



PERTH BRAND STRATEGY

Brand
Perth





CONTENTS

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

“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.

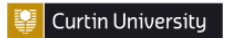
That's what we want to be. We want to be the place where people say 'there's a light over there, what's going on over there? I want to have a look at this'”

Peter Klinken, Chief Scientist of Western Australia

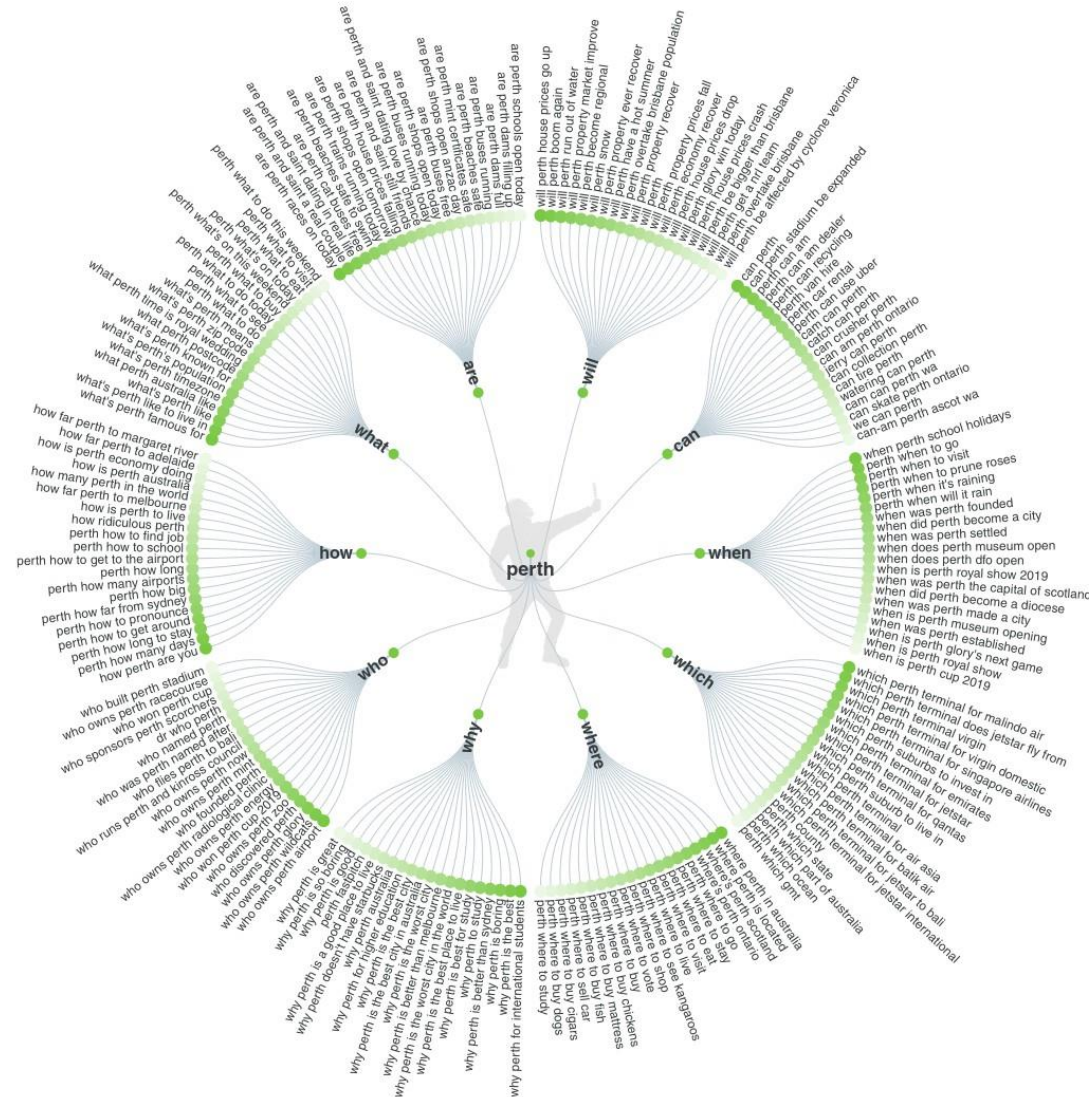




CITY of PERTH



ANSWER THE PUBLIC



WHY:

- Perth for international students
- Perth is the best
- Perth is better than Sydney
- Perth is the best place to live
- **Perth is the worst city in the world**
- Perth is the best city in Australia
- **is Perth so boring**

WHERE:

- to go
- to stay
- to eat
- to visit
- to live
- to see kangaroos
- to shop
- to buy
- to study

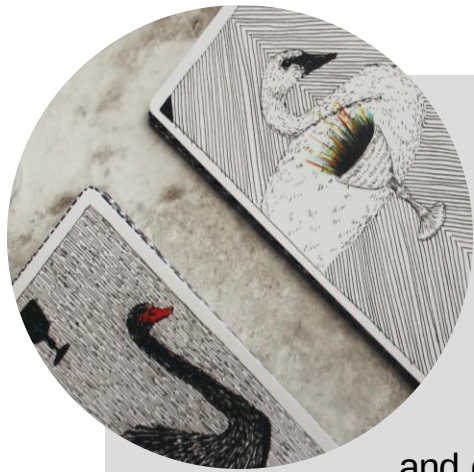
WHY NOW?

We recognise there has been an appetite and a deep need for a unified Perth brand for some 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.

With a new national brand, state brand and Tourism WA brand launching; and with key stakeholders, namely City of Perth 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.

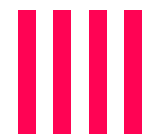
If we grab this moment, if we transform this place, it's a place for our kids and grandkids. They will see their future go through the roof for the next 50 to 100 years. If we don't grab it, people will look back and say WTF, why didn't you guys do all these things when you had such a hand of cards in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

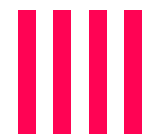
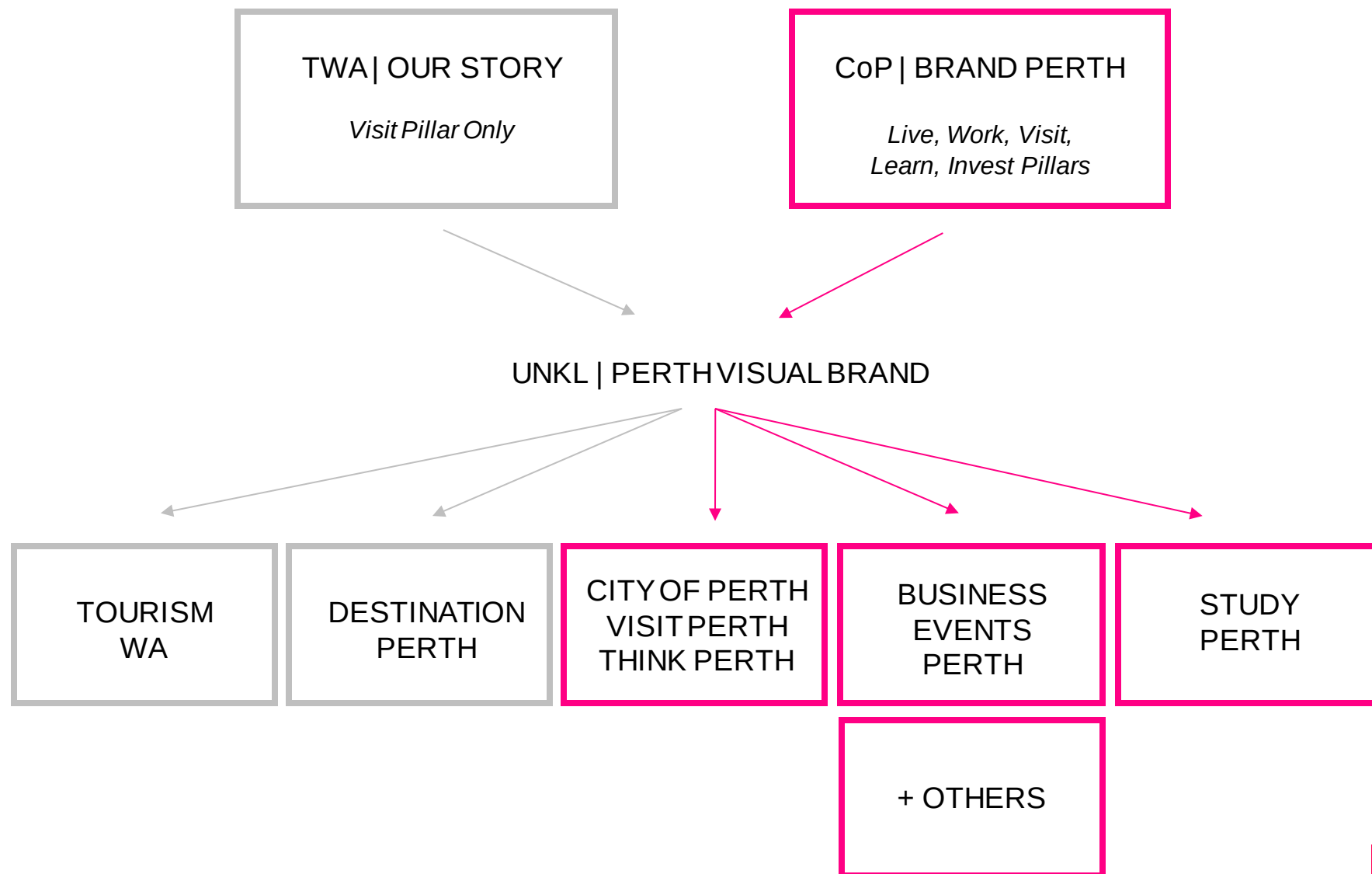
It's almost a make or break thing at the moment. We have so much in front of us.”

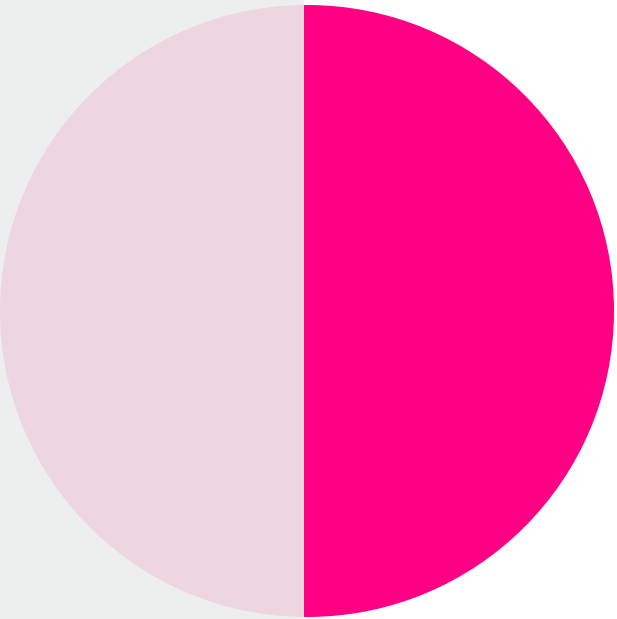
Peter Klinken, Chief Scientist of Western Australia

CONSENSUS TO ACT

- + City of Perth Commissioners identified a unified Perth place brand as a critical element of future City Marketing, Event and Tourist Destination strategies.
- + Key Perth stakeholders have repeatedly identified the need for a unified Perth place brand, imploring its development to be a critical strategic objective for the City.
- + Tourism WA identified that their brand hierarchy and distinct tourism brands required an overhaul.
- + 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 and **create a unifying brand and develop a collaborative marketing communications campaign to enhance Perth's reputation (in 2020)'**.







AGREED OUTPUTS

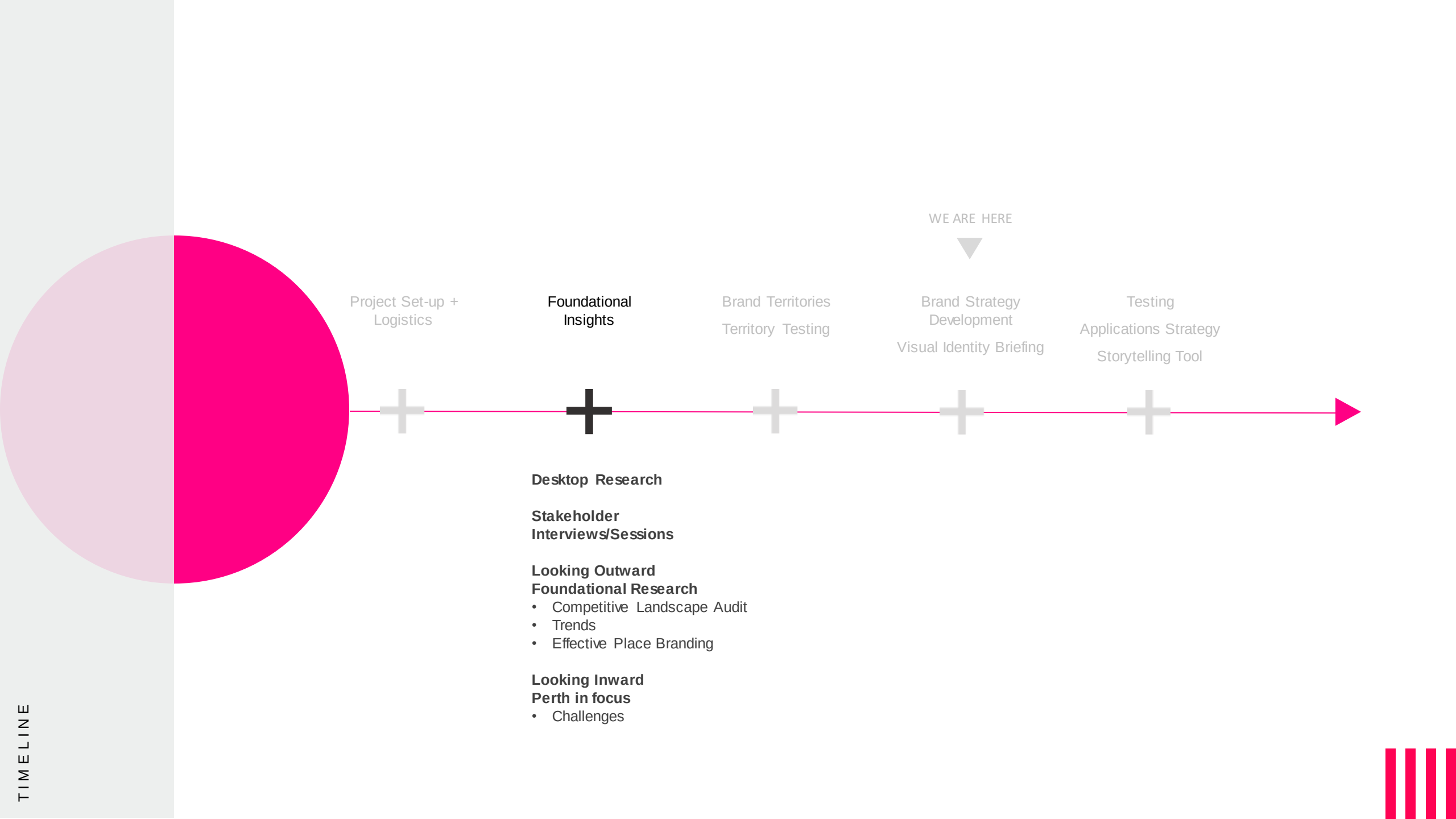
PHASE 1:

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**





Project Set-up +
Logistics

Foundational
Insights

Brand Territories
Territory Testing

WE ARE HERE
Brand Strategy
Development
Visual Identity Briefing

Testing
Applications Strategy
Storytelling Tool

Desktop Research

Stakeholder
Interviews/Sessions

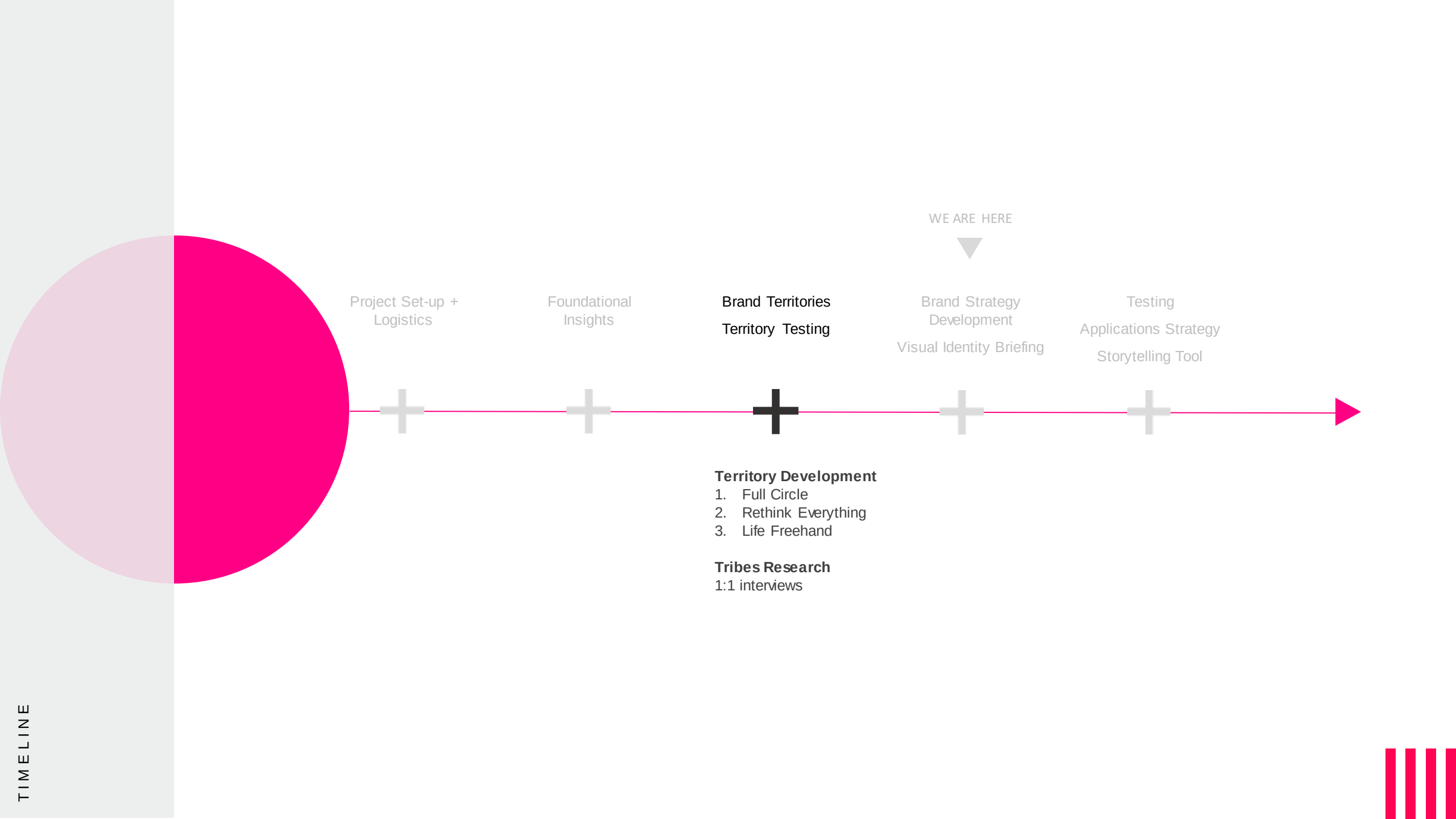
Looking Outward
Foundational Research

- Competitive Landscape Audit
- Trends
- Effective Place Branding

Looking Inward
Perth in focus

- Challenges







Project Set-up +
Logistics

Foundational
Insights

Brand Territories
Territory Testing

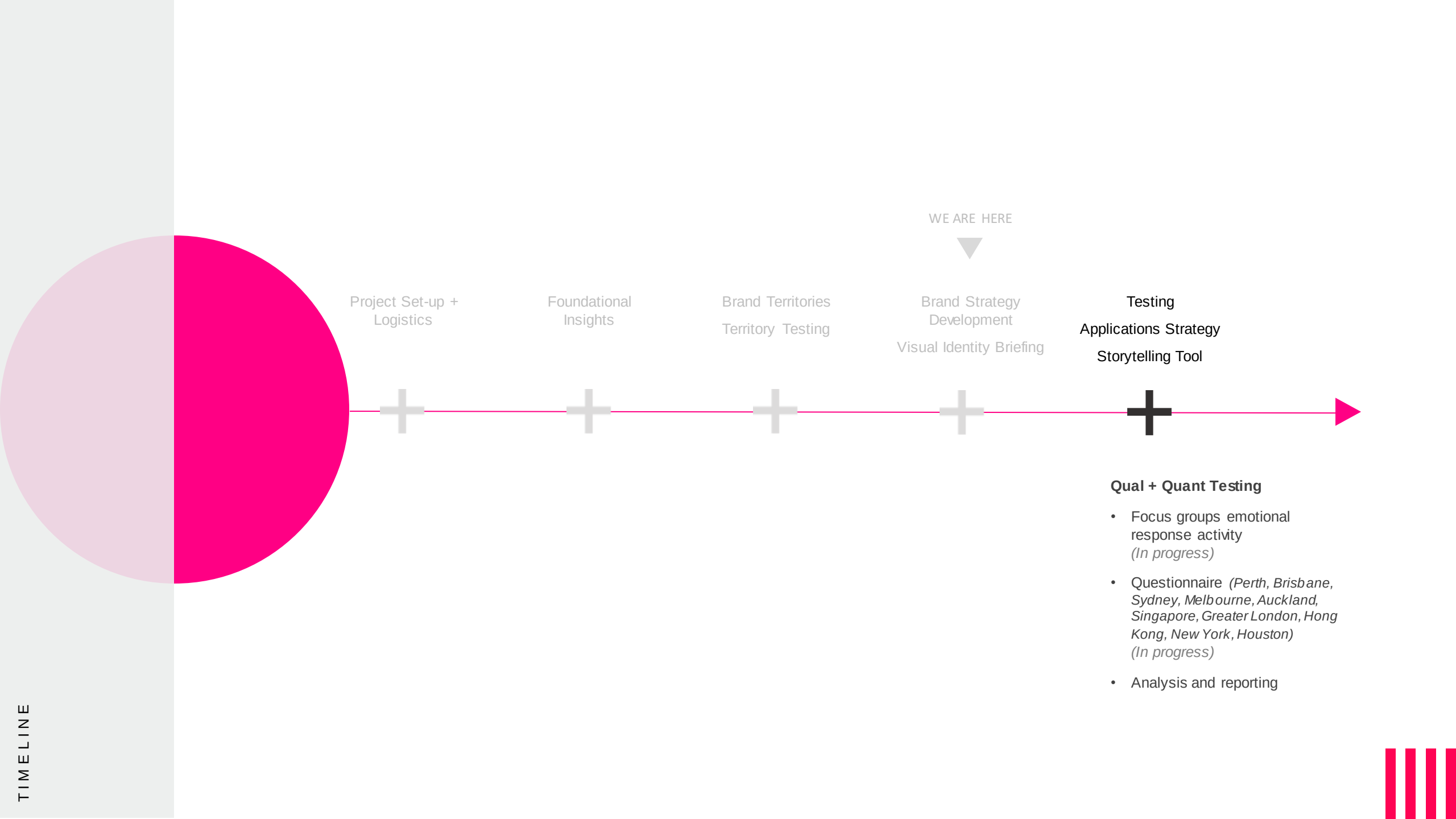
WE ARE HERE
▼
Brand Strategy
Development
Visual Identity Briefing

Testing
Applications Strategy
Storytelling Tool

Series of proposed sessions

- Brand design workshop **TWA**
(Mon 27 Jul 1 – 3pm)
- Research outcomes briefing **CoP**
(TBA – late August)
- Design presentation #1 **TWA**
(Thurs 17 Sep @ 2pm)
- Design presentation #2 **TWA**
(Thurs 1 Oct @ 2pm)







BACKGROUND + OBJECTIVES



“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



LIVE

WORK

INVEST

VISIT

LEARN

OUR NORTH STAR

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

When we talk about a brand for Perth, it is much deeper than a logo or visual style; this project strives to crystallise what truly defines us as a city.

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



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.



**Organisational
Purpose + Culture**

Vision
Decision Making
Projects
Strategy

Place Making

Policy
Planning
Growth
Approvals

BRAND
PERTH

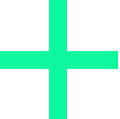
Marketing + Comms

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...]

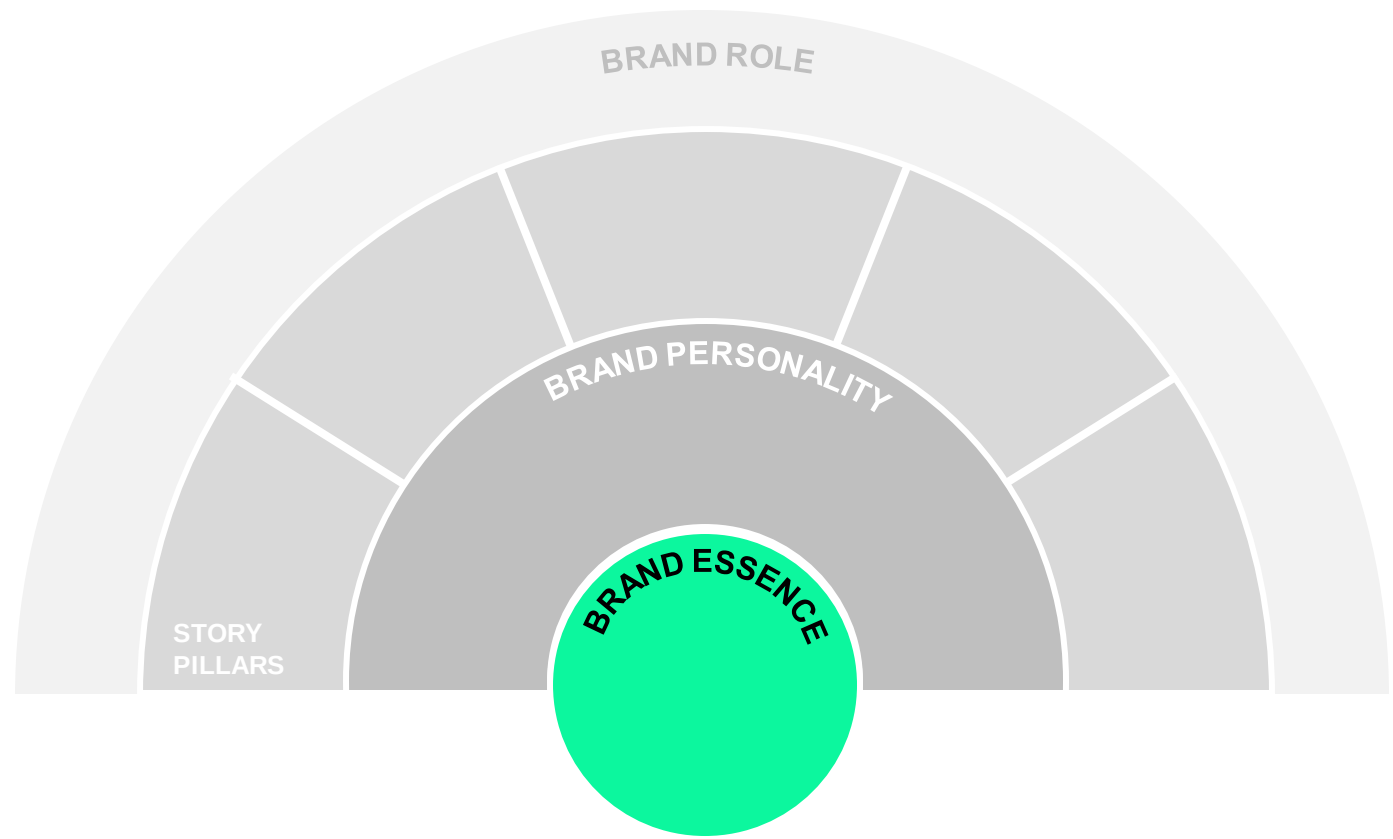


FRAMEWORK



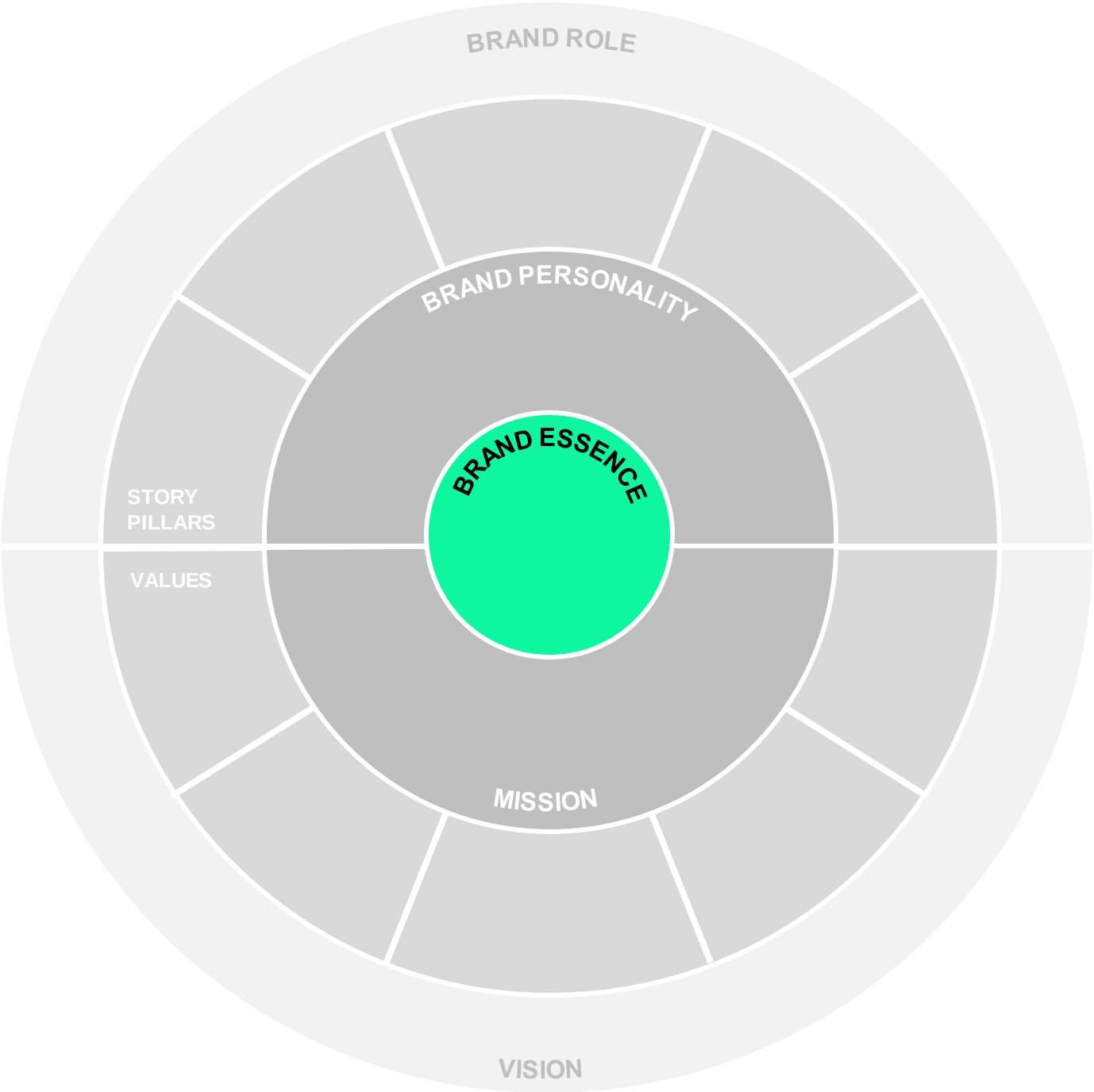


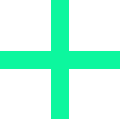
FRAMEWORK





FRAMEWORK





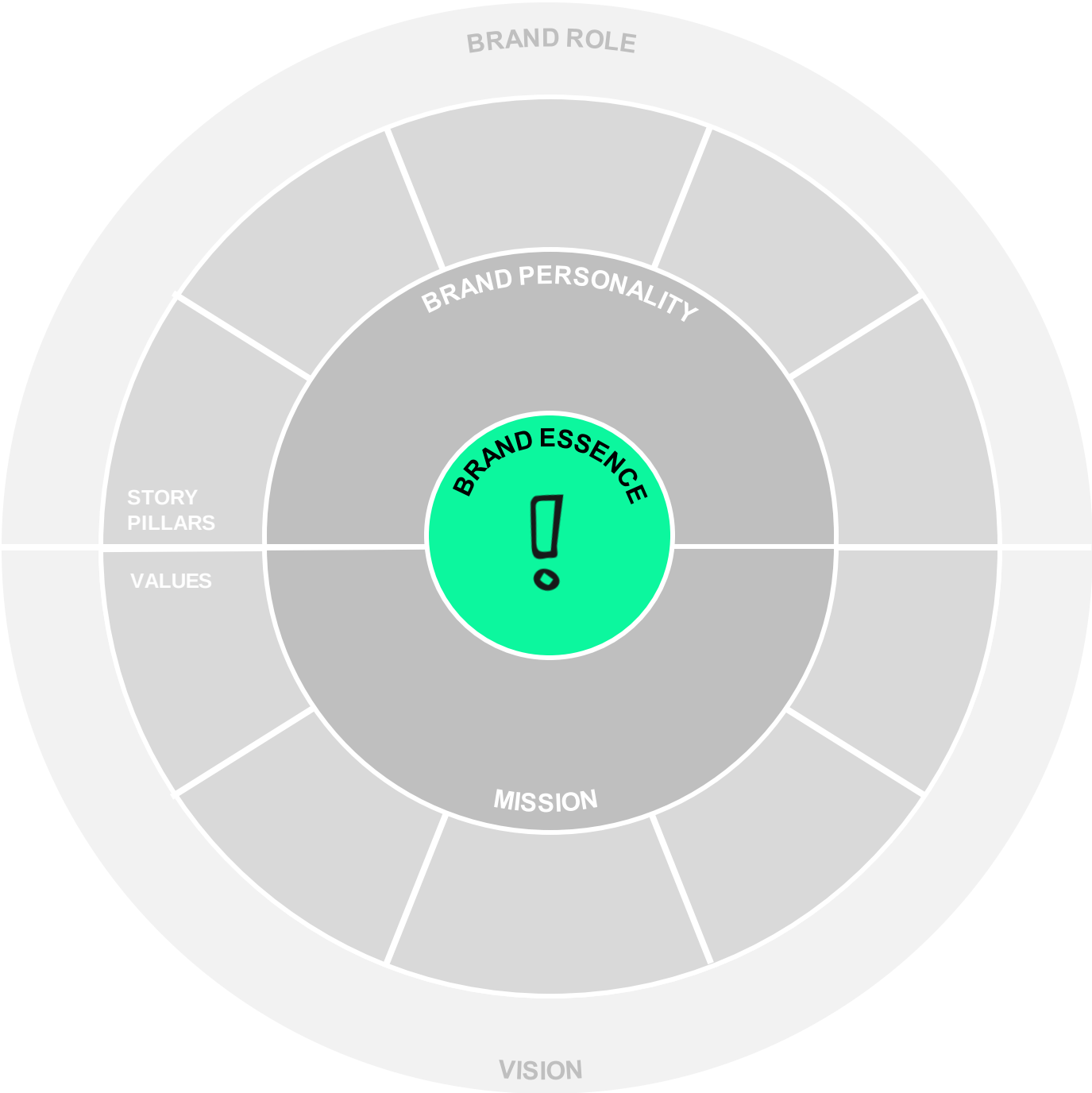
BRAND PERTH

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 today...

Have we nailed the crystallisation of Perth's essence?





THE JOURNEY SO FAR





First came a foundational findings document including:

- + In market challenges
- + Global comparative review
- + Macro trends
- + Learnings summary

CHALLENGES



CHALLENGES

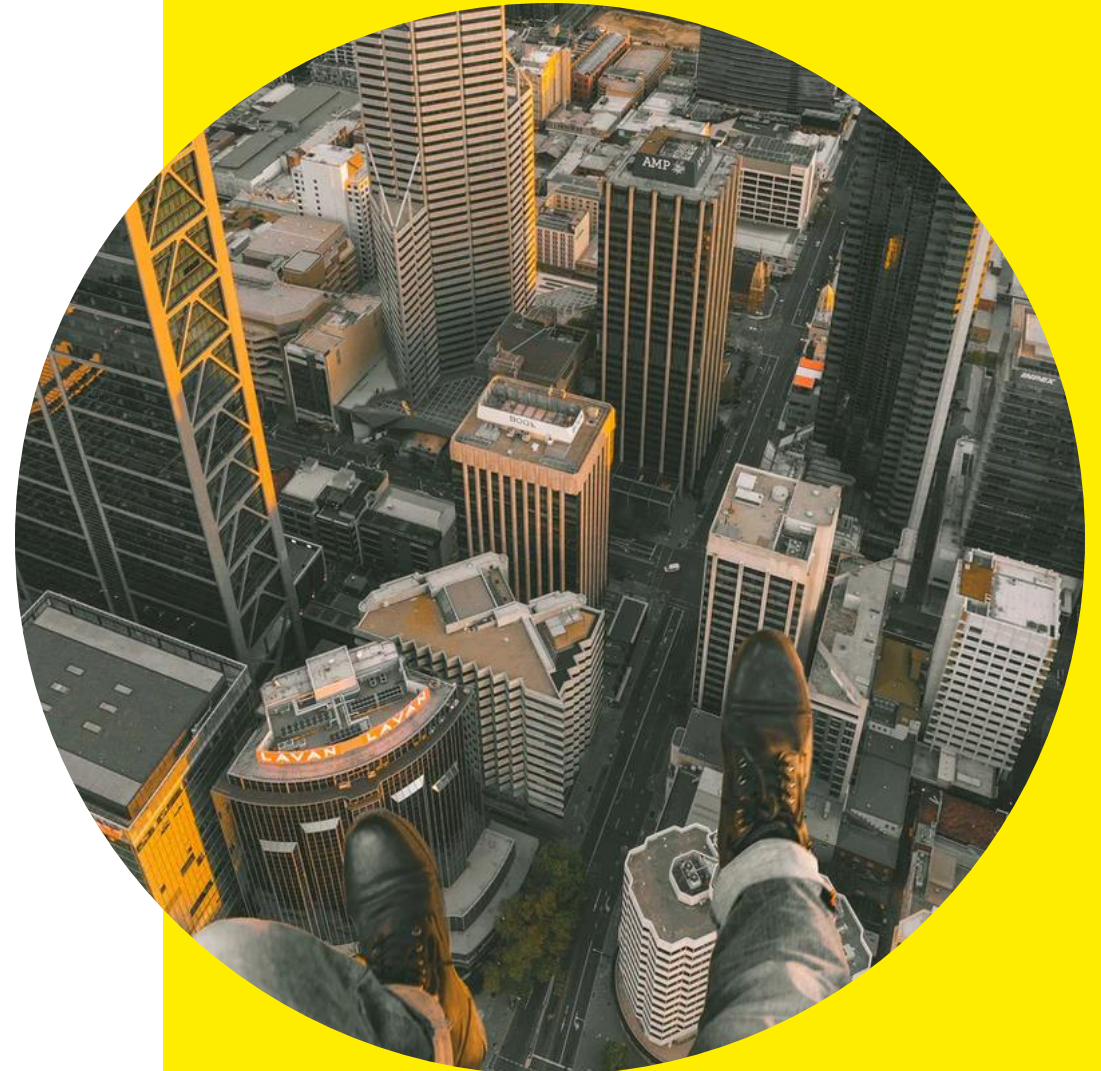
FEAR OF FAILING?

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.

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.



CHALLENGES

SHIFTING FROM PRODUCT TO MINDSET

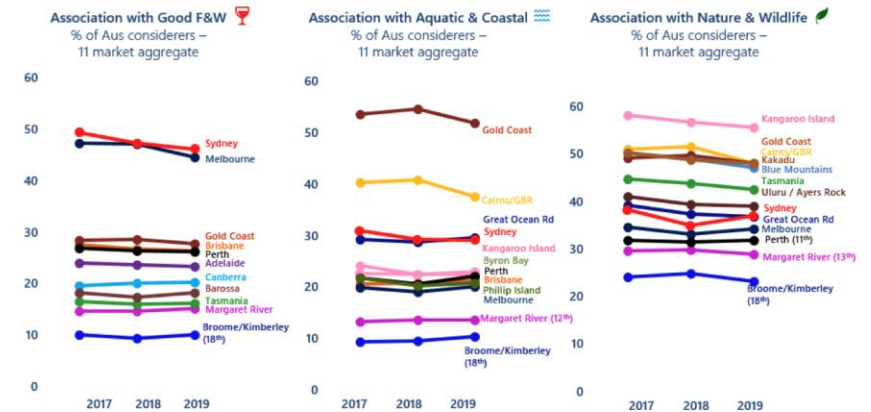
Perplexed as to why our city doesn't perform stronger on destination association rankings, we've defaulted to presuming it's a lack of awareness and knowledge that's hindering our positioning.

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 [factor]?

“It’s like inviting someone to a dinner party and instead of promising they will meet some really interesting people, you promise them there will be a table.”

Dean Hunt, ECD The Brand Agency

CHALLENGES

EVERYTHING SOMETHING TO EVERYONE

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

For too long we've taken our story to the world in different formats; promoting inconsistent combinations of benefits and promises. In being everything to everyone, we've ended up as nothing to no one.

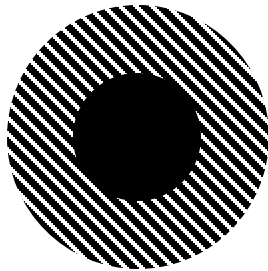
The challenge is, therefore, two-fold: distilling our promise to one that is single-minded AND THEN extrapolating that out to each application and defining true and compelling propositions.



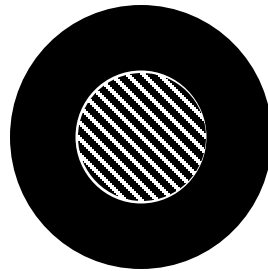
CHALLENGES

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.**



MELBOURNE



PERTH



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?





COMPARATIVE LANDSCAPE





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**

Aspirational
Future
Modern

**PROSPECTIVE
FOCUS**

Historic
Legacy
Tradition

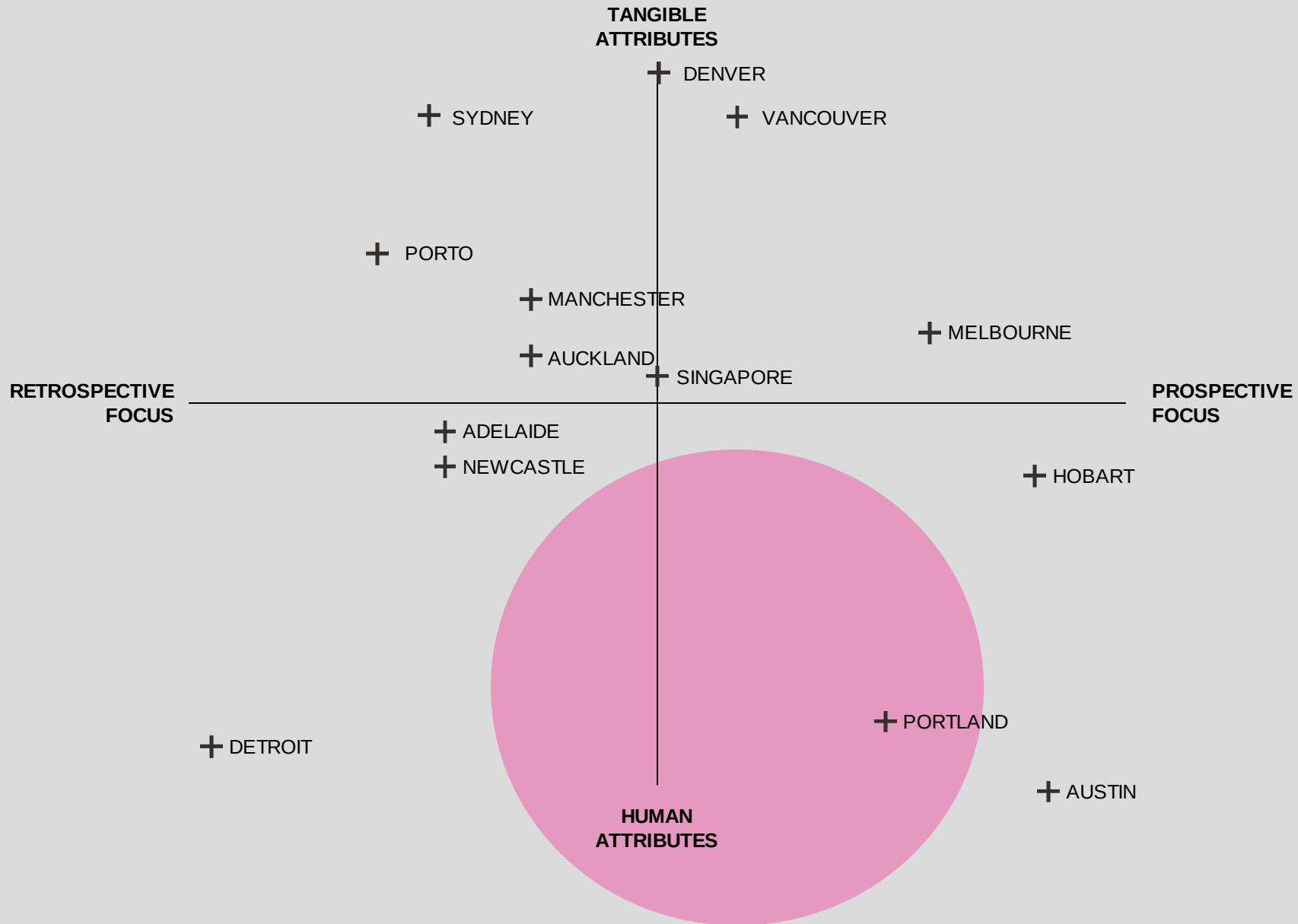
**RETROSPECTIVE
FOCUS**

**HUMAN
ATTRIBUTES**

Culture
Mindset
Community Traits

COMPARATIVE LANDSCAPE

COMPARATIVE MAP





LEARNINGS

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.

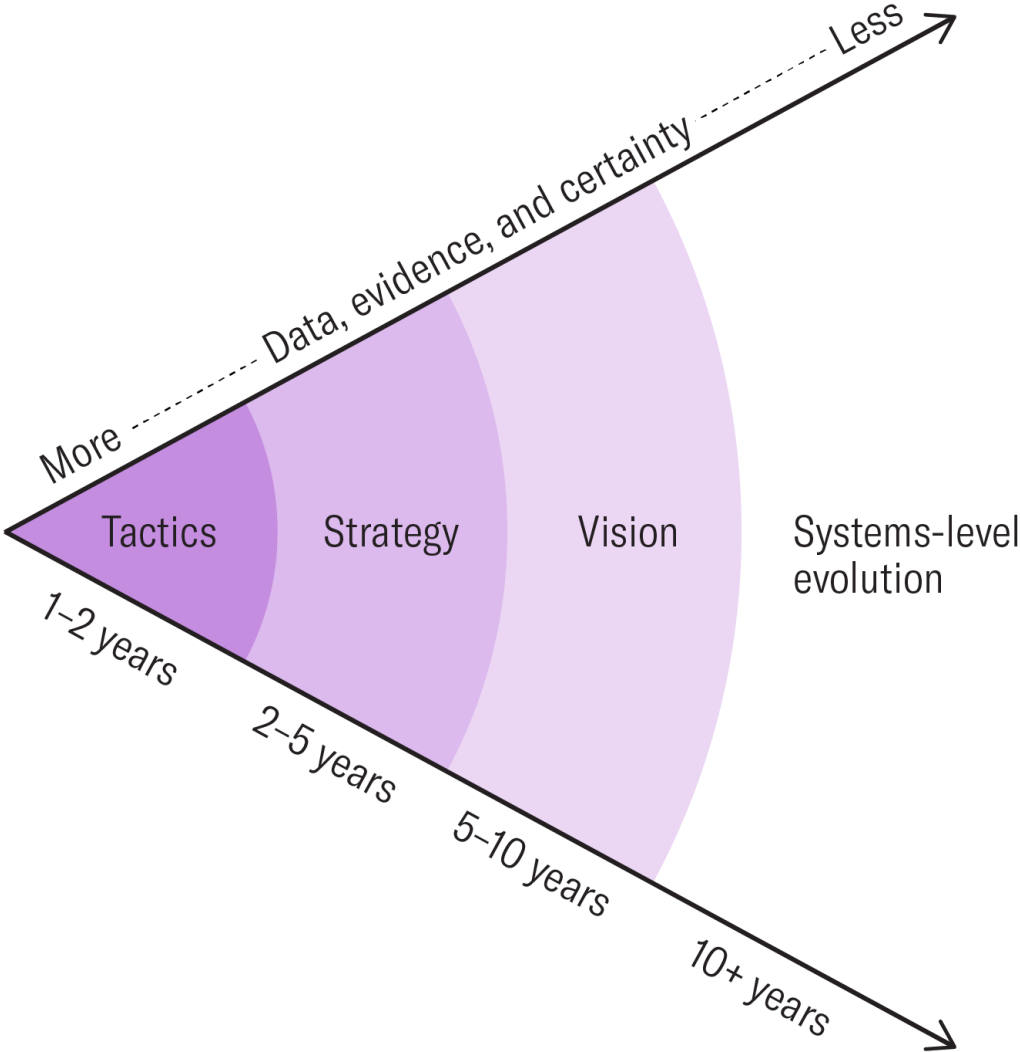




LEARNINGS

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.



Source: Amy Webb, Future Today Institute



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.





LEARNINGS

OUR BRAND IS OUR EXECUTIONAL ROADMAP

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

- + A brand rooted in innovation means nurturing innovators with programs, funding, events and policy long before there are communications about it (think Singapore).
- + A brand rooted 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 rooted 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).

“You are what you do, not what you say you’ll do.”

Carl Gustav Jung

“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



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 CitySnapshot 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	Committee for Perth
Boorloo Kworp – Perth is Good (+ multiple input reports and summaries)	
Understanding the International Student Experience	
Brand Guidelines	Study Perth
Economic Contribution of International Education in Western Australia	International Graduate Insight Group
International Student Barometer – Western Australia State Reporting	

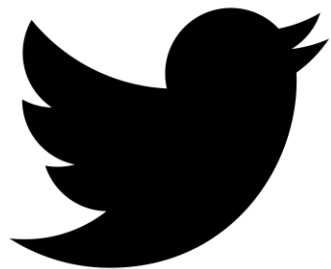
TITLE	PUBLISHER
Nation Brand Strategy	Austrade
Brand Strategy	Perth Airport
State Brand Strategy	JTSI
Western Australian tourism industry insights and background data	Place Brand Agency
Research Phase Findings	
‘Our Story’ Toolkit (narrative + case studies)	Tourism WA
Research Insights 2019	Destination 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.*





PERTH BENEFITS

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



CURRENT STATE

BENEFITS

LIFECHANGING
BENEFITS

OPPORTUNITY

To create
To contribute
For balance
To live a prosperous life
To explore the uncharted
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



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



RETHINK EVERYTHING

When the oldest mapmakers got to the edge of the world, they used to write, “Beyond this place there will be dragons.”

- Barclay Cole





**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?**



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

“ 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.



66

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



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

ELDERS



66

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

MILLENNIALS



“

critical 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.



66

our right to give

Our spirituality 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

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



FUTURE STATE

LIFECHANGING
BENEFITS

OPPORTUNITY	FREEDOM	RESILIENCE	CONNECTION
To create To contribute For balance To live a prosperous life To explore the uncharted A market open for the taking	From expectation From ingrained habit or tradition Of space Privilege	Place breeds ingenuity Ancient history, modern history Bubble	Ease of networking Two degrees of separation Accessible collaboration
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EMOTIONAL
BENEFITS

FUNCTIONAL
BENEFITS

BENEFITS



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

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**



WALK TOGETHER

Respect our ancient lore and culture.

This always was and always will be Aboriginal land.

Listen, learn, and celebrate our cultural roots.

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**



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 ABOUNDS

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.

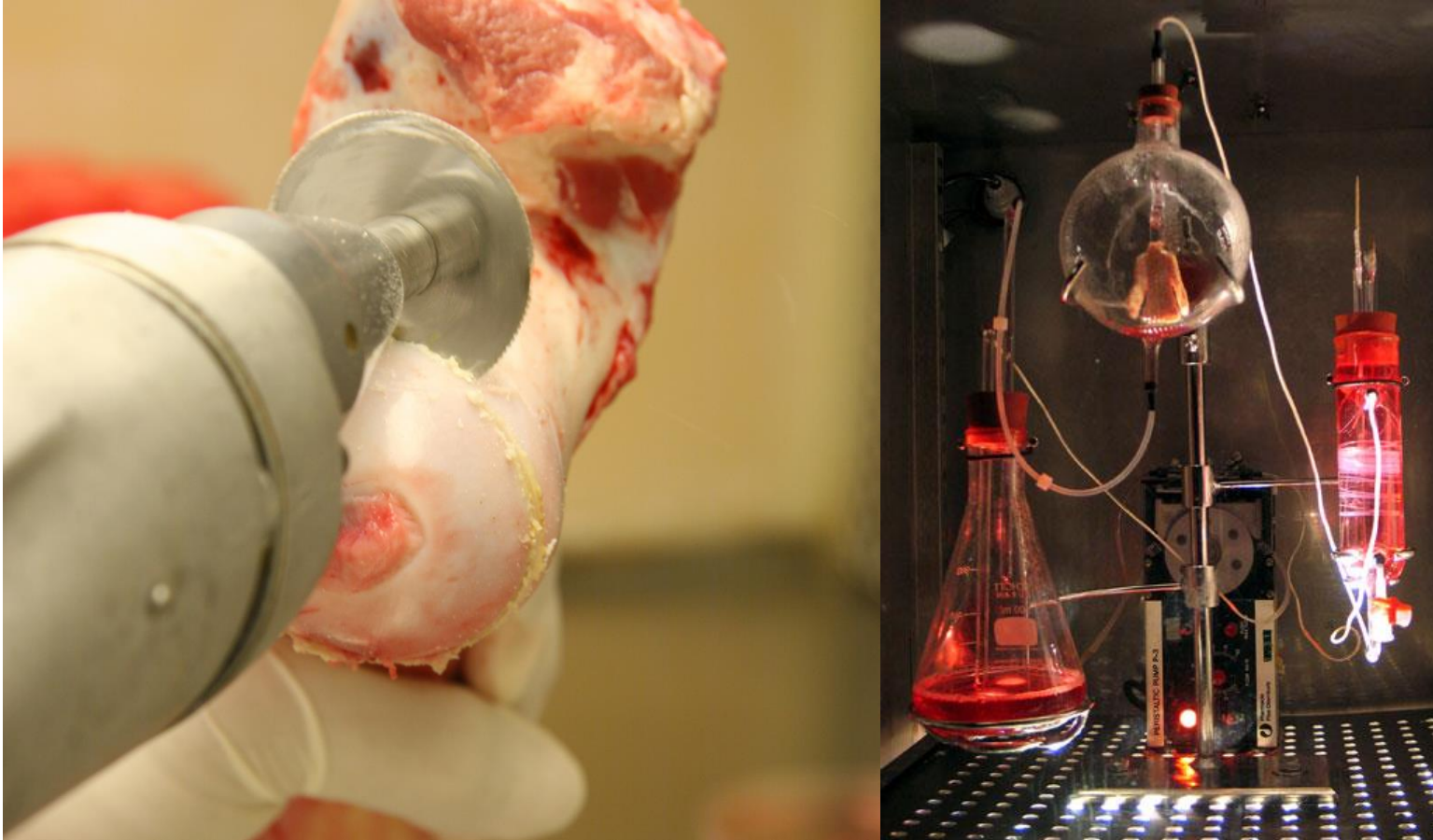
We bottle it and pour it into bringing to life our passions.

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

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**



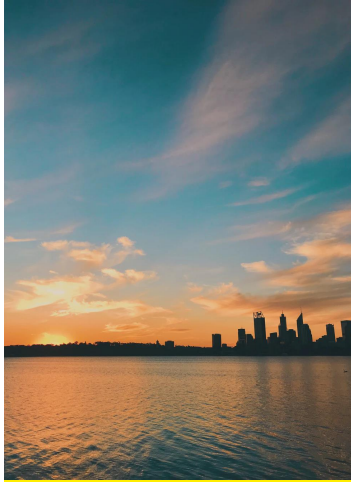
GIVE BIG

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**



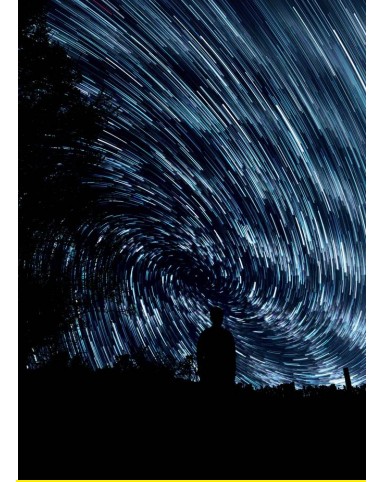
**THE ORIGINAL
CREATIVES**



**TRUE SELVES
SHINE**



**FREE TO
EXPERIMENT**



**HOME OF CHANGE
MAKERS**

**WORSHIP
PLACE**

**WALK
TOGETHER**

**EMBRACE
THE
STRANGE/R**

**DON'T DIE
WONDERING**

**GIVE
BIG**

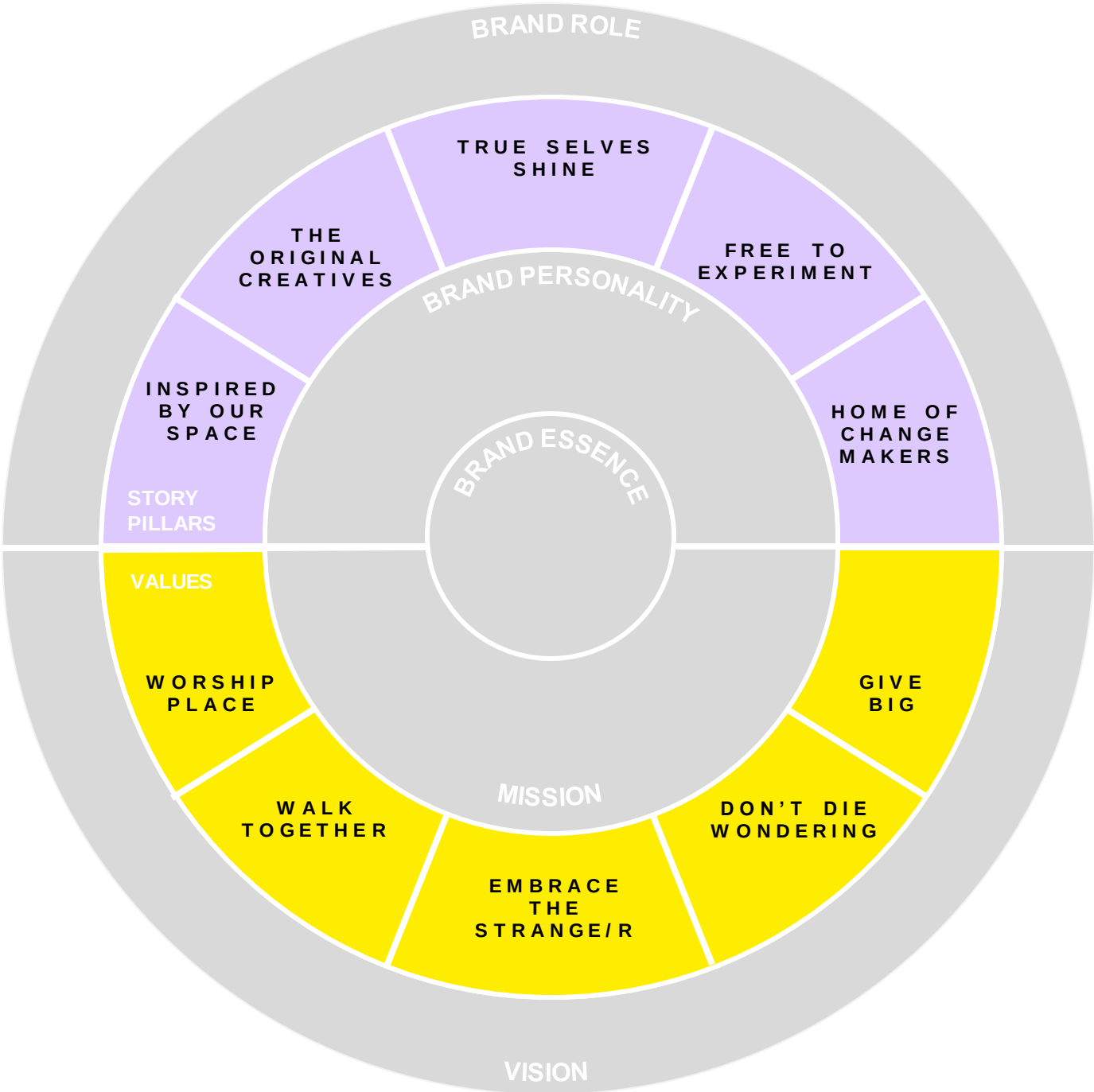


BRAND STRATEGY





BRAND PERTH





PRESSURE TEST

+ **OWNABLE**

+ **SINGLE MINDED**

+ **ASPIRATIONAL**

+ **SIMPLE**

+ **EMOTIVE**

+ **HIGH ENERGY**

+ **ABORIGINAL NARRATIVE**

+ **COMPLEMENTARY**
(to brand eco-system)



BRAND ROLE

An evolution from
The Challenger

THE DISRUPTOR

/dis'rʌptə/
noun

*to create a way of doing things which
displaces the existing market leaders
and eventually replaces them*

HOW

- + Set goals within our national context, but think global
- + Care less about how we compare to the leaders; dance to our own beat
- + Shake up conventions of a city:
can we redefine the relationship a city has with people – to inspire vs. exhaust?
- + Break shit, do it differently, smash it together, turn it upside down, look harder, go further



PROVOCATION

How can Perth disrupt the status quo?

What are the conventions of other capital cities that Perth subverts?

What are we already doing differently that's ownable, and what do we need to rethink?



DISRUPTIVE TRUTH

We are different by design – we are outsiders. We aren't agitators, we just walk to our own beat. No worries, mate.

We've arrived at our way of doing things on our own and in our own time.

We don't lose sight of what makes life magic. We find power in our quiet moments and draw inspiration from bright skies versus dark rooms.

Our city doesn't conform to the conventions of cities globally. We aren't 'rat race' zombies. We feel and think harder. Productivity redefined.

Discover us slowly and without expectation.

Rethink the role of a city in our lives: a place for the convergence of unique expression rather than a vortex of busyness and time unable to be reclaimed.

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.



DISRUPTIVE 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?



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 excitement 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. A “don’t fence me in mentality” prompting us to look deeper and ask better questions.

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.

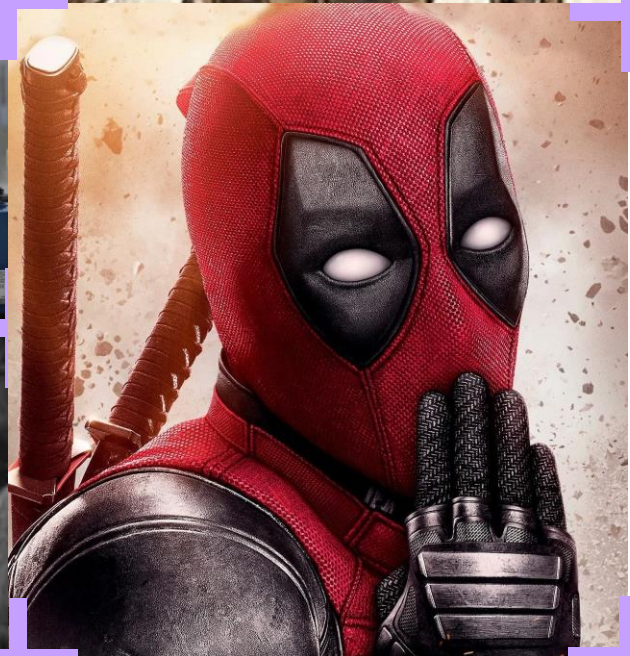
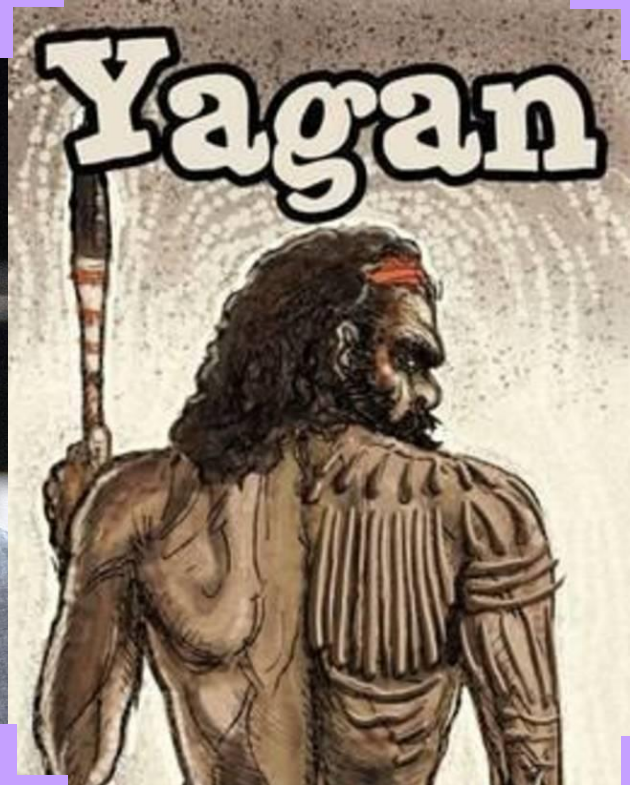
UNDERCURRENT

CHEEKY

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

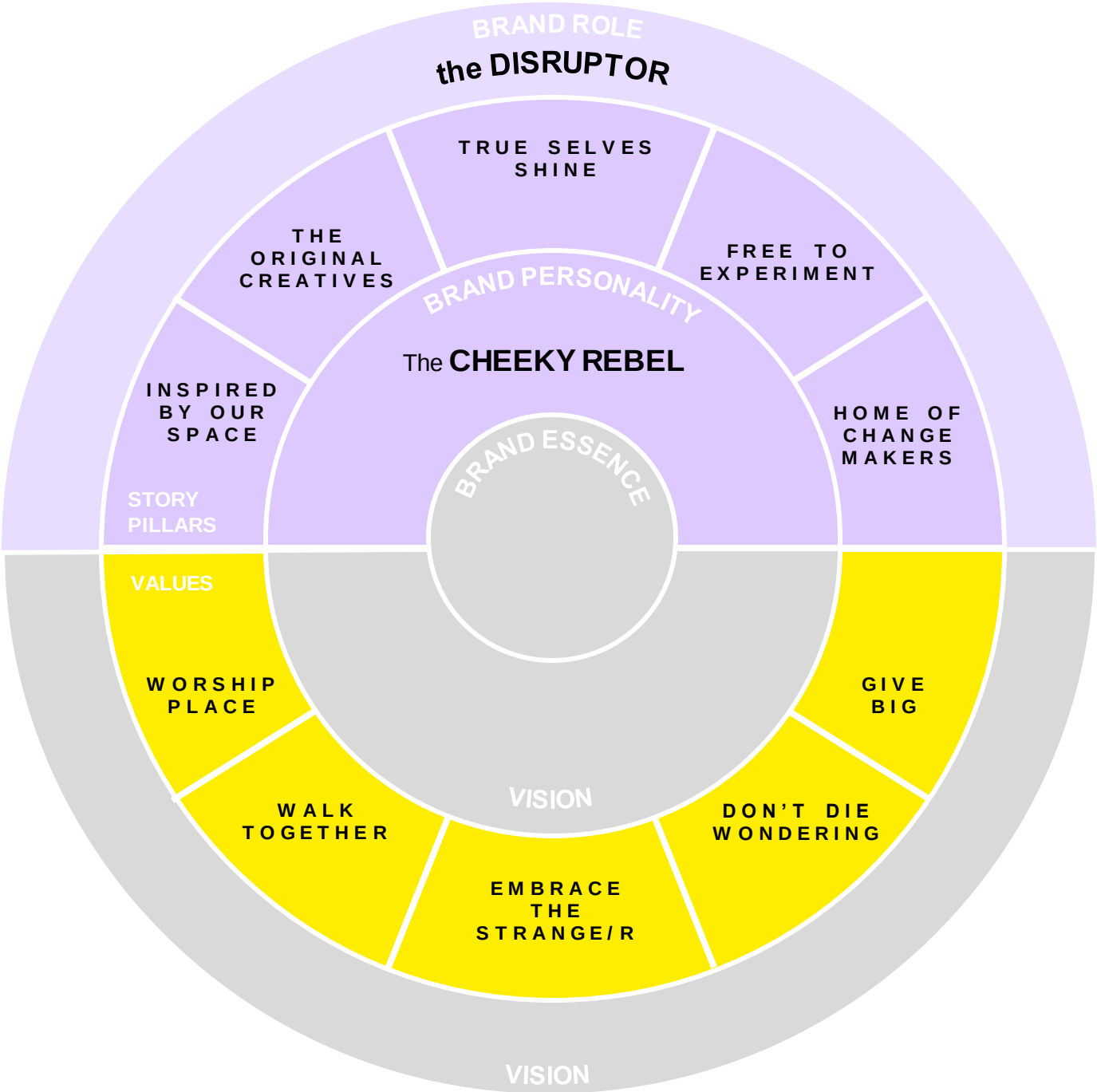
PERSONIFIED

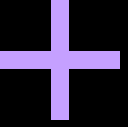
THE CHEEKY REBEL





BRAND PERTH





LEXICON BEHIND OUR ESSENCE

SURPRISING

UNIQUE

RARE

UNEXPECTED

UNDISCOVERED

HIDDEN

UNDERGROUND

DIFFERENT

REFRESHING

CREATIVITY

SURVIVALISM

IMPROVISATION

PROBLEM SOLVING

INGENUITY

INNOVATION

INSPIRATION

CLARITY

BRILLIANCE



BRAND ESSENCE

THE WILDCARD



BRAND ESSENCE

THE WILDCARD

WE ARE THE
UNEXPECTED

We have an unexpected
way of playing the game.

We see ourselves as
interesting, unpretentious,
unassuming contenders.

Naturally born wildcards –
people who are hard to predict,
not to be underestimated, and
even sometimes hard to
understand.

Untamable, independent
and energetic.



BRAND ESSENCE

THE WILDCARD

PROMISE

LIVE

Unexpected perspective.

WORK

Unexpected balance.

VISIT

Unexpected adventure.

INVEST

Unexpected opportunity.

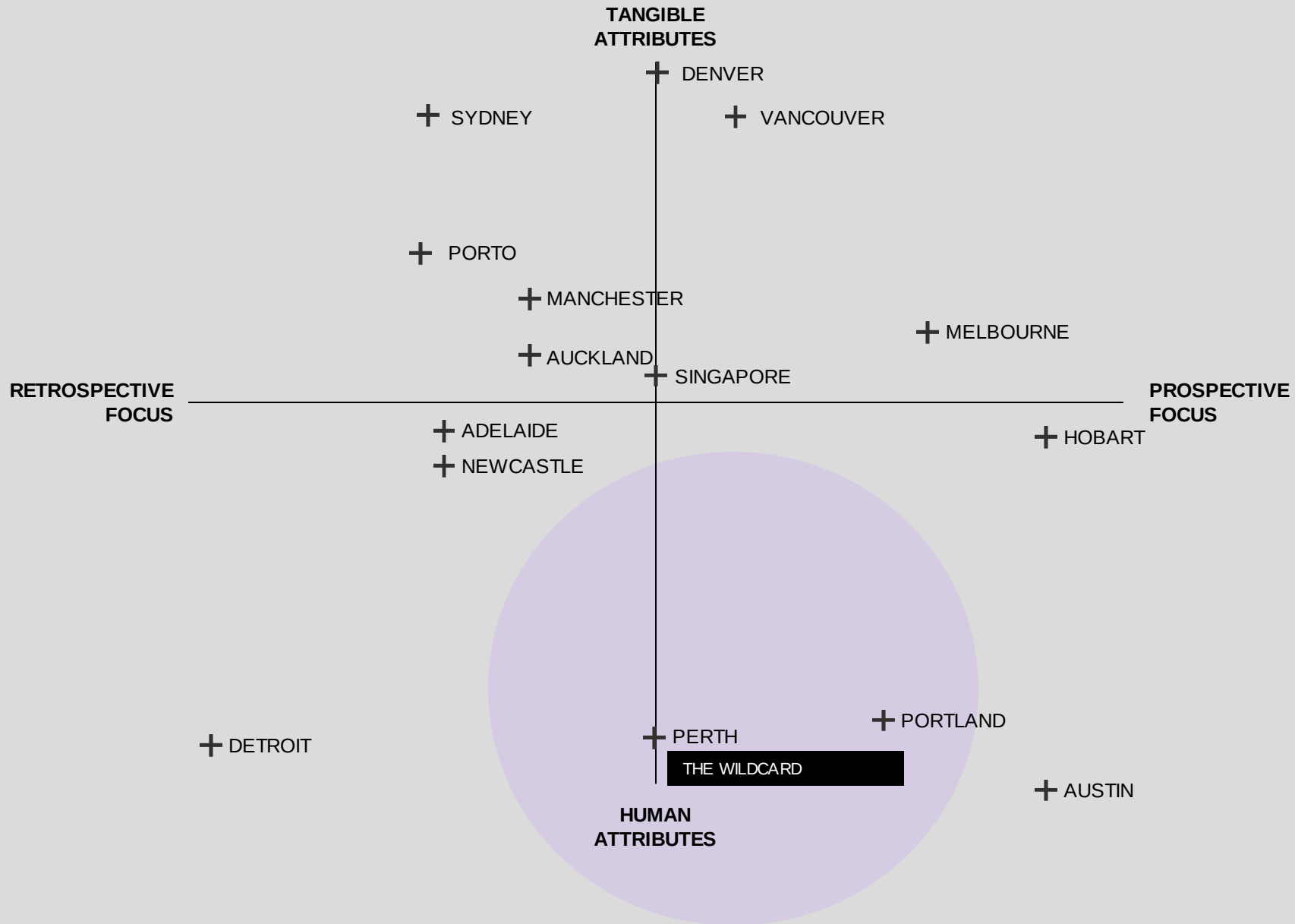
LEARN

Unexpected freedom.

ARTS + CULTURE

Unexpected inspiration.

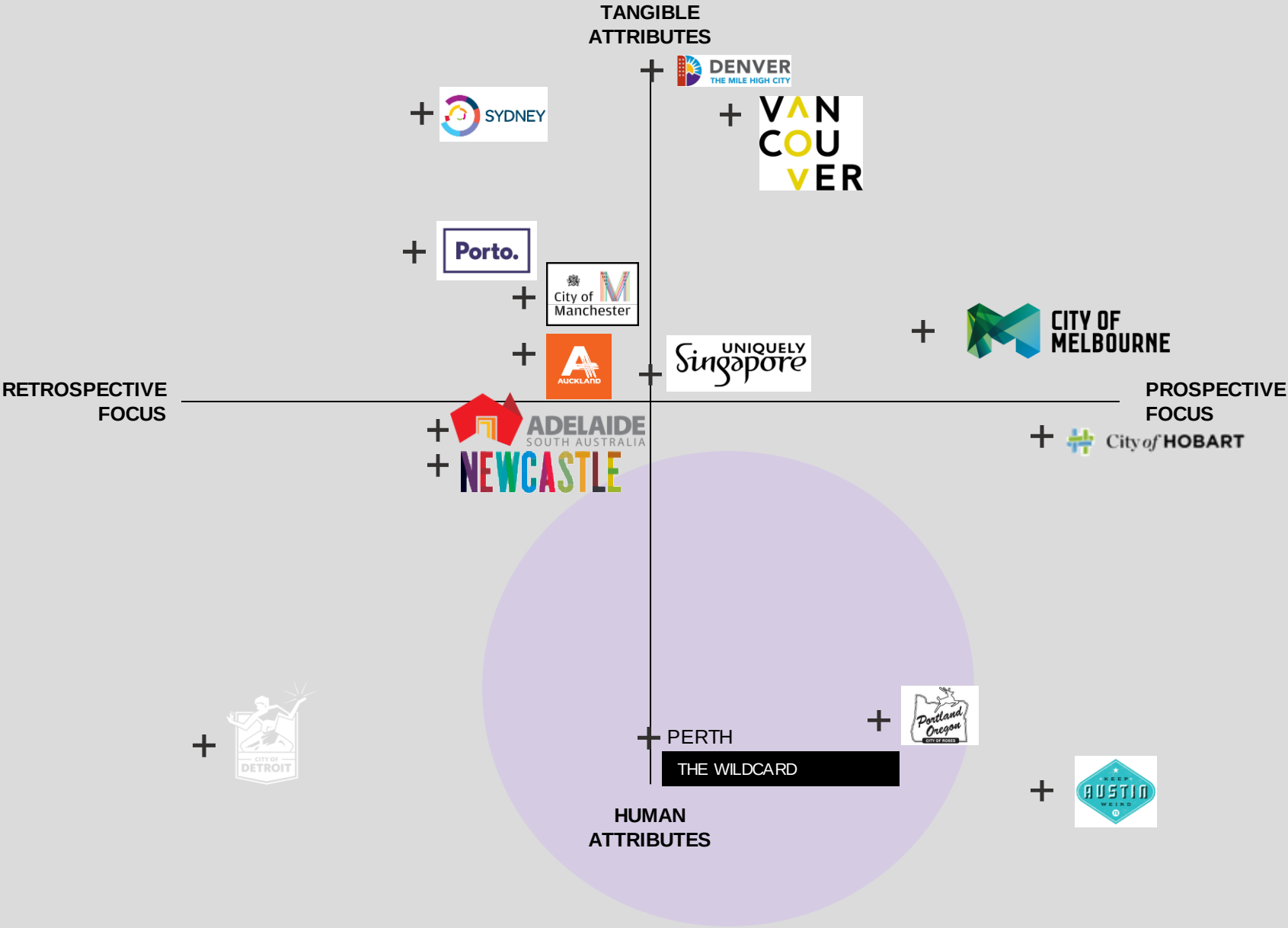
COMPARATIVE MAP



COMPARATIVE LANDSCAPE

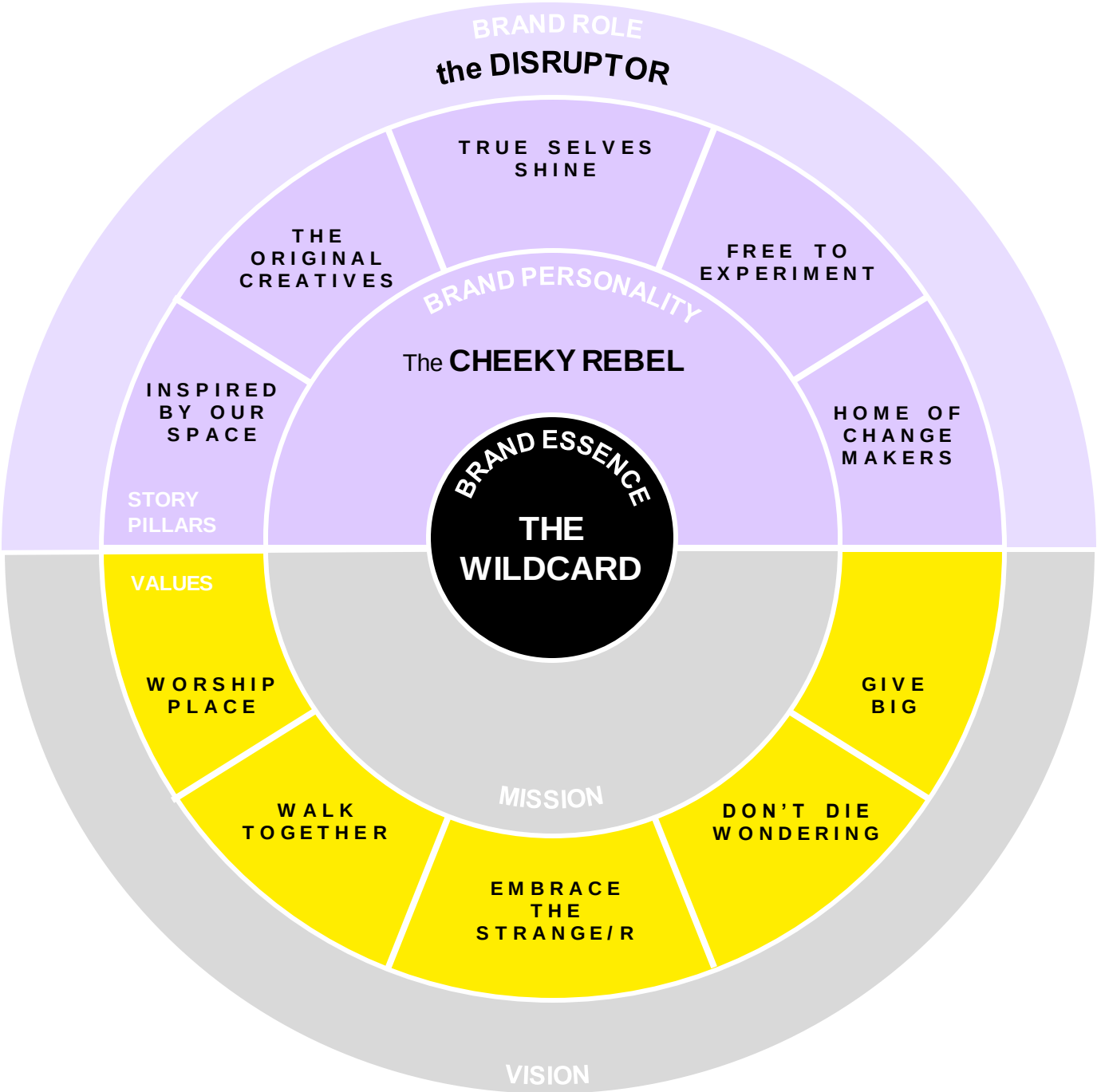


COMPARATIVE MAP





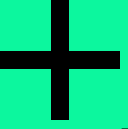
BRAND PERTH





MISSION

Dish up refreshing perspective and provide space to create without guardrails.

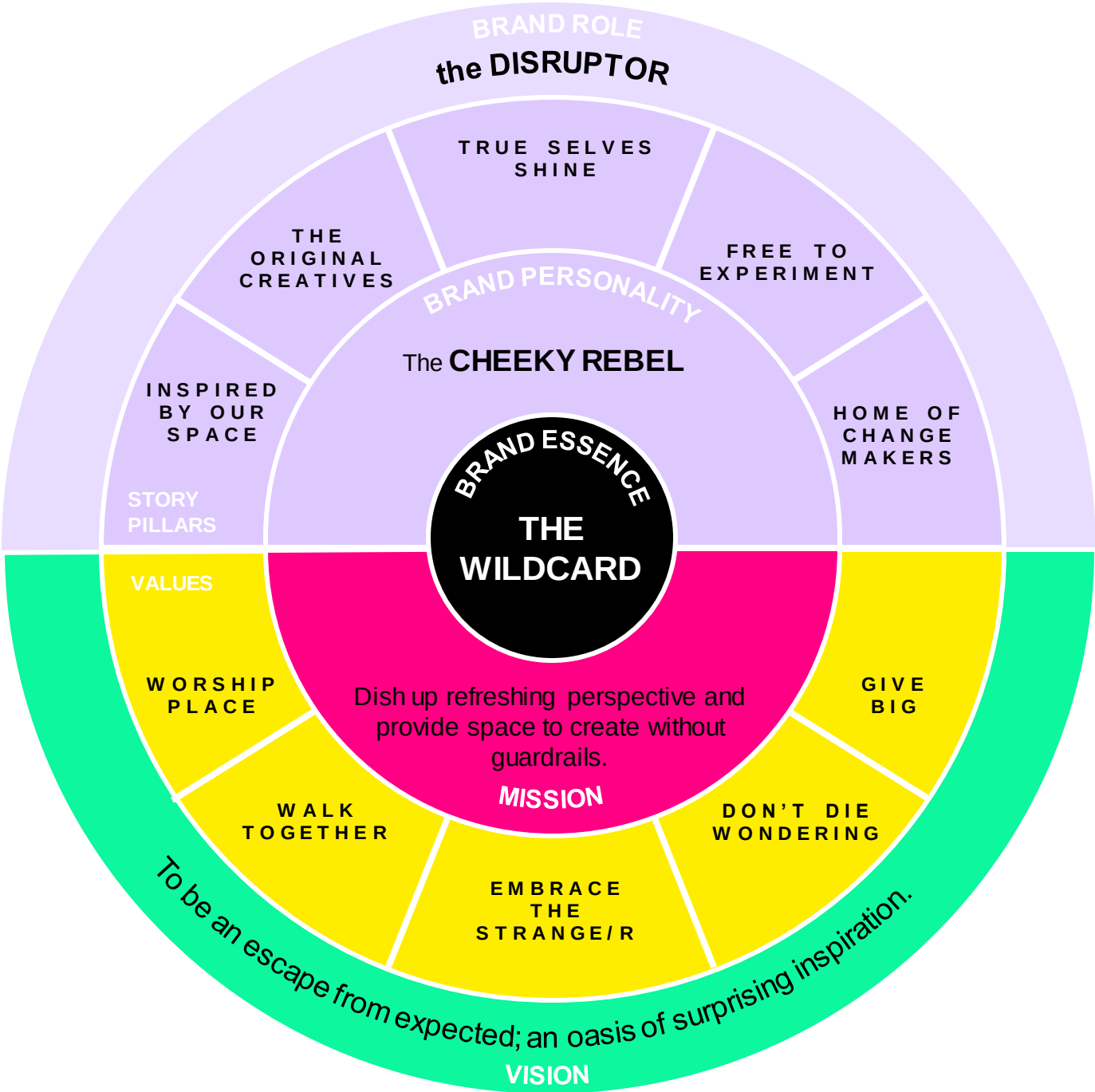


VISION

To be an escape from expected; an oasis of surprising inspiration.



BRAND PERTH





PRESSURE TEST

+ **OWNABLE**

+ **SINGLE MINDED**

+ **ASPIRATIONAL**

+ **SIMPLE**

+ **EMOTIVE**

+ **HIGH ENERGY**

+ **ABORIGINAL NARRATIVE**

+ **COMPLEMENTARY**
(to brand eco-system)



WHERE WE ARE HEADING



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”



THE WILDCARD

CHEEKY REBEL

THE ORIGINAL BLACK SWAN
(DISRUPTOR BY NATURE)

MISSION: Dish up refreshing perspective and provide space to create without guardrails.

VISION: To be an escape from expected; an oasis of surprising inspiration.



BRAND IN ACTION





BRAND ECOSYSTEM

AUSTRALIA

Austrade

OPTIMISM

WA

JTSI

[PENDING LAUNCH]

WA [TOURISM]

TWA

SPIRIT OF ADVENTURE

PERTH

THE WILDCARD



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.

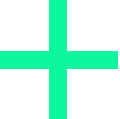


BRAND IN ACTION

INSPIRED BY OUR SPACE
THE ORIGINAL CREATIVES
TRUE SELVES SHINE
FREE TO EXPERIMENT
HOME OF CHANGE MAKERS

THE WILDCARD

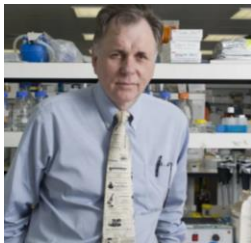
LIVE	Unexpected perspective				
WORK	Unexpected balance				
VISIT	Unexpected adventure	Proof points and storytelling elements by brand pillars tailored to audience			
INVEST	Unexpected opportunity				
LEARN	Unexpected freedom				
ARTS + CULTURE	Unexpected inspiration				



PROOF POINTS

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

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



CHMEK 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

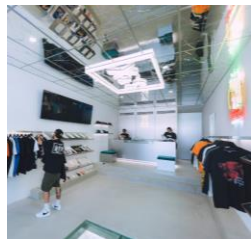


SYMBIOTICA @ UWA
FIRST RESEARCH LABORATORY OF ITS KIND | ART + WET BIOLOGY



“SHAKEY JAKEY”
SELF-TAUGHT FREESTYLE ARTIST

FASHION



STREETX
GLOBAL CULT STREETWEAR BRAND

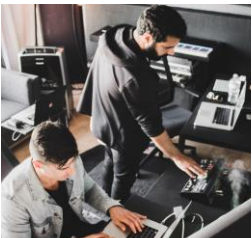
MUSIC



TAME IMPALA
WORLD DOMINATION



TA-KU
INTERNATIONALLY RECOGNISED MUSIC PRODUCER + BARBERSHOP OWNER



FNATK N ZAC (FNZ)
FROM ASAP TO KANYE WEST

ABORIGINAL CULTURE



DEADLY DENIM
SUSTAINABLE UPCYCLED FASHION



KIRRIKIN
“GUCCI OF THE INDIGENOUS MARKET”



BOORNA WAANGNY: THE TREES SPEAK
A MEETING OF TWO CULTURES

PEOPLE



MELANIE PERKINS, CANVA
SELF-MADE BILLIONAIRE



NATASHA MEDLAR
A DOMESTIC VIOLENCE VICTIM MAKING WAVES



FEEDBACK + DISCUSSION





Brand
Perth
