

SUBJECT Brand Perth | Steering Committee Initiation Meeting

LOCATION Council House, 27 St George's Terrace

DATE / TIME Wednesday 01 July, 10.30am-12pm

PARTICIPANTS

Steering Committee:
Angela Beechey
Carolyn Turnbull
Chris Sutherland
Gemma Davis (on TEAMS)
Mollie Hill
Narelle Cant
Robert Taylor
Tracey Cinavas-Prosser
Vivienne Ryan

City of Perth:
Ben Fitzpatrick
Christine Lim-Abrahams
Daniel High
Lauren Brophy

The Brand Agency:
Elle Pound
Emily Colman
Emma Sadler

APOLOGIES

Fabian Ross
Glynis Cole
Jane Arden
Kevin Brown
Marion Fulker
Nicole Bolton
Owen Davies
Richard Kilbane



Discussion Notes / Actions

Objectives

- Summary of objectives presented to group:
 1. Increase awareness of Perth / local & interstate / national
 2. Reduce/simplify Perth brands (and narrative) in marketing / alignment
 3. Facilitate alignment and collaboration
 - *It was discussed that this should sit above obj 2 / obj 2 should fall out of this obj.*
 4. Build advocates / ambassadors for Perth
 - *Reframe what a sense of community means beyond just people's immediate area.*
 5. Develop social, cultural economic policies / programs to fit the brand
 - *If we have to change the agenda too much to fit the brand, we'll be overreaching. It needs to be an evolution.*
 6. Increase market share / students / businesses / events / residents etc.
 7. To be in the top 2 of Australian capitals as most desirable destination
 - *Added in meeting, discussed below.*
 - *Should we aspire to be the number 2 most desirable capital city in Australian (across all pillars)?*
 - *Currently 4th in tourism amongst high value tourists as measured by Consumer Demand Project Data.*
 - *Currently 41st in the world as a student destination as measured annually by QS Research for desirability and student experience. Should be ahead of Adelaide, Canberra and Brisbane. Should we aim for top 20 in the world, top 3 in the nation?*
 - Need to add timeframes around objectives.
 - Need a big meaty objective to sit at the top of all these objectives and act as an overarching beacon. Suggest 1-2 high level strategic objectives, with more granular objectives to sit under.
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Territory 1 - Full Circle

- **Love**
 - o Connect with it emotionally
 - o Altruistic but will draw people to come here (even though may not directly celebrate city night life, FOB etc.
 - o Impactful change (research)
 - o “Worship our place”
 - o Important in prospective focus
 - o Being seen as a leader in world and leaning into that is important
- **Concerns**
 - o Not assisting advocacy from locals
 - o Feels like a very similar mindset that needs jolting to push into a different space
 - o Affordable? Can't win in numbers
 - o Exports vs Perth retaining for local use
 - o Not really true re: LNG/resources
 - o Feels more regional
 - o Could be somewhere else
 - o Lots of heavy lifting (policy change)
 - o Forcing into space
 - o Doesn't push C4P research
 - o Lots of fail points
 - o Lacks heart
 - o Are we giving people something to hang their heart on? Is it inspiring enough?
 - o Every city tries to be in clean green space, may not be true and reflective of our reality
 - o We are not perfect
 - o Does this pull at the heart strings?
 - o Riskier/slog
 - o Does it push the boundaries?
 - o Too idealistic/is it realistic?
- **Ideas**
 - o Lead by sustainability and innovation
 - o Something we should be considering doing regardless of the territory.



Territory 2 - Rethink Everything

- **Love**
 - o Brash and bold
 - o Gives ourselves permission to be strong
 - o Incubators for talent
 - o We don't need to be connected to the rest of the world to come up with good ideas
 - o Gives a platform to quash old perceptions of us
 - o Most ambitious
 - o Most authentic
 - o Nails it - new space
 - o Challenger brand feels true to Perth
 - o Works for all sectors
 - o Fits gateway (aviation etc)
 - o Positioned in future and human space on the comparative map
 - o Pushing boundaries as a challenger
 - o Six seasons is a great proof point
 - o High desirability - draw card to leverage FOMO
 - o Not just another box checking destination - reason to return
 - o Rich and diverse culture
 - o Simple to understand
 - o Can imagine people being proud of this. We're proud not to be on the East Coast. We're proud to be the outsider.
 - o Not too much of a stretch for people of Perth to embrace
 - o The ability to think differently from everyone else
- **Concerns**
 - o We need to show we're innovators for a purpose (e.g. incorporate sustainability), not just for fun.
 - o Locally are people ready to change? Do they believe? Ready to come out and support?
 - o Is government as ambitious as we are? Will they get behind this?
 - o We are already doing this
 - o Missing landscape pillar
- **Ideas**
 - o Could add automation and AI
 - o Need to truly understand the 6 seasons and how that can be incorporated across sectors
 - o Private sector has the ability to push this brand forward
 - o Investors need to be supported to success here
 - o Could be a good way to lean into our cultural (all) aspects and elements
 - o Be a leader in sustainability
 - o Platform for economic development
 - o Rally cry
 - o Re-think the way you do business



Territory 3 - Life Freehand

- **Love**
 - o Safe
 - o Strong in events activations space
 - o Balance, independence
 - o Sits in good space on comparative map
 - o Healthiest and happiest is an important driver
 - o Leads to adventure - can do anything in Perth
 - o May resonate with locals
 - o Outside, exercise and sunshine
 - o Sits in good space
 - **Concerns**
 - o Perhaps missing a reasonable foundation
 - o Is this strong enough?
 - o Does it stimulate?
 - o Possibly too internal view people of Perth
 - o Does it resonate strong enough for people that don't live in Perth
 - o Footprint possible isn't broad enough
 - o All good/do nothing strategy
 - o Product proof is a bit too sporadic I.e. Giants 2015
 - o Not owning point of difference / building to anything
 - o Already here (not ambitious)
 - o Do have chip on shoulder
 - o Feels a little lazy - not a growth mindset
 - o A little superficial, not built on what we've got here
 - o Bit same, same
 - o Short burst 'promises' - not available all year round
 - o Retrospective
 - o Trying to be everything to everyone
 - o Easy option
 - o Too 'wait a while' and then do something strategy
 - o Won't drive business
 - o Everyone could play in this space
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