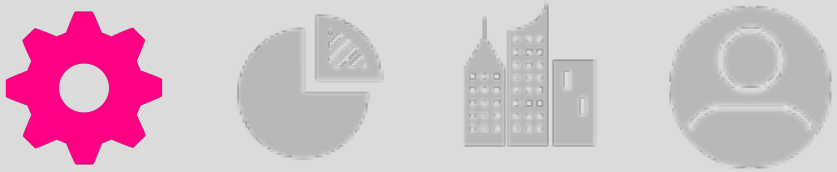
“In WA we have too many people with what I call the little candle approach. That is, they all want to do their own thing. They are all little candles. And little candles get snuffed out really quickly when a breeze comes along.

But, if you can brand yourself and put all those candles into one big lighthouse you’re safe, you're secure and you can be seen from a distance.

That's what we want to be. We want to be the place where people say 'there's a light over there, what's going on over there? I want to have a look at this’”

Peter Klinken, Chief Scientist of Western Australia





CONTEXT

AN UNPRECEDENTED MOMENT IN TIME

We are at a fortuitous moment in time where COVID-19 has highlighted some of Perth's most understated benefits and left a blank slate to build an iconic place brand for Perth. But more importantly, it is critical that we foster confidence in people to invest in, get excited about and rethink Perth and its role in the lives of locals, in our state, our nation and the world.

IMPETUS FOR A PERTH BRAND

We recognise there has been an appetite and a deep need for a unified Perth brand for some time. A key recommendation from the Committee for Perth Boorloo Kworp report, the result of an 18-month research project involving government and the private sector, was to 'undertake collaborative action to increase awareness and enhance Perth's reputation locally, nationally and internationally, create a unifying brand and develop a collaborative marketing communications campaign to enhance Perth's reputation (in 2020)'.

WORKING TOGETHER

This has sparked unprecedented collaboration among state departments and public and private sector stakeholders to accelerate the development of this City brand. To succeed, we need to rally collective support, lasso passion and crack onward. Failing to launch is the quickest way to fail. We need to be prepared to lean into this brand and commit to its longevity.

CONVERGENCE OF BRANDING EFFORTS

With a new national brand, state brand and Tourism WA brand launching; and with key stakeholders, namely City of Perth, JTSI and Tourism WA, aligned on a joint venture to deliver the Perth brand, now is our moment to move from recommendation to action.



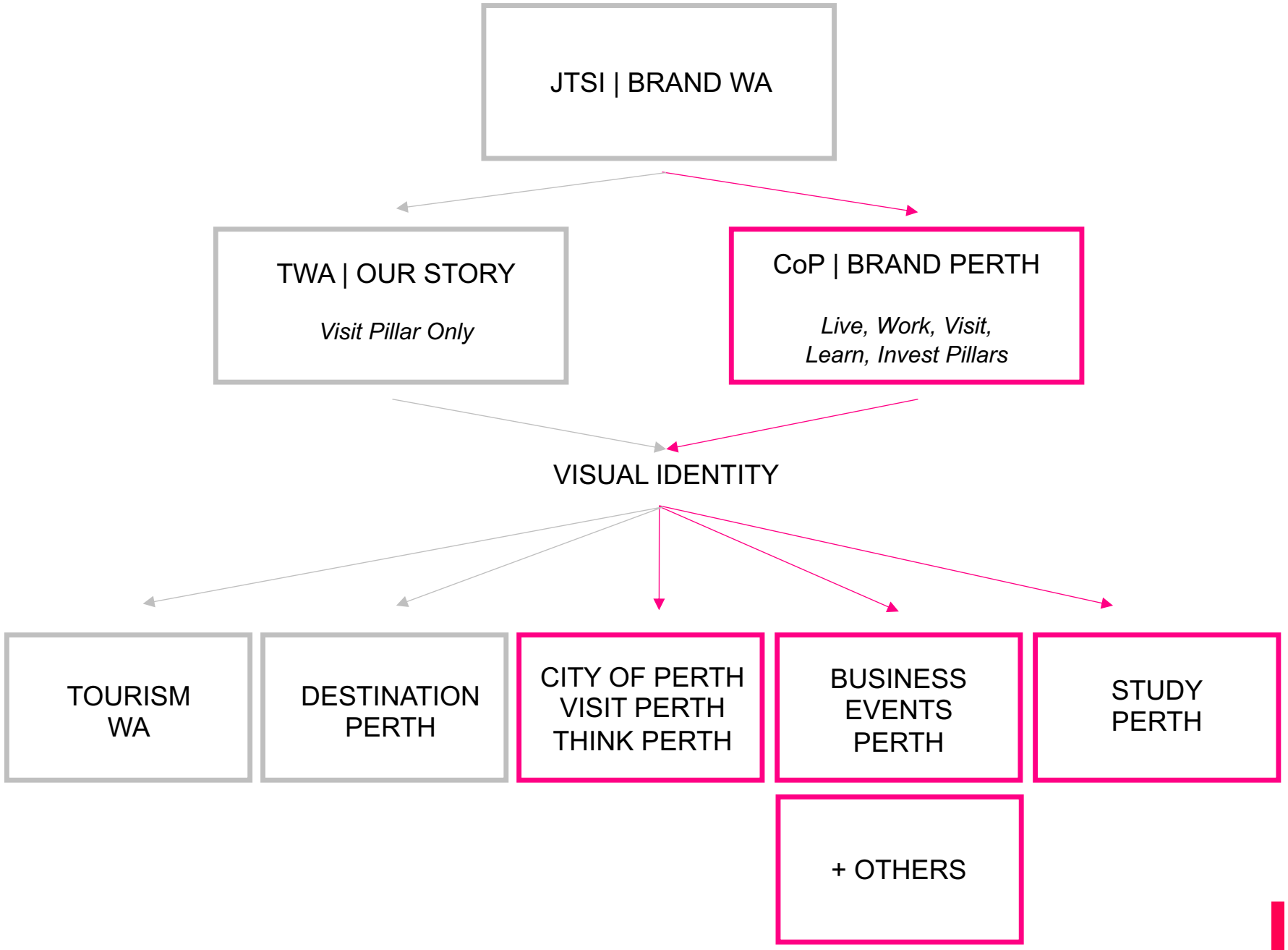
The time is now.

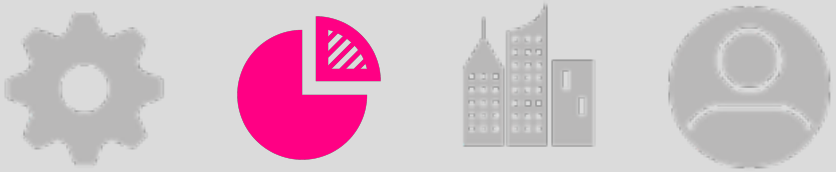
“[After COVID-19] the world has changed forever and it's those places that are agile enough and quick enough to participate in this new world that will be successful. If we don't take advantage of all the cards that we have in front of us, it’s like going into a poker game with the perfect hand and you fold because you don't want to take a risk. That's the mentality that I really, really worry about. And that, to me is a disaster for future generations. Unacceptable.

If we grab this moment, if we transform this place, it's a place for our kids and grandkids. They will see their future go through the roof for the next 50 to 100 years. If we don't grab it, people will look back and say WTF, why didn't you guys do all these things when you had such a hand of cards in front of you?

It's almost a make or break thing at the moment. We have so much in front of us.”

Peter Klinken, Chief Scientist of Western Australia


JTSI | BRAND WA
TWA | OUR STORY
Visit Pillar Only
CoP | BRAND PERTH
Live, Work, Visit,
Learn, Invest Pillars
VISUAL IDENTITY
TOURISM WA
DESTINATION PERTH
CITY OF PERTH
VISIT PERTH
THINK PERTH
BUSINESS EVENTS PERTH
STUDY PERTH
+ OTHERS



COMPETITION

EMOTIVE IS POWERFUL

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.

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?

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

It is our responsibility as Perth brand guardians to look beyond the immediate truths 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.

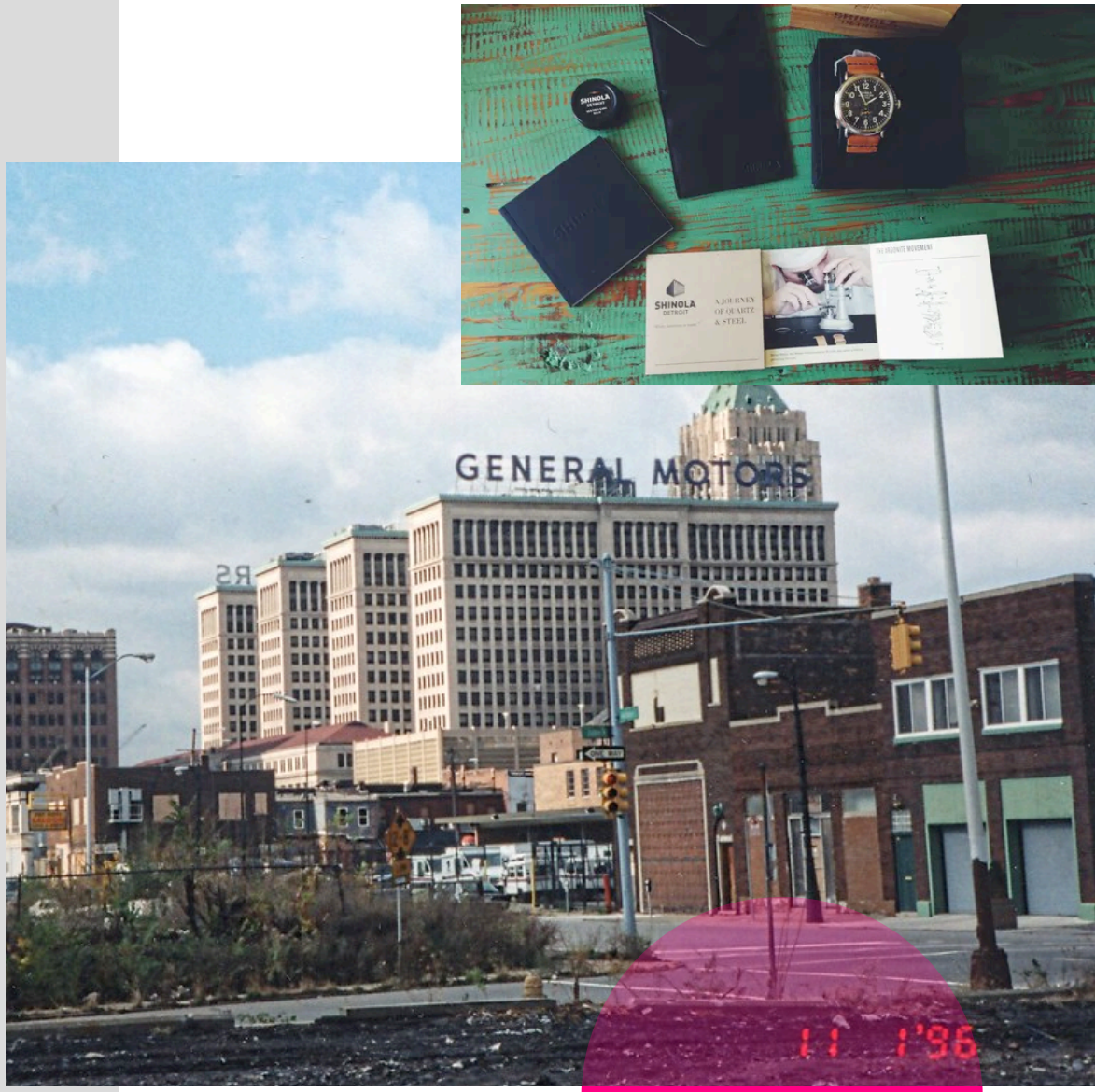
DETROIT

EMPOWERED BY HISTORY

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.

A city brand based in street cred and authenticity.



STRENGTH: EMOTIVE + TRUE TO ITS ROOTS

AUSTIN

OWNING WEIRD | A BRAND BUILT BY DOING

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'.

But there's value in weird. Austin attracts about a billion dollars in venture capital investment annually and another billion dollars in corporate entity investments.

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



STRENGTH: INGRAINED IN THE FABRIC OF THE CITY

NEWCASTLE

REFLECTING CHANGE

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.







STRENGTH: OPTIMISTIC

COMPARATIVE MAP

Natural Assets
Infrastructure
Iconic Institutions

TANGIBLE ATTRIBUTES

Historic
Legacy
Tradition

RETROSPECTIVE FOCUS

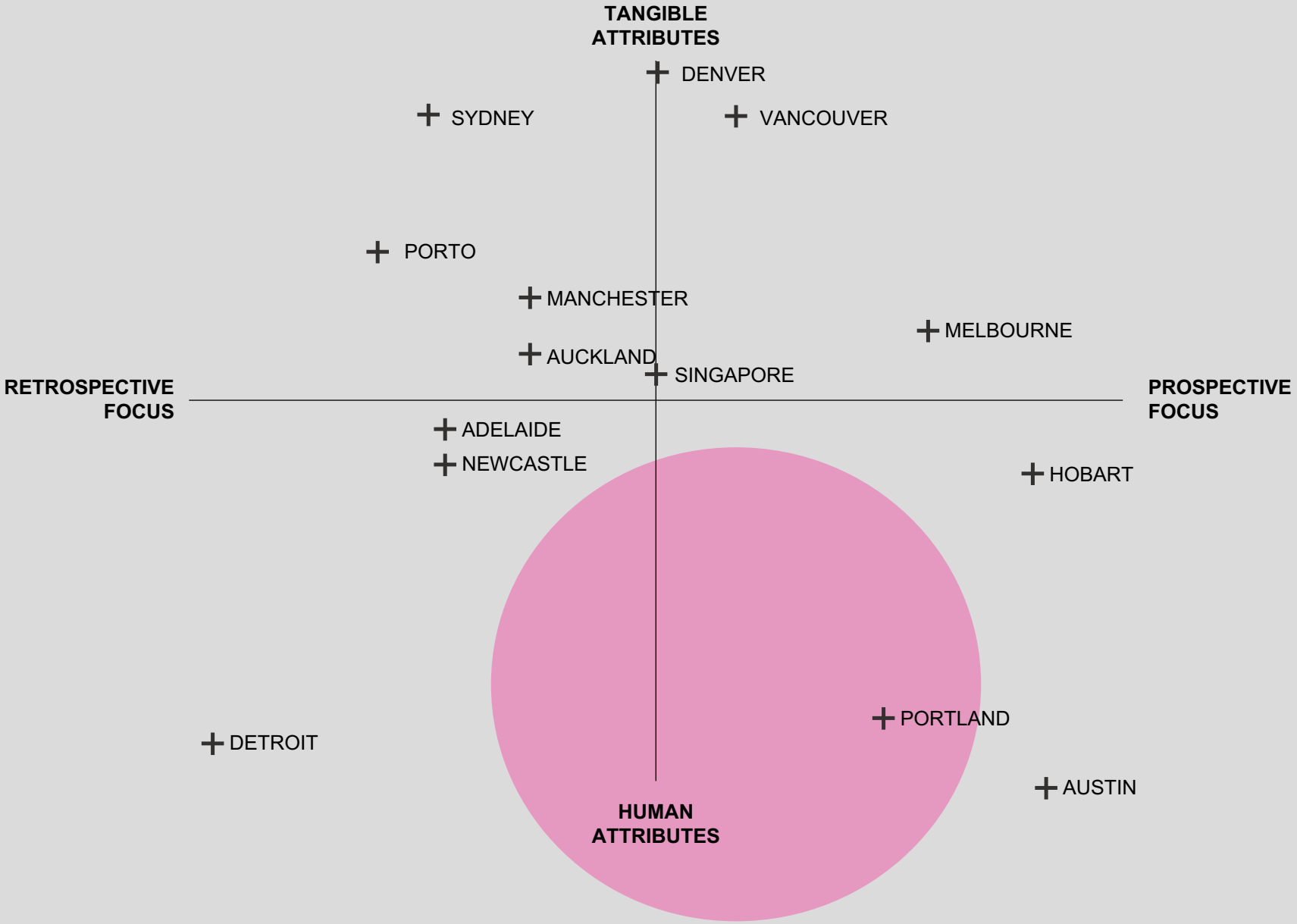
PROSPECTIVE FOCUS

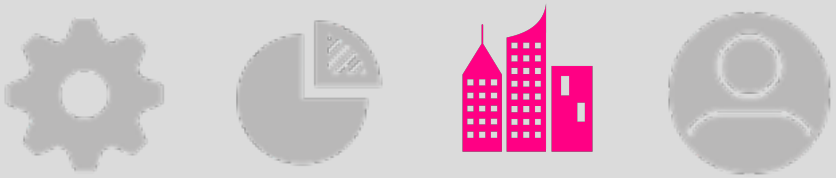
Aspirational
Future
Modern

HUMAN ATTRIBUTES

Culture
Mindset
Community Traits

COMPARATIVE MAP





CITY

PERTH PRIDE ≠ CBD

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.

SHIFTING OUR 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.

NAVIGATING THE OCEAN OF PERTH-CENTRIC REPORTS

There is such a tremendous volume of reports that have been commissioned in recent years containing recommendations for Perth’s future. We need to distil, synthesize and identify a clear action plan.

OUR DISRUPTION CHALLENGE

In mindset we are different. But our city is designed like and striving to be a conventional city. How do we start to challenge the way we use space, the business mixes we cultivate, the ways in which we manifest ‘vibrancy’? Can our CBD, in particular, rethink its role in the lives of locals who crave and are inspired by revitalisation not found in the shadows of glass and concrete? How do we bring all that nourishes and balances us into our city centre – to create a seamlessness between our ‘live’ and ‘work’ realms? How do we overtly cue to visitors that we are, in fact, disruptive, and that they too can benefit from the fruits of that?

A SAMPLE OF RESEARCH INPUTS

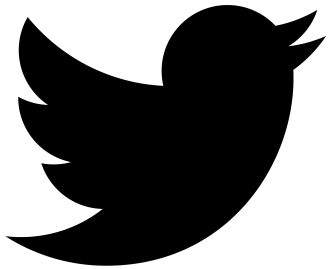
TITLE	PUBLISHER
CityPulse Perth – Reimagining our future	PWC
Building a place brand from the bottom up – a case study from the United States	Journal of Vacation Marketing
Positioning for prosperity? Catching the next wave – Building the Lucky Country	Deloitte
The evolution of destination branding: A review of branding literature in tourism	MPRA
Property Council of Australia – Forget 3.5M, we're on track for 5M!	KPMG
Perth City Snapshot 2016 - World's Best Cities – A Ranking of Global Place Equity	Resonance
Startup Report – Insights into the startup ecosystem in Western Australia, 2019	StartUpWA
City of Perth: Perth for People Project – Stakeholder Engagement Outcomes Report	Fred Consulting (CoP)
WA Today Survey 2018 – Qualitative Analysis	Think Perth (CoP)
City of Perth Economic Future Scenario Assessment 2017	Pracsys (CoP)
City of Perth Strategic Community Pan 2019 – 2029	City of Perth
City of Perth Cultural Development Plan 2019 - 2029	
City of Perth Reconciliation Action Plan	
City of Perth Disability Access and Inclusion Plan	
Boorloo Kworp – Perth is Good (+ multiple input reports and summaries)	Committee for Perth
Understanding the International Student Experience	Study Perth
Brand Guidelines	
Economic Contribution of International Education in Western Australia	
International Student Barometer – Western Australia State Reporting	International Graduate Insight Group

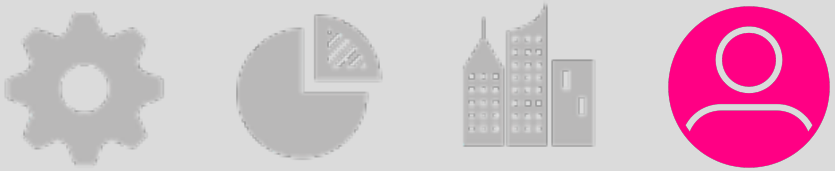
TITLE	PUBLISHER
Nation Brand Strategy	Austrade
Brand Strategy	Perth Airport
State Brand Strategy	JTSI
Western Australian tourism industry insights and background data	Place Brand Agency
Research Phase Findings	
'Our Story' Toolkit (narrative + case studies)	Tourism WA
Research Insights 2019	Destination Perth
Developing a Compelling Brand Story for WA	The Lab
Destination Perth Brand Development Research	
TWA Brand Creative Research	
WA Brand Story	

SUMMARY OF ALL RESEARCH FINDINGS

in a tweet

*Perth is **very pleasant**, but no one knows where it is or why they should come, and locals don't want to tell them.*





CONSUMER

UTILITY FOR STAKEHOLDERS

This brand framework need to provide key public and private stakeholders (across all sectors – Live, Work, Learn, Invest, Visit) with a tight, compelling narrative to ensure there is consistency in the messaging each is respectively taking to market. It has the potential to also help streamline the currently cluttered brand hierarchy that exists in this city.

A BRIEF FOR NEW

This can also help to guide the development of new strategies, policies, events, activations, marketing and communications to actualise the City’s essence and personality.

CURRENT STATE

AUSTRALIA

Perth
AUSTRALIA

THE GOVERNMENT OF WESTERN AUSTRALIA

Government of Western Australia
Department of Jobs, Tourism, Science and Innovation

STATE BRAND

Tourism Western Australia

STUDY Perth

DESTINATION Perth

BUSINESS EVENTS PERTH

City of Perth

VisitPerth

THINK Perth

Perth Airport

WAITOC
Western Australian Indigenous Tourism Operators Council

ABORIGINAL ADVISORY COUNCIL WA

ACTIVATE PERTH
Watch this Space

THE CHAMBER OF ARTS AND CULTURE WESTERN AUSTRALIA

Committee for Perth

STARTUP WA

Tourism Council Western Australia

VENUES WEST

VENUESLIVE

Australian Hotels Association
WESTERN AUSTRALIA

City of MANDURAH

City of South Perth

City of Subiaco

Town of Victoria Park

CITY OF VINCENT

City of Nedlands

City of Fremantle

city of swan

City of Stirling
City of Choice

City of Joondalup

City of Rockingham

YAGAN SQUARE

ELIZABETH QUAY

KINGS PARK & Botanic Garden

ROTTNEST IS

THE PERTH MINT AUSTRALIA

OPTUS STADIUM

RAC Arena

hbf stadium

raine

40

FORREST CHASE

enex

THE UNIVERSITY OF WESTERN AUSTRALIA

Curtin University

AUSTRALIA ECU EDITH COWAN UNIVERSITY

Murdoch UNIVERSITY

THE UNIVERSITY OF NOTRE DAME AUSTRALIA

PERTH FESTIVAL

PERTH CULTURAL CENTRE

PERTH THEATRE TRUST

NORTH BRIDGE COMMON

WEST PERTH LOCAL

KING ST COLLECTIVE

EAST PERTH COMMUNITY

BACKGROUND + OBJECTIVES



PROJECT OBJECTIVES

+ 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.
+ Go deeper than our obvious functional benefits.

BRAND OBJECTIVES

- Increase awareness and recognition of Perth locally, interstate and internationally.
- Empower Perth’s people and stakeholder organisations to proudly and consistently promote their capital city, providing actionable application guidance.
- Increase Perth’s market share of students, businesses, events, visitors, residents etc.
  - Top 2 of Australian capital cities as a tourism destination.
  - Top 3 of Australian capital cities as a student destination.
  - Top 2 of Australian capital cities as a business events destination.
- Provoke commitment to the introduction and evolution of social, cultural, economic policies and programs to live our city's brand ambition.

PLACE BRANDING | STRATEGY APPLICATION

Organisational Purpose + Culture

Vision
Decision Making
Projects
Strategy

Place Making

Policy
Planning
Growth
Approvals

BRAND
PERTH

Marketing + Comms

Visual Branding
Tone and Language
Messaging
Promotions

Events + Partnerships

Collaborations
Inspiration
Activations
Community

BRAND ECOSYSTEM

AUSTRALIA *Austrade*	**OPTIMISM**
WA *JTSI*	[PENDING LAUNCH]
WA [TOURISM] *TWA*	**SPIRIT OF ADVENTURE**
PERTH	[GET EXCITED...]

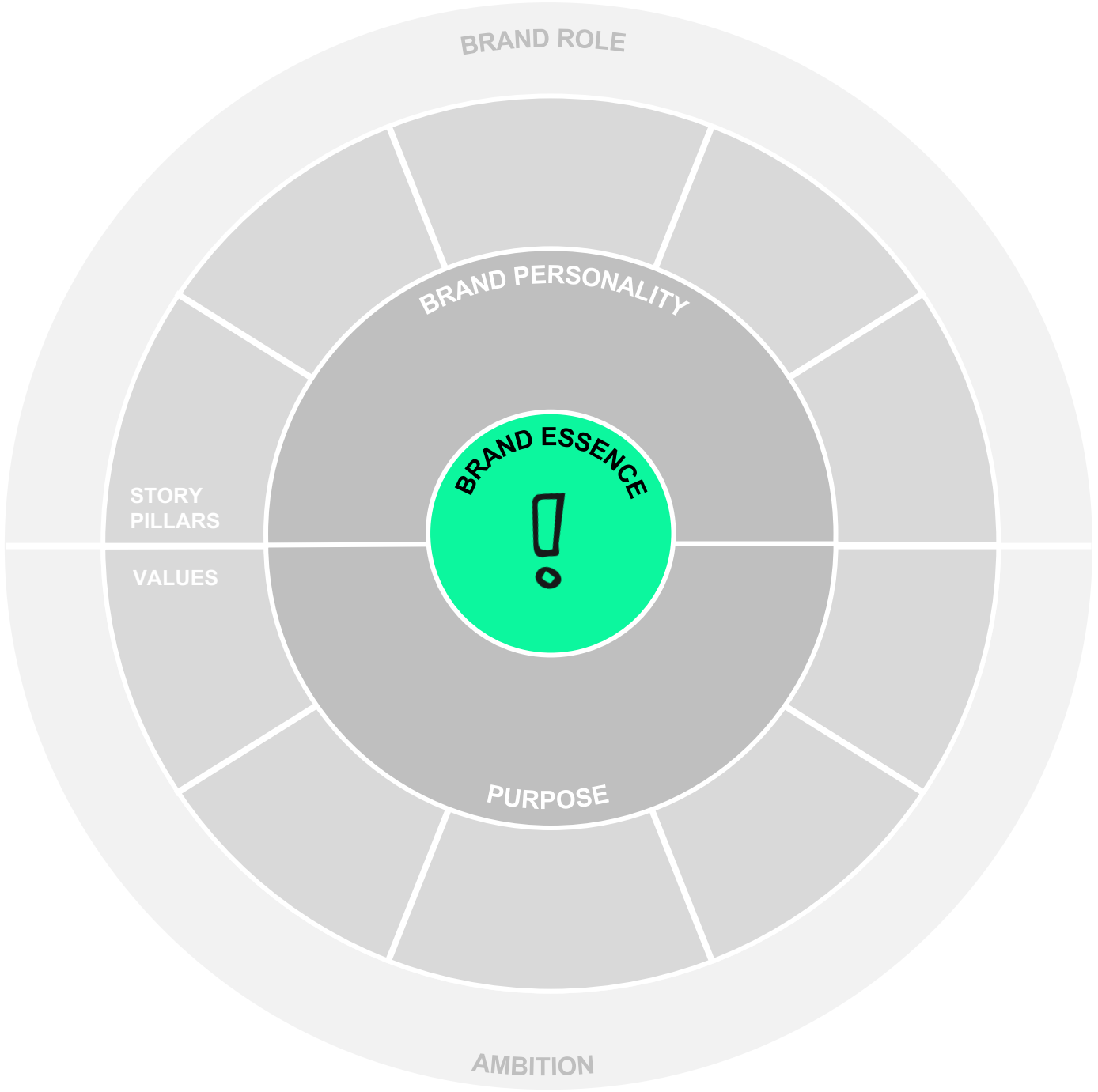
BRAND PERTH

BRAND ESSENCE

Brand Essence is the heart and soul of our brand. It's our single-minded, consistent articulation that lives at the core of everything; every pillar, every action, every piece of comms.

This is the crux of our decision...

Have we nailed the crystallisation of Perth's essence?



TERRITORY DEVELOPMENT



PERTH BENEFITS

BENEFITS

LIFECHANGING BENEFITS

OPPORTUNITY

To create
To contribute
For balance
To live a prosperous life
To explore the unchartered
A market open for the taking

FREEDOM

From expectation
From ingrained habit or tradition
Of space
Privilege

RESILIENCE

Place breeds ingenuity
Ancient history, modern history
Bubble

CONNECTION

Ease of networking
Two degrees of separation
Accessible collaboration

EMOTIONAL BENEFITS

INSPIRED CREATIVITY

Perspective
Unique stimulus
Room to move, to think, to experiment
Permission to fail
Radical expression; self and ideas
Breadth of experience and skill
Play

CURIOSITY

Our nature is to look outward
Born to explore
Learn and share
Try something new
Test the waters

PRIDE

Pride in people
Pride in place
Pride in our spirit
Pride in our history

OPTIMISM

Positive outlook
Naturally Australian
Gratitude
Grounded in sustained economic prosperity

FUNCTIONAL BENEFITS

UNIQUE SPACE

Isolation
Expansive space
Safety
Unique landscape
Iconic sky; big sky country
Time zone
Western gateway
Incredible, diverse neighbouring regions

DIVERSE PEOPLE

Ancient culture and wisdom
Six seasons
Asian/Australian fusion
Multiculturalism
Diversity
Unique context
Tolerance

ABUNDANT NATURAL ASSETS

Gateway to regions
River, ocean, green spaces
Clean air and the sea breeze
Biodiversity
Resource rich
Sun
Renewable energy
Resilient economy

STRONG INDUSTRY, INSTITUTIONS + TALENT

Quality education
Robust businesses
Forefront of 8/12 disruptive industries
Resource sector
Sports teams

CURRENT STATE

BENEFITS

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From this universe of benefits we fleshed out 3 potential brand territories – fertile realms from which the brand could rise out of:

1. Full Circle – leaning to green
2. Rethink Everything – owning our creative spirit
3. Life Freehand – celebrating our playfulness



Unanimous consensus landed us in territory 2.

2. Rethink Everything – owning our creative spirit

We live on the edge of the Indian Ocean, surrounded by desert in a relatively untouched corner of the world. We've been inspired to carve our own path against adversity and yet we're not quick to talk ourselves up. Shouldn't we promote our unique ingenuity, grit and rebelliousness?

PROVOCATION

TERRITORY | RETHINK EVERYTHING













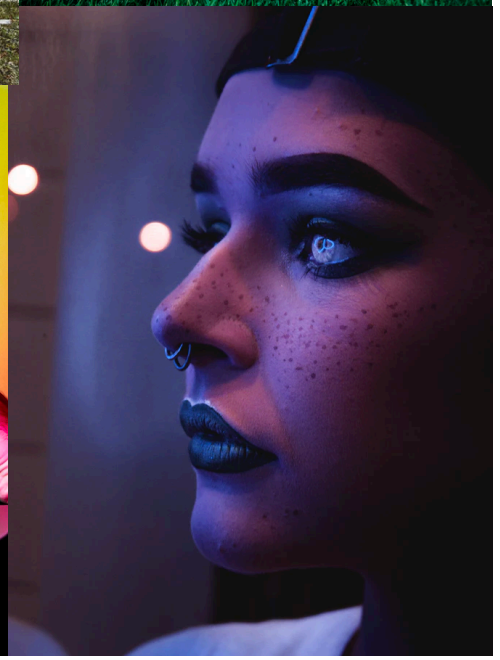












TERRITORY 2

RETHINK EVERYTHING

BEDROCK OF TRUTH

From the outside, our identifiers like isolation, our challenging landscape, and cultural contradictions present as barriers to the untrained eye. But against adversity and without guardrails of expectation, we've evolved differently. A unique perspective allowing us to see the world upside-down.

OPPORTUNITY

Own our defining spirit and channel it into bringing to life radical, unexpected, provocative, change-making ideas.

AMBITION

Across all sectors, give the world something they haven't seen before

ROLE

CHALLENGER

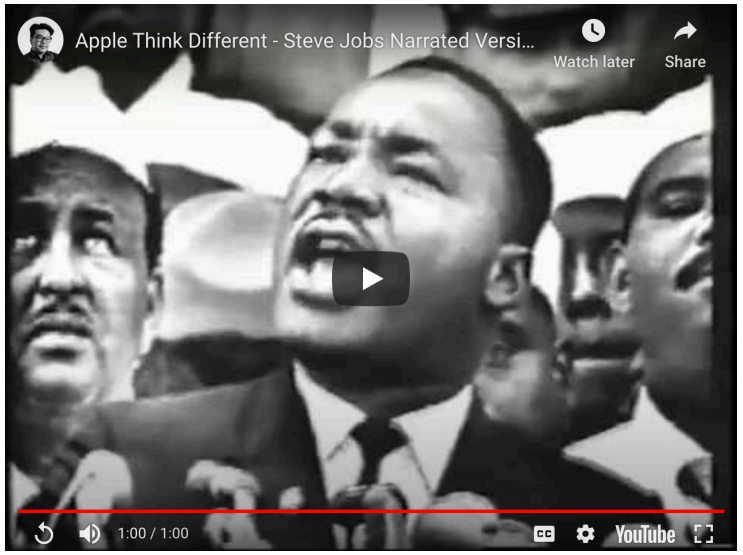
ATTRIBUTES

Renegades – unafraid of a challenge
Open minded, equality advocates
Original and creative
Maverick mentality
Wicked humour
Zig when others zag
Blow people's minds

STRENGTHS

Desirable identity – cool factor
Motivating
Strong proposition for Arts and Culture sector
Strong proposition for Innovation + STEM
Global mindset – East meets West
High energy

STIM



APPLE | THINK DIFFERENT



MIGRANT POPULATION



NYOONGAR SIX SEASONS



SPACE X

RETHINK EVERYTHING

The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn and relearn.
- Alvin Toffler

PERTH PERSONIFIED

Perth is... a town that celebrates everyone's differences
- Consumer research

Perth is... a criminal that will steal your heart
- Consumer research

Perth is... colour that shines in the dark
- Consumer research

Perth is... a place where it's okay to be different
- Consumer research

Deadpool; creative, different, against the odds, opinionated
- Consumer research

Priscilla Queen of the Dessert; colourful, bold, brave, unique, raw, rough underbelly
- Consumer research

This territory sparked a lot of excitement.

Our illuminating conversations with respected, impressive, trailblazing Perth figures helped to support, expand and refine the 'Rethink Everything' story.

STAKEHOLDER SAMPLE

ADVISORY GROUPS

Presentations, working sessions and digital hub input.

GROUP	#	ORGANISATION
Core Project Team	5	City of Perth
		Tourism WA
Steering Committee	13	JTSI
		Business Events Perth
		Study Perth
		WAITOC
		Destination Perth
		UWA
		Committee for Perth
		Perth Airport
		Programmed
Marketing and Promotions Advisory Committee	10	Dexus
		CBRE
		JLL
		Brookfield Properties
		Assembly Co
		Activate Perth
		Sneakers and Jeans
		Pan Pacific
Events, Culture and Arts	17	Perth Festival
		Art Rage
		Northbridge Common
		Activate Perth
		AHA WA
		Event Health Management
Aboriginal Consultation	10	CoP Aboriginal Elders Advisory Group
TOTAL	**55**	

TRIBES CONSULTATION

1:1 Interviews

NAME	ROLE	ORGANISATION
Fiona Wood	Director of the Burns Service of WA Director of the Burn Injury Research Unit UWA	WA Health
Peter Klinken	Chief Scientist of Western Australia	JTSI
Luke Whelan	Founder	Perth is OK
Alex Paioff	Founder	Pilerats, Made in the Pile, Multiple Venues
Daniel Bradshaw	Founder	StreetX
Andy Freeman	Director	Sneakers and Jeans
Kate McKinnon	Director	Kinn + Co
Hannah Fick	Director	Kinn + Co
David Gardiner	Founder	DGPR
Bradley Woods	CEO	AHA WA
Tim Goerke	GM Cisco Innovation Centres ANZ	CISCO, StartupWA
Kate Brooks	Treasurer	StartupWA
Karla Hart	Founder and Filmmaker Panel Member Artist	Karla Hart Film Australia Arts Council NAIDOC Artist of the Year 2017
Fadzi Whande	Global Diversity & Inclusion Strategist Director	Western Power Museum of Freedom and Tolerance
TOTAL	**14**	

TERRITORY TESTING

Focus Groups

GROUPS	#	DEMOGRAPHIC
Perth Residents	6	Open to Visiting / Lives in City / 55+
	6	Open to Visiting / Lives in City / 25-54 No Kids
	6	Open to Visiting / Lives in City / 25-54 Kids
	6	Open to Visiting / For Work and/or Non-Work / Living 5kms + from City / 25-54 No Kids
	6	Open to Visiting City For Work Only / Lives 5km+ from City / 25-54
	6	Not Open to Visiting / Living 5kms + from City / 55+
	6	Not Open to Visiting / Living 5kms + from City / 25-54 Kids
	6	Not Open to Visiting / Living 5kms + from City / 25-54 No Kids
TOTAL	**48**	



secret sauce

Unpicking pride challenged us to push beyond justifying narratives – to go beyond the top of mind associations with Perth.

What were these respected, ambitious, humble people most proud of…?

Our unbridled creativity that is borne out of our unique space and mindset.

Creativity beyond arts; creativity in innovation, in problem solving, in our approach to life.



secret sauce

Academics tell us creativity is based on three things; technology, talent and tolerance.

If you want a creative society you need technology, and clearly the talent, but creative people go to a place they feel valued and they see a society that is tolerant. And we have a society that is remarkably multicultural and tolerant. We should be the global centre for this cauldron of creativity.

There is so much more to WA and Perth than our ‘dig and grow’ economy. We have really good science; we have wonderful arts; we've got creative people. We've got WAAPA. We've got so many things that go under the radar. It's a cool funky place to do good shit. Come over here.

Peter Klinken

...we realised we had thrown the rule book away and just solved the problems as they were presented to us. That morning we looked at each other when we were in this presentation and thought, ‘oh shit’. We are so far in front here and had no idea. And so I think the isolation is an absolute positive because we didn't take on the inhibitions and constraints of the rest of the world.

Fiona Wood



ELDERS

66

secret sauce

We are resilient, brave, survivalists, oppressed but creative. Creativity underpins survival.

Aunty Margaret Culbong

A place to create - anybody, no judgement. A place to do art together.

Aunty Muriel Bowie



secret sauce

Tech, arts and innovation have a major role to play. We have to be innovative because we are so isolated, and we don't have regular input from our neighbours. Incubation naturally happens here in an uninterrupted way. Some of the most creative people I know are from here - there's a sense of hunkering down, removing yourself from the bustle that exists everywhere else, and you can exist in this funny little nexus between the desert and the sea - where the two things smash together. It creates this funny little dream world that we have access to. It affords us some clarity.

Kate McKinnon + Hannah Fick

I've always had this feeling that we are super creators over here. More creative than we give ourselves credit for. That creativity piece is special and worth protecting.

Alex Paioff



the importance of failure

Our unique creativity is a product of our perfect ‘bubble’ eco-system that promotes experimentation without fear of failure.



the importance of failure

I'm not afraid to walk away from everything else that is happening in the world and sit in my perfect little dream world that is Perth and let my mind think in 3D. You don't have space for that in other cities. Businesses can be bolder. "Give it a crack, we are only in Perth - no one cares if we fail."

Kate McKinnon + Hannah Fick

I've had opportunity to grow here, I've had opportunity to make mistakes. But I still feel safe. I feel like I can make mistakes here and I can still keep going. In other places there is the need for me to be perfect...

Fadzi Whande

Because of our separation, we have this space to explore our creativity, without external pressures or judgement. A sense of being able to foster creativity. We get a blend of a lot of different cultural influences that come together here. We are in the middle of everywhere - not the middle of nowhere.

Alex Paioff



our right to give

Importantly though, we need to ensure we are not frivolous, narcissistic and self-serving in the way we bring creativity to the world.

Drawing from our ancient lore and culture and from our prosperous position, it is our privilege to share and care.

Creativity with purpose.



our right to give

Our spiritualty is about sharing and caring. That's how they survived for 60 thousand years. Society nowadays is more individualistic - each to their own. Their wellbeing is about their survival. It was for the greater good for us.

Aunty Margaret Culbong

It's too easy to walk away and say 'oh well, we're remote' or 'it's a bit hard because X, Y and Z'.

Well no, we are in this time where we have to look after each other and because we found ourselves in an extraordinary position of privilege then we have to do it for the rest of the world.

Fiona Wood

FACETS TO OUR STORY

BRAND PILLARS + VALUES





Important to the brand’s utility, we needed to craft the pillars of our brand – the clear and streamlined facets of our story that can be shared with audiences across sectors.

PERTH BENEFITS

BENEFITS

LIFECHANGING BENEFITS

OPPORTUNITY

To create
To contribute
For balance
To live a prosperous life
To explore the unchartered
A market open for the taking

FREEDOM

From expectation
From ingrained habit or tradition
Of space
Privilege

RESILIENCE

Place breeds ingenuity
Ancient history, modern history
Bubble

CONNECTION

Ease of networking
Two degrees of separation
Accessible collaboration

EMOTIONAL BENEFITS

INSPIRED CREATIVITY

Perspective
Unique stimulus
Room to move, to think, to experiment
Permission to fail
Radical expression; self and ideas
Breadth of experience and skill
Play

CURIOSITY

Our nature is to look outward
Born to explore
Learn and share
Try something new
Test the waters

PRIDE

Pride in people
Pride in place
Pride in our spirit
Pride in our history

OPTIMISM

Positive outlook
Naturally Australian
Gratitude
Grounded in sustained economic prosperity

FUNCTIONAL BENEFITS

UNIQUE SPACE

Isolation
Expansive space
Safety
Unique landscape
Iconic sky; big sky country
Time zone
Western gateway
Incredible, diverse neighbouring regions

DIVERSE PEOPLE

Ancient culture and wisdom
Six seasons
Asia/Australian fusion
Multiculturalism
Diversity
Unique context
Tolerance

ABUNDANT NATURAL ASSETS

Gateway to regions
River, ocean, green spaces
Clean air and the sea breeze
Biodiversity
Resource rich
Sun
Renewable energy
Resilient economy

STRONG INDUSTRY, INSTITUTIONS + TALENT

Quality education
Robust businesses
Forefront of 8/12 disruptive industries
Resource sector
Sports teams

FUTURE STATE

BENEFITS

LIFECHANGING BENEFITS	**OPPORTUNITY** To create To contribute For balance To live a prosperous life To explore the unchartered A market open for the taking	**FREEDOM** From expectation From ingrained habit or tradition Of space Privilege	**RESILIENCE** Place breeds ingenuity Ancient history, modern history Bubble	**CONNECTION** Ease of networking Two degrees of separation **Accessible collaboration**
EMOTIONAL BENEFITS	**INSPIRED CREATIVITY** Perspective Unique stimulus Room to move, to think, to experiment Permission to fail Radical expression; self and ideas Breadth of experience and skill Play	**CURIOSITY** Our nature is to look outward Born to explore Learn and share Try something new Test the waters	**PRIDE** Pride in people Pride in place Pride in our spirit Pride in our history	**OPTIMISM** Positive outlook Naturally Australian Gratitude Grounded in sustained economic prosperity
FUNCTIONAL BENEFITS	**UNIQUE SPACE** Isolation Expansive space Safety Unique landscape Iconic sky; big sky country Time zone Western gateway Incredible, diverse neighbouring regions	**DIVERSE PEOPLE** Ancient culture and wisdom Six seasons Asia/Australian fusion Multiculturalism Diversity Unique context Tolerance	**ABUNDANT NATURAL ASSETS** Gateway to regions River, ocean, green spaces Clean air and the sea breeze Biodiversity Resource rich Sun Renewable energy Resilient economy	**STRONG INDUSTRY, INSTITUTIONS + TALENT** Quality education Robust businesses Forefront of 8/12 disruptive industries Resource sector Sports teams

A stumbling block in our past has been the lack of consistency in the way we speak about Perth to the world.

These brand pillars aim to crystallise our benefits into **5 essential elements that make up Perth’s story.**

So we are all singing from the same song sheet.
So we are all in the same lighthouse.

INSPIRED BY OUR SPACE

SHAPED BY OUR PLACE

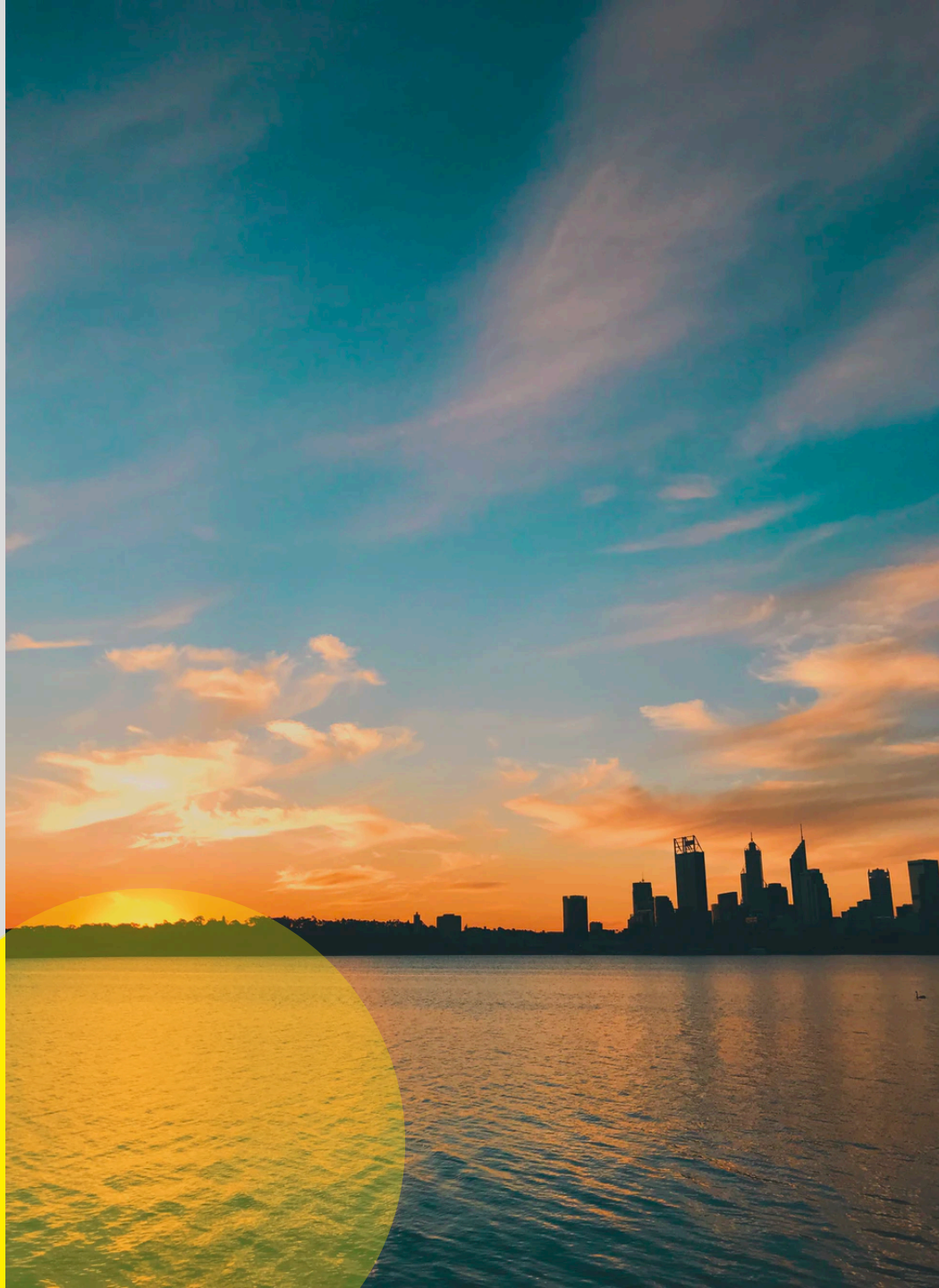
Located on the edge of the Indian Ocean, surrounded by desert in a relatively untouched corner of the world, Perth's unique and expansive space underpins our lifestyle and mindset.

Expansive, isolated, vivid.

We worship our place, but more so, we worship space. It's this rare luxury of space that provides freedom, safety, room to explore, and the distance that incubates uniqueness.

It fuels creativity, experimentation, relaxation and inspiration. Space to absorb, think, to try, to run and breathe.

Stimulus overload – but the right kind; the inspiring kind.



INSPIRED BY OUR SPACE



MOORO KATTA

400.6-HECTARE PARK OVERLOOKING PERTH, TWO-THIRDS OF THE GROUNDS CONSERVED AS NATIVE BUSHLAND

VALUES WE LIVE BY

WORSHIP PLACE

It has shaped who we are.

This land and the culture it carries nourishes and inspires; challenges and fortifies. Everyday or just for a day. Our expansive space on this planet humbles us on the daily.

THE ORIGINAL CREATIVES

ALWAYS WAS, ALWAYS WILL BE ABORIGINAL LAND

Perth sits on ancient Whadjuk land and the story of Perth is inherently entwined with Aboriginal spirit, history and intention.

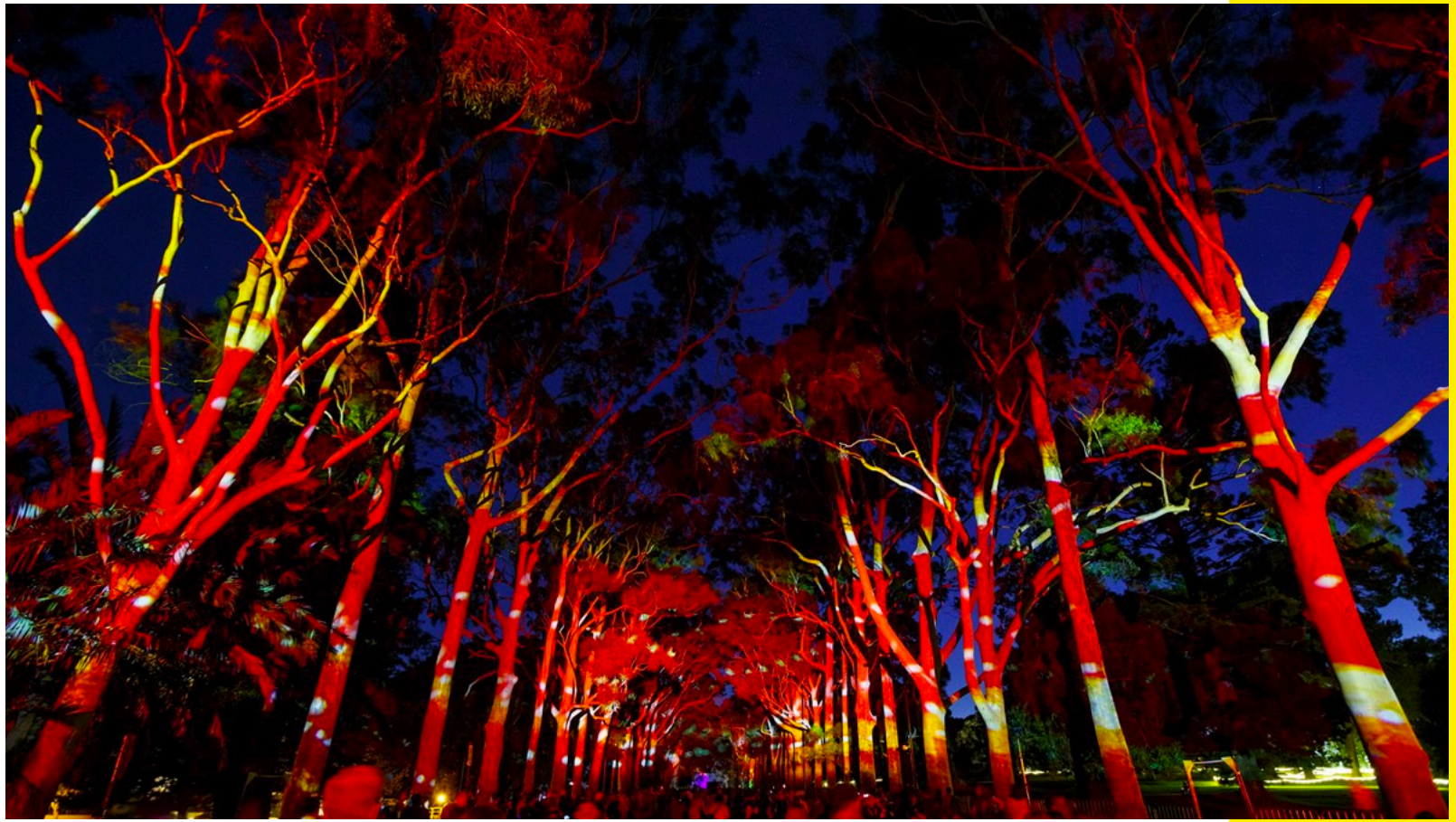
Aboriginal ancestors understood this place more deeply than can be imagined.

This country and its seasons, stories and people underpin the Perth brand.

Honouring our past, present and future Aboriginal story.



THE ORIGINAL CREATIVES



BOORNA WAANGINY:
THE TREES SPEAK

A MEETING OF TWO CULTURES

VALUES WE LIVE BY

WALK TOGETHER

Respect Aboriginal ancient lore and culture.

This always was and always will be Aboriginal land.

Listen, learn, and celebrate Perth’s cultural roots.

WHERE TRUE SELVES SHINE

FUSION OF PEOPLE AND PERSPECTIVE

Self-expression is celebrated, for it’s our differences and quirks that add colour and depth to our city.

We see subcultures and underground cultures as integral to our collective culture.

Our reputation is borne out of our unique perspective on the world. We look outwards and value the new, the weird and the wonderful.

We take inspiration from everywhere and welcome the different as fuel and fodder.

We welcome visitors and kindred spirits, here momentarily or forever.



TRUE SELVES SHINE



SHERIDAN TJHUNG

WAVE MAKING, RULE BREAKING GLOBAL FASHION NAME

VALUES WE LIVE BY

EMBRACE THE STRANGE/R

For they represent gold.

Our strength is in our diversity; different experiences, cultures, perspectives. That mix makes magic and should be protected at all costs with welcoming inclusivity.

FREE TO EXPERIMENT

CREATIVE RISK TAKING ENCOURAGED

We were born to look outward; exploration is in our blood.

Perth is remarkably creative; but in a way that often surprises and delights.

For creative inspiration we look to the wisdom and grit of our Aboriginal ancestors, the ambition of pioneering mavericks, the astonishing beauty of our space, our interesting melting pot of culture. It fuels blue sky thinking and big ideas.

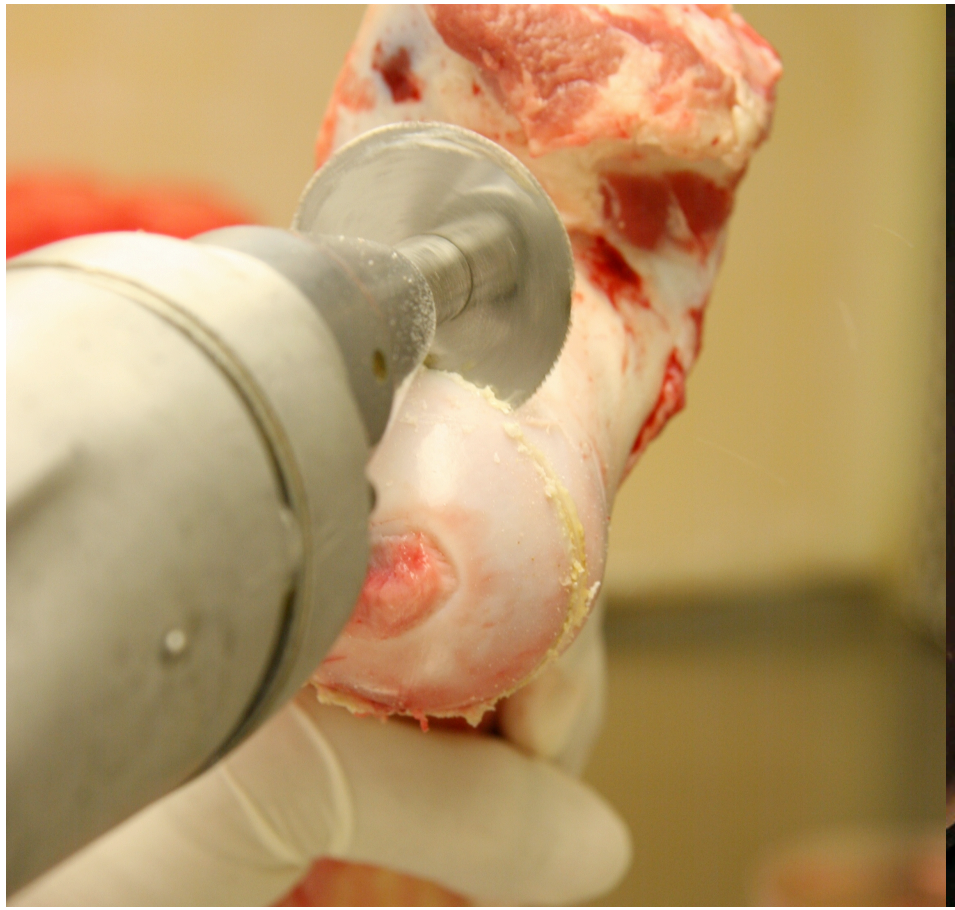
We bottle it and pour it into bringing to life our passions.

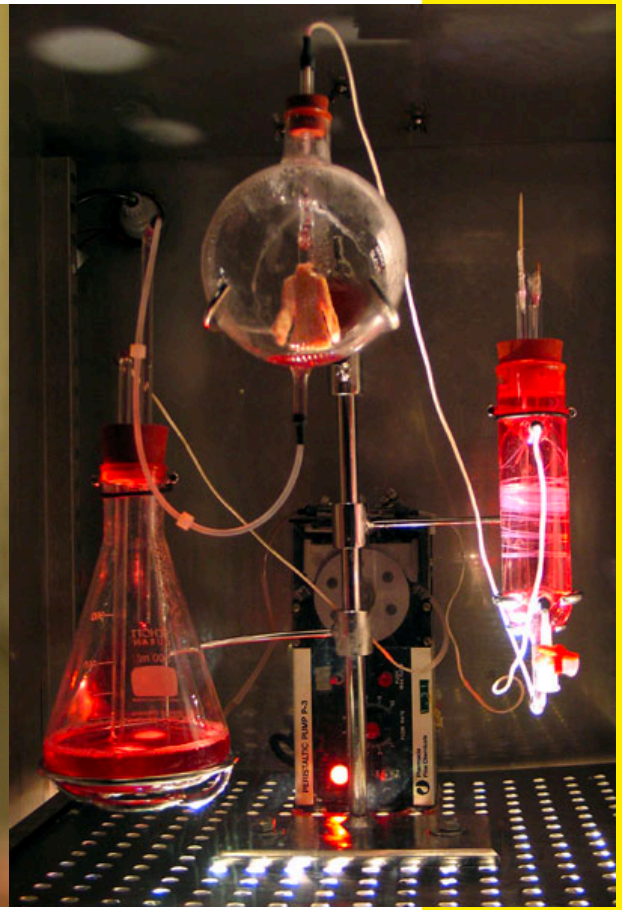
Here, we come at things with fresh eyes; full of spark, ready to roll our sleeves up and get our hands dirty.

This city is primed for creative thinking; there's a special type of magic in the water.



FREE TO EXPERIMENT





SYMBIOTICA @ UWA
FIRST RESEARCH LABORATORY OF ITS KIND

ART + WET BIOLOGY

VALUES WE LIVE BY

DON’T DIE WONDERING

Be brave; follow your gut.

Experiment, improvise, fail, learn and go again.

Be present for the journey and take inspiration from culture, country, coast and history. Careful not to overlook the good stuff.

With a healthy dose of humility and humour, jump in.

HOME OF CHANGE MAKERS

EPIC OPPORTUNITY ABOUNDS

Abundant land, economic prosperity, a microcosm of experimentation, bold ambition, rich inspiration – this all sounds like utopia. And it is.

It would be easy to sit in our perfect place and bask in our luck...or dare we say, privilege. But it's just not in our nature...

We are a new generation of opportunists, we are global citizens – our dreams ripple out beyond our community, city, state or country. We care deeply about our past and future, and the people and planet in both realms.

Our youthful spirit and proximity to world-leading industry makes us a formidable force. If you have an idea the world needs; you can get it up here.

Having been afforded such a rare launch pad, it is our privilege to give big to the world.



HOME OF CHANGE MAKERS



**BARRY MARSHALL +
ROBERT WARREN**

**NOBEL PRIZE WINNER
FOR GUT RESEARCH**

VALUES WE LIVE BY

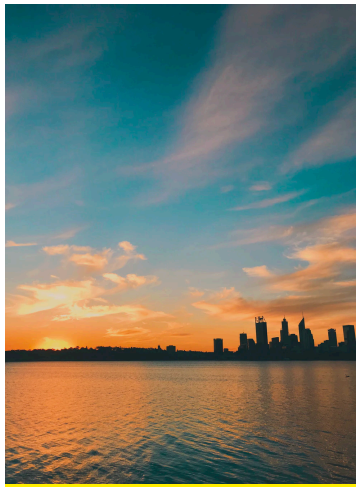
GIVE BIG

Because we have everything to give.

With abundant resources and endless opportunity we give big, because how dare we not? Solve problems, explore, create and share.

Think different. Give the world something they’ve never seen before.

STORY PILLARS + VALUES



INSPIRED BY OUR SPACE



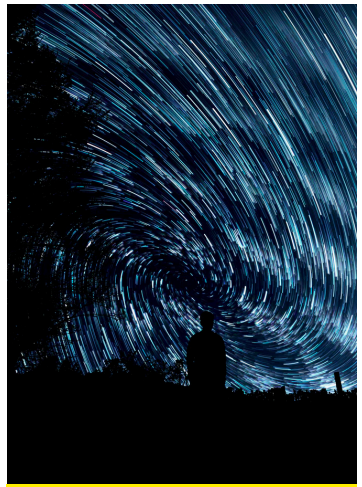
THE ORIGINAL CREATIVES



TRUE SELVES SHINE



FREE TO EXPERIMENT



HOME OF CHANGE MAKERS

WORSHIP PLACE

WALK TOGETHER

EMBRACE THE STRANGE/R

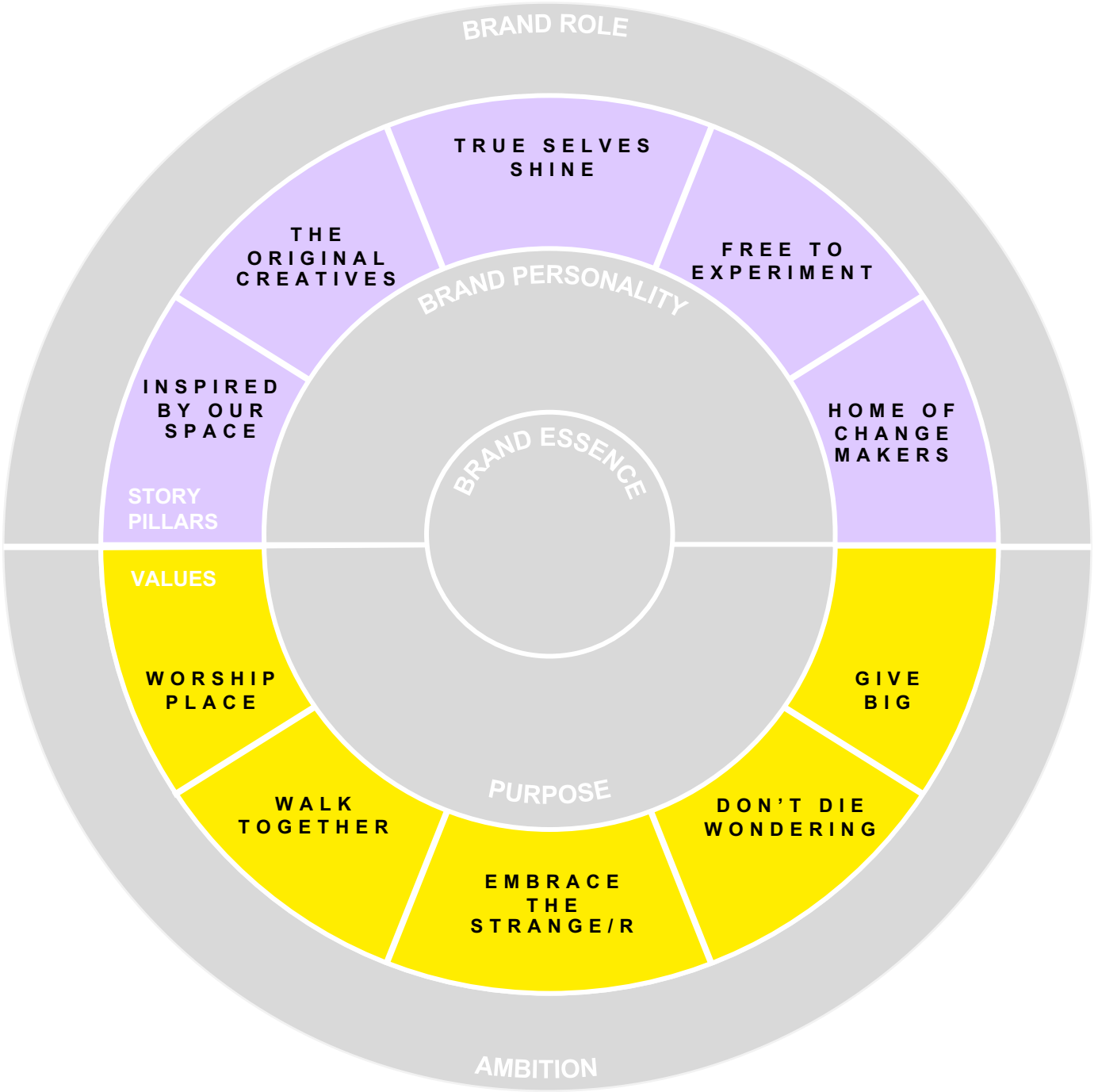
DON’T DIE WONDERING

GIVE BIG

BRAND STRATEGY



BRAND PERTH


BRAND ROLE
TRUE SELVES SHINE
FREE TO EXPERIMENT
HOME OF CHANGE MAKERS
GIVE BIG
DON'T DIE WONDERING
EMBRACE THE STRANGE/R
WALK TOGETHER
WORSHIP PLACE
VALUES
INSPIRED BY OUR SPACE
THE ORIGINAL CREATIVES
STORY PILLARS
BRAND PERSONALITY
PURPOSE
BRAND ESSENCE
AMBITION

PRESSURE TEST

- + **OWNABLE**
- + **SINGLE MINDED**
- + **ASPIRATIONAL**
- + **SIMPLE**
- + **EMOTIVE**
- + **HIGH ENERGY**
- + **ABORIGINAL NARRATIVE**
- + **COMPLEMENTARY**
  (to brand eco-system)

EVALUATION CRITERIA

BRAND ROLE

An evolution from
The Challenger

THE REBEL

The rebel stands out as completely different by challenging the status quo. A high risk, high reward mindset.

HOW

+ Set goals within our national context, but think global
+ Care less about how we compare to the leaders; dance to our own beat
+ Rethink the status quo for every facet of a city
+ Break shit, do it differently, smash it together, turn it upside down, look harder, go further

STANCE

WE ARE FOR

- Inspiring a spirit of adventure
- Turning our barriers into opportunities
- YOLO attitude
- Celebrating quirks and differences
- The prosperity of our future generations
- No bad ideas
- Sharing and caring spirit (elders' core value)
- Honouring our past
- Leaving egos at the door
- The yet to be imagined

WE ARE AGAINST

- The rat race
- Aggressive competition
- One-upmanship
- Comparing ourselves to the East
- Pretending to be something we are not
- Heads in the sand
- Being disconnected
- Recklessness and wastefulness
- Exclusivity
- Predictability and monotony

HOW DO WE WANT PEOPLE TO FEEL?

You know that feeling when you learn something entirely new? Something that shifts the way you think about the world?

Or that feeling when you connect two completely different things together and see everything in new light?

The world suddenly gets bigger; everything seems possible; there is a tingling in your stomach and inspiration in the air.

BRAND PERSONALITY

THE CHEEKY REBEL

EMOTIVE TRAIT

SPIRITED

Instilled from history and place, we have a dynamism;
unshakable creative spirit, zest and sparkle for life; resilience and grit to boot.

RATIONAL TRAIT

CURIOUS

Born to look outward; in search for adventure and the unknown. We lean into uncertainty with vulnerability and courage, looking for fresh perspectives and new inputs to inspire.

WAVELENGTH

How we relate to others

WELCOMING

We recognise the magic of our place is built on diversity; of culture, language, opinion, experience and ideas. Your uniqueness is welcome here.

ACTION

What defines our actions

UNPRETENTIOUS

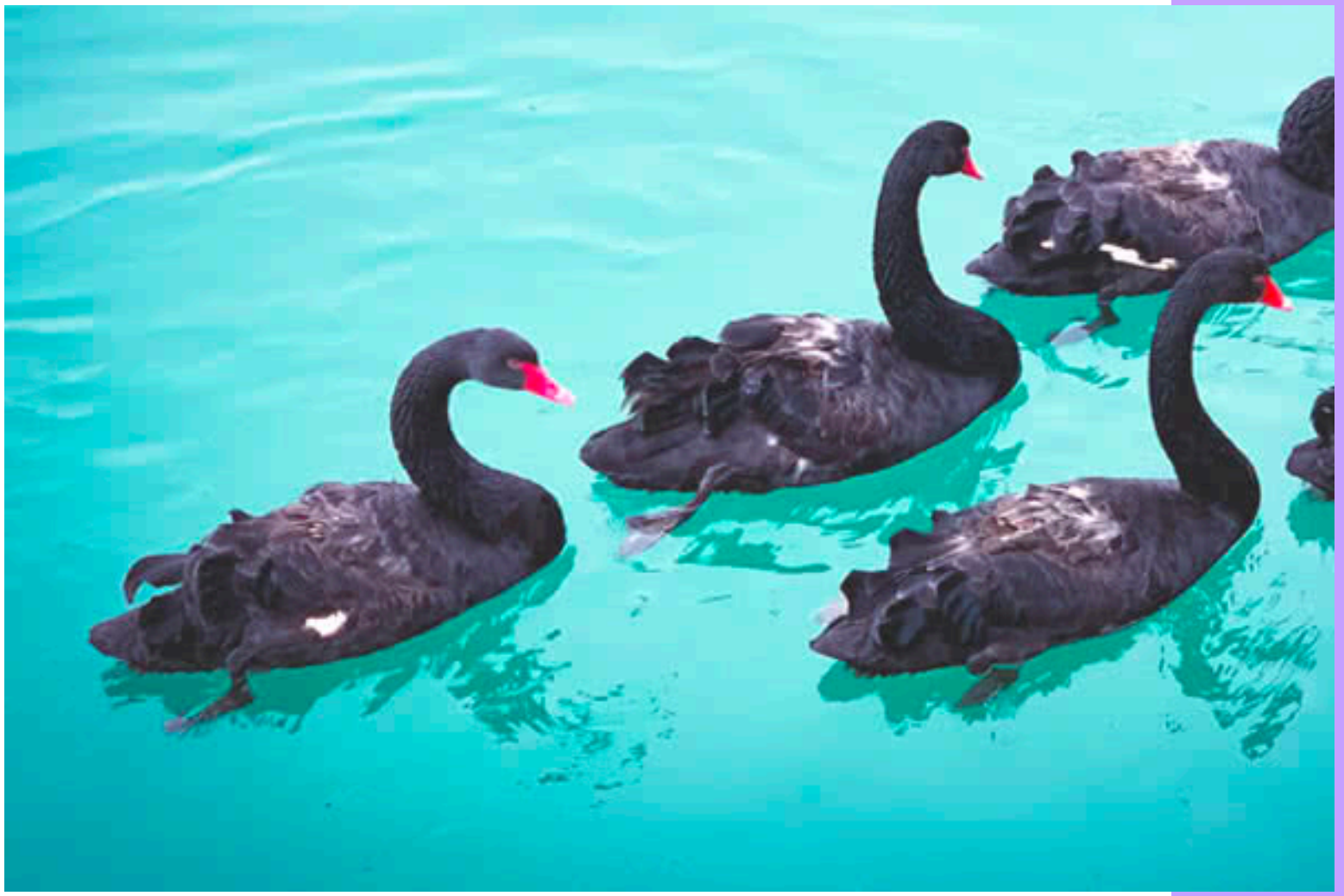
We feel weird about telling the world how great we are. Not because we don't believe it, not because we don't want to share it, more because it feels gross to be egotistical.

UNDERCURRENT

CHEEKY

“There’s nothing wrong with going for a run and eating a kebab.”
Life is too short to take ourselves too seriously.

WE ARE THE BLACK SWAN

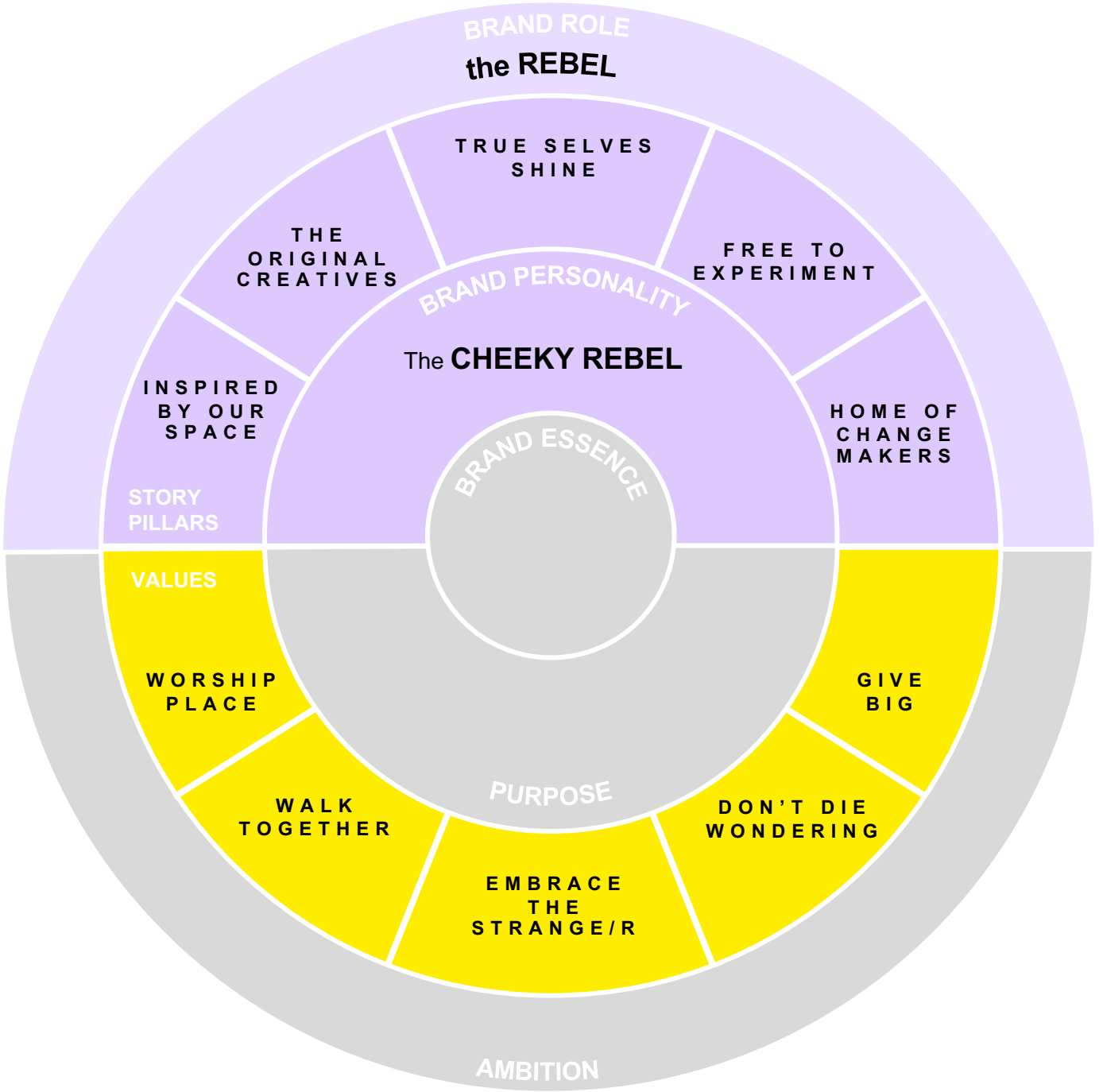


Philosophers use the term “black swan” to describe a seeming logical impossibility that could very well end up being possible.

A Black Swan event is an event in human history that was unprecedented and unexpected at the point in time it occurred.

The more our knowledge advances, the more likely we are to be blindsided by a Black Swan.

BRAND PERTH


BRAND ROLE
the REBEL
TRUE SELVES SHINE
THE ORIGINAL CREATIVES
FREE TO EXPERIMENT
BRAND PERSONALITY
The CHEEKY REBEL
INSPIRED BY OUR SPACE
HOME OF CHANGE MAKERS
BRAND ESSENCE
STORY PILLARS
VALUES
WORSHIP PLACE
GIVE BIG
PURPOSE
WALK TOGETHER
DON'T DIE WONDERING
EMBRACE THE STRANGE/R
AMBITION

LEXICON BEHIND OUR ESSENCE

SURPRISING

UNIQUE

STRONG

UNEXPECTED

UNDISCOVERED

COURAGEOUS

UNDERGROUND

DIFFERENT

REFRESHING

CREATIVITY

SURVIVALISM

IMPROVISATION

PROBLEM SOLVING

INGENUITY

INNOVATION

INSPIRATION

CLARITY

BRILLIANCE

BRAND ESSENCE

BOLDLY ORIGINAL



BRAND ESSENCE

BOLDLY ORIGINAL

Perth is a city different by design.

We are inspired by the wisdom and resourcefulness of our Aboriginal ancestors, the ambition and grit of pioneering mavericks, the astonishing beauty of our space, and our interesting melting pot of culture.

Isolation, space and independence allow us a platform to experiment freely, without consequence.

And, we are afforded a fresh take on the world that allows us unmatched creativity in the way we approach problems, in how we live our lives, and what we aspire give to the world.

BRAND ESSENCE

BOLDLY ORIGINAL

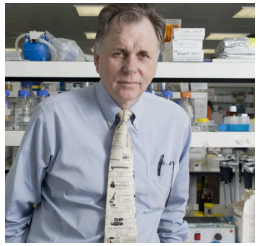
Moving off the well trodden path or past the edge of the map, takes a bold bravery and belief; but boy, oh boy are the adventures fun and the pay-offs big.

‘BOLDLY ORIGINAL’ PROOF POINTS

“We want to be tripping over ourselves with examples of how cool Perth is.”

PROOF POINTS

HEALTH



BARRY MARSHALL + ROBERT WARREN
NOBEL PRIZE WINNERS FOR GUT RESEARCH



PERTH RESEARCHERS TAKE ON DEMENTIA IN WORLD-FIRST CANNABIS STUDY



MEDVR
PLANNING SURGERIES IN A VR ENVIRONMENT

SOCIAL IMPACT



HUBER SOCIAL
‘WELLBEING’ AS THE MEASURE OF SUCCESS

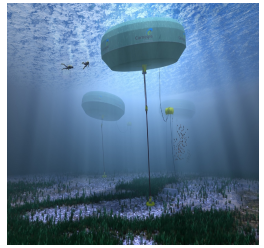


TELETHON
A GLOBAL PHILANTHROPIC ICON

SUSTAINABILITY



THE WYNDHAM LUX
PERTH TO OPEN WORLD’S FIRST HOTEL CERTIFIED ‘GREEN FOR LIFE’



THE PERTH WAVE ENERGY PROJECT
THE WORLD’S FIRST WAVE-POWERED DESALINATION PLANT

SPACE + SKY



SQUARE KM ARRAY
“THE BIGGEST SCIENCE PROJECT ON THE PLANET”

F+B



PURPLE REIGN
‘DRINK PURPLE AND STAY WILD’



LONG MAC TOPPED UP



CHIMEK X SNEAKERS
FRIED CHICKEN AND KICKS

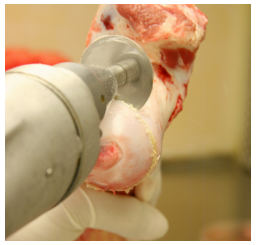
ART



THE ADNATE
THE LARGEST MURAL IN THE SOUTHERN HEMISPHERE



AGGIE
THE WORLD’S FIRST HUMANOID ROBOT TAKING GALLERY TOURS

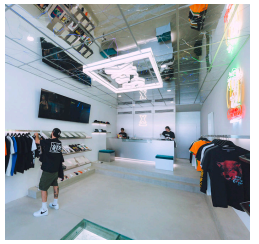


SYMBIOTICA @ UWA
FIRST RESEARCH LABORATORY OF ITS KIND | ART + WET BIOLOGY



“SHAKEY JAKEY”
SELF-TAUGHT FREO ARTIST

FASHION



STREETX
GLOBAL CULT STREETWEAR BRAND

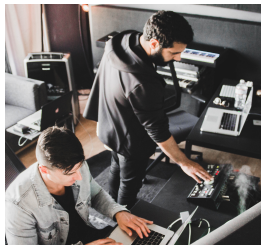
MUSIC



TAME IMPALA
WORLD DOMINATION



TA-KU
INTERNATIONALLY RECOGNISED MUSIC PRODUCER + BARBERSHOP OWNER



FINATIK N ZAC (FNZ)
FROM A$AP TO KANYE WEST

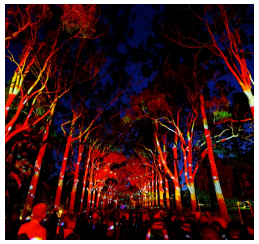
ABORIGINAL CULTURE



DEADLY DENIM
SUSTAINABLE UPCYCLED FASHION



KIRRIKIN
“GUCCI OF THE INDIGENOUS MARKET”

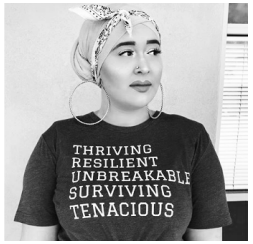


BOORNA WAANGINY: THE TREES SPEAK
A MEETING OF TWO CULTURES

PEOPLE

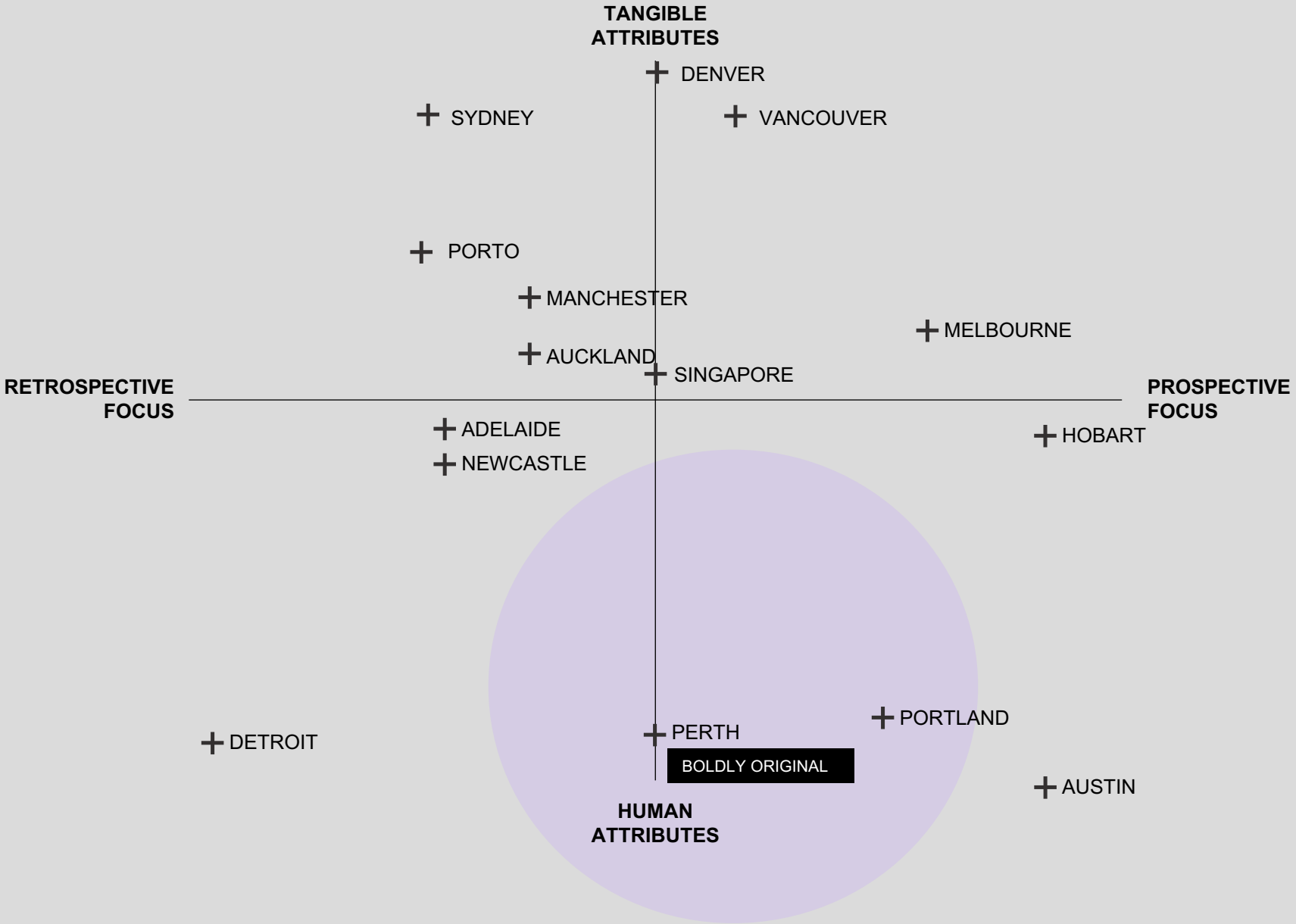


MELANIE PERKINS, CANVA
SELF-MADE BILLIONAIRE

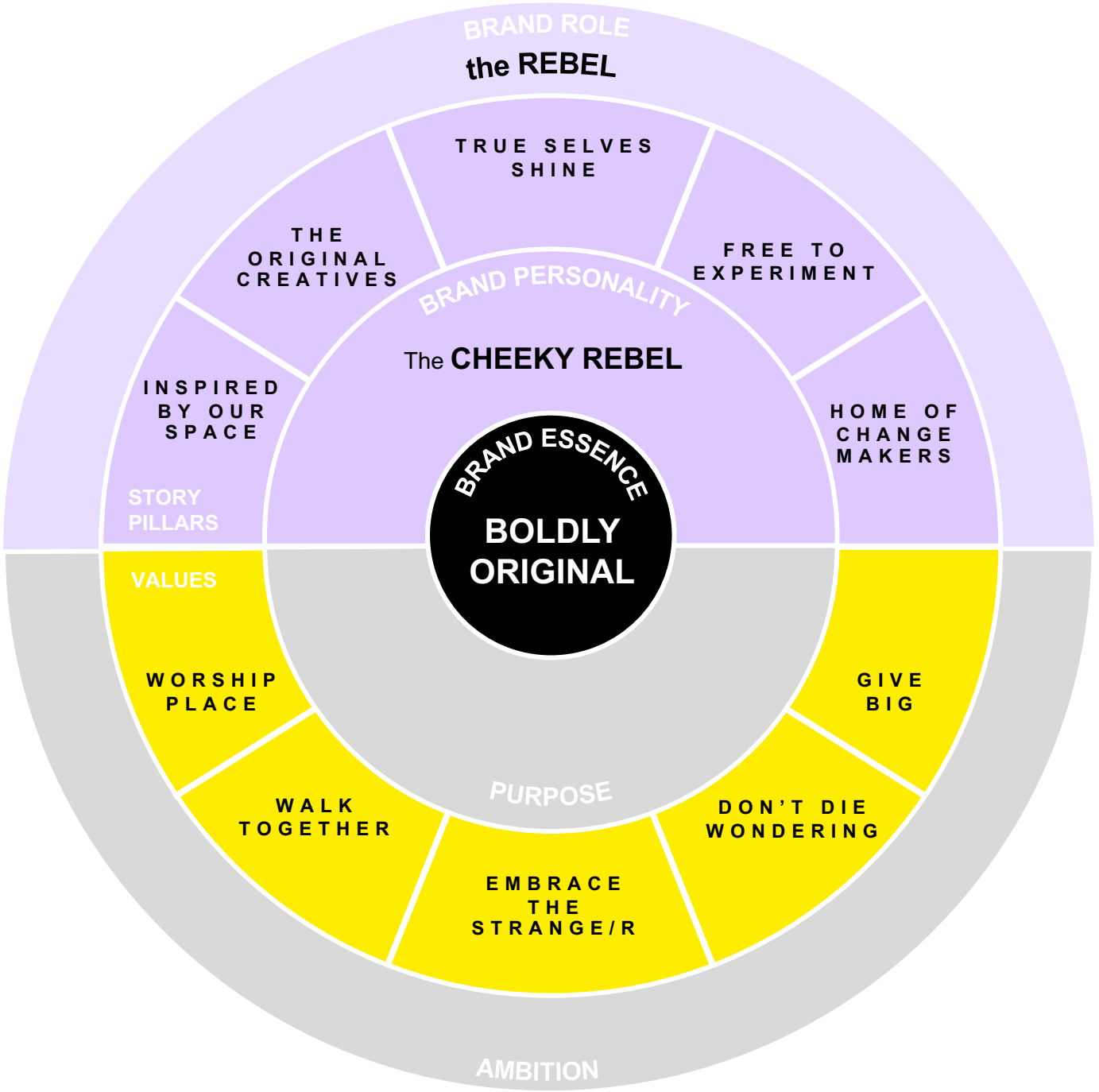


NATASHA MEDLAR
A DOMESTIC VIOLENCE VICTIM
VICTOR MAKING WAVES

COMPARATIVE MAP



BRAND PERTH


BRAND ROLE
the REBEL
TRUE SELVES SHINE
THE ORIGINAL CREATIVES
FREE TO EXPERIMENT
BRAND PERSONALITY
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EMBRACE THE STRANGE/R
AMBITION

BRAND PROMISE BY AUDIENCE

CURRENTLY BEING TESTED



LIVE

Perth attracts people who seek a particular way of life - a prioritisation of play and balance. Unlike other productivity obsessed urban cities, people in Perth make the most of every day in Australia's sunniest capital city.

Only in Perth is there the perfect mix of creative inspiration, refreshing perspective, humility, ambition and cheek that gives it an understated 'cool factor'. This all afforded by the expansive space to explore, rich cultural history, natural curiosity and appreciation for different points of view.

Perth people have the freedom to express themselves fully and live out their dreams uninhibited.



WORK

Perth doesn't conform to the conventions of cities globally. It isn't a city that prioritises the 'rat race', Perth redefines productivity – we work to live. Perth finds power in its quiet moments and draws inspiration from bright skies versus dark rooms.

It's a place for the convergence of unique expression rather than a vortex of busyness and time unable to be reclaimed. It inspires unexpected creativity by dishing up refreshing perspectives.

Perth is a safe place to experiment with brave ideas.



LEARN

Perth is the launch pad for brilliance. There is a freedom to experiment, improvise, fail, learn and go again that is unique to Perth.

As a place to study, Perth gives access to trailblazing talent and unique stimulus. Here, students come at things with fresh eyes; full of spark, ready to roll their sleeves up, disrupt the status quo and get their hands dirty.

For students, Perth is brimming with inspiration that inspires unexpected thinking and surprising creativity.



INVEST

Perth is home to change makers, mavericks and trailblazers. Where creative risk taking and disrupting thinking is celebrated.

Perth's youthful spirit, welcoming networks, and proximity to world-leading industry makes the city a formidable force.

Abundant land, economic prosperity, a microcosm of experimentation, bold ambition, rich inspiration.

If you have a bold idea the world needs; you can get it up in Perth.



VISIT

Located on the edge of the Indian Ocean, surrounded by desert in a relatively untouched corner of the world, Perth is the beating urban heart of Australia's west.

With world-leading restaurants, bars, hotels and tourism attractions, the city is a patchwork of vibrant pockets with distinct personalities.

A fusion of people, perspectives and epic natural beauty, Perth is Australia's best kept secret.

Perth sparks a spirit of adventure in all those who visit.

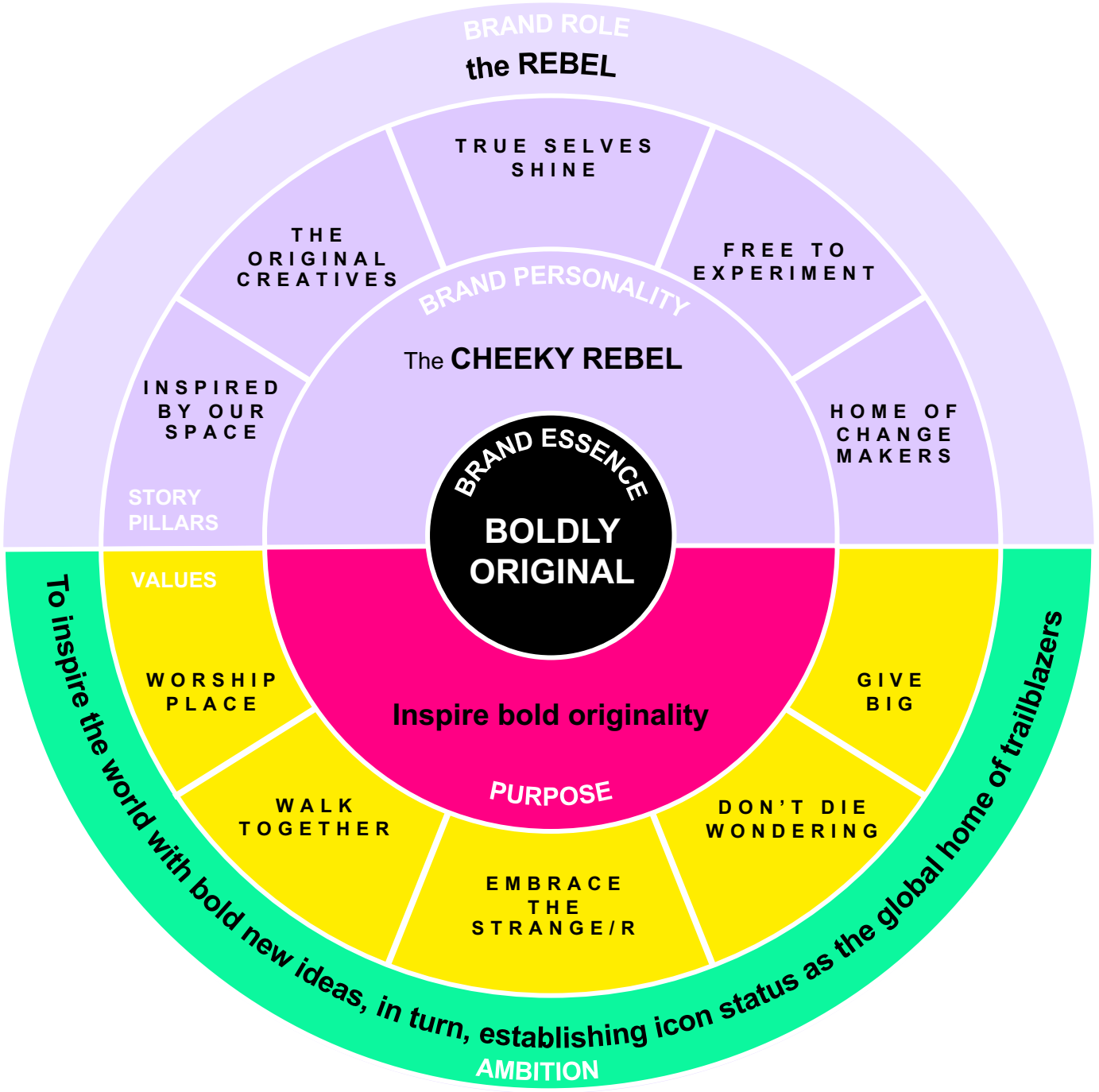
AMBITION

NOTE: To be discussed at final steering committee meeting

BRAND PERTH

To inspire the world with bold new ideas, in turn, establishing icon status as the global home of trailblazers.

BRAND PERTH


BRAND ROLE
the REBEL
TRUE SELVES SHINE
THE ORIGINAL CREATIVES
FREE TO EXPERIMENT
BRAND PERSONALITY
The CHEEKY REBEL
INSPIRED BY OUR SPACE
HOME OF CHANGE MAKERS
BRAND ESSENCE
BOLDLY ORIGINAL
STORY PILLARS
VALUES
WORSHIP PLACE
GIVE BIG
Inspire bold originality
PURPOSE
WALK TOGETHER
DON'T DIE WONDERING
EMBRACE THE STRANGE/R
To inspire the world with bold new ideas, in turn, establishing icon status as the global home of trailblazers
AMBITION

PRESSURE TEST

- + **OWNABLE**
- + **SINGLE MINDED**
- + **ASPIRATIONAL**
- + **SIMPLE**
- + **EMOTIVE**
- + **HIGH ENERGY**
- + **ABORIGINAL NARRATIVE**
- + **COMPLEMENTARY**
  (to brand eco-system)

EVALUATION CRITERIA

WHERE WE ARE HEADING

Perth
AUSTRALIA

DESTINATION PERTH
Urban Energy, Nature Serenity

TWA | OUR STORY
Perth is effortlessly Australian, the most relaxed and naturally adventurous capital city in the world

“WA = wait awhile”

“The Nanny State”

BOLDLY ORIGINAL

CHEEKY REBEL

THE ORIGINAL BLACK SWAN
(REBEL BY NATURE)

PURPOSE: Inspire bold originality

AMBITION: To inspire the world with bold new ideas

BRAND
IN ACTION



BRAND ECOSYSTEM

AUSTRALIA *Austrade*	**OPTIMISM**
WA *JTSI*	**[PENDING LAUNCH]**
WA [TOURISM] *TWA*	**SPIRIT OF ADVENTURE**
PERTH	**BOLDLY ORIGINAL**

BRAND REACH + USE

NO HARD AND FAST RULES

The last thing this brand is intended to be, is another set of guidelines to confuse and hinder. It is not a rigid, all-or-nothing brand guideline that exists within clear geographic or industry boundaries.

It’s a stake in the sand for who we are, and who we want to be. A clear proposition to anyone who interacts with our city.

This brand can be used in any way helpful:

+ Setting us all in the same direction, even if we are on different paths
+ Inspiring how we speak about Perth with personality and tone
+ Giving tangible messages and proof points to use
+ Acting as a clear brief to industry
+ Acting as inspiration and permission for those that live here
+ Guidance for event planning
+ Making clear the promise of what you get when you visit
+ Answering the ‘so what'
+ And lastly, some brand assets if you find them valuable.

BRAND IN ACTION

INSPIRED BY OUR SPACE

THE ORIGINAL CREATIVES

TRUE SELVES SHINE

FREE TO EXPERIMENT

HOME OF CHANGE MAKERS

BOLDLY ORIGINAL

LIVE

WORK

VISIT

INVEST

LEARN

ARTS + CULTURE

Proof points and storytelling elements by brand pillars tailored to audience

NEXT STEPS

Brand
Perth