

SUBJECT Brand Perth | Steering Committee Initiation Meeting

LOCATION Council House, 27 St George's Terrace

DATE / TIME Wednesday 24 June, 10am-12pm

PARTICIPANTS

Steering Committee:
Angela Beechey
Anthony Hayes (on TEAMS)
Carolyn Turnbull
Chris Sutherland
Cory Gale
Gemma Davis (on TEAMS)
Narelle Cant
Nicole Bolton
Owen Davies (on TEAMS)
Robert Taylor

Tracey Cinavas-Prosser
Vivienne Ryan

City of Perth:
Ben Fitzpatrick
Christine Lim-Abrahams
Daniel High
Karin Strachan (on TEAMS)
Lauren Brophy

The Brand Agency:
Elle Pound
Emily Colman
Emma Sadler

APOLOGIES

Fabian Ross
Glynis Cole
Lily Costanzo
Jane Arden
Kevin Brown
Marion Fulker
Mollie Hill
Richard Kilbane



Discussion Notes / Actions

Session introduction - what we love about Perth

- Can see a different thing / have a different experience while driving for long periods. Long, varied journeys
- Diversity of landscape
- Unique, urban natural landscape
- Amazing weather and lifestyle
- Varied and unique food offering

Project introduction - Ben Fitzpatrick

Objectives alignment - Christine Lim-Abrahams

- It's important that in relation to KPI's we rely upon already tracked data & defining a timeline around tracking.
- Additional objective? Identify actions to inform development of a change agenda to actualise the brand; commitments to the introduction and evolution of social, cultural, economic policies and programs to live our city's brand ambition.

Foundational Findings Summary

- Concern around how we demonstrate the greater good as a city in relation to Perth being a mining city. Purpose for profit. Must have substance. We can't be a 'green' city if we have huge mining emissions.
 - We could embrace this however and use this as a launching pad around what we are doing to improve this via alternative directions being undertaken i.e. hydrogen initiatives.
 - The oldest young city in the world.
 - There is talent in places that you wouldn't think of. We need to make sure that Arts learning/education is more accessible.
 - Questions around the order in which territories are recommended. So would we need to have policies in place first then lean into them, rather than the other way around?
 - Need to define where we want to be, identify the gaps then make the amends to get there. Can't be all things to all people.
 - Also need to change perception of ourselves. Speak to the objectives of the project
 - Good to sell a bundle, because people will take / like one part of the bundle but still pay for the whole package / come to see Perth.
 - Mining is a critical element of the state of WA - leading the way in science and technology of the world and we should be proud of this and own it.
 - What is Perth - we are too narrow. Perth is the gateway to do all the great things in WA. i.e. You need to fly to Perth to get to the canola fields to take a photo or the Pinnacles
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- Perth is the launching pad to other facets too i.e. career or innovation not just experiences. You don't choose to come to Western Australia. To a Japanese person WA is just the west coast of WA, we need to sell Perth as a place.
- This point was then debated somewhat based on insight from TWA around German tourist behaviours, in that they choose to come to WA as a whole and Perth is a part of this journey / choice
- We should lean into our juxtapositions, so we have an old cultural history combined with a youthful natural city
- People in Perth are energetic, resourceful and spirited. They aren't lazy or lacking energy at all i.e. biking / café culture.
- Additions to brand hierarchy summary:
 - o Potentially add all LGA's, particularly the larger locations i.e. Stirling & Rockingham
 - o Rottnest
 - o Development commissions - Peel & Wheatbelt
 - o Dept of Education
 - o Uni's
 - o Kings Park
 - o Headquarter businesses i.e. Woodside (resources sector).

Intentions of Use discussion

- Family of brands - There was confusion around the multiple different brands and the communications around this / where all brands sit and specific uses
- Perth is crying out for the need for a unified brand, however the role of all brands needs to be clear
- There is need for a tool or management directory of how to use what brand and when
- Everything existing is missing the storytelling element however all parties are conscious of potential cross over
- Overall hierarchy of the new Brand Perth piece in relation to the JTSI brand - how will it be communicated
- Will the JTSI brand sit on top of the new Brand Perth piece or vice versa? There is need for more conversation around the plans for the JTSI brand
- Alignment and understanding of JTSI / TWA brands and the new Brand Perth piece brand. **ACTION: Summarise the JTSI brand and role to the SC, to ease concerns**
- Key messages of the brands are important. TWA agree that it's important not to cannibalise
- New nations brands were mentioned as well.

Next steps



- Members are required to think about and contribute to project objectives / measures of success via the Engage Perth platform, as per Christine's email on 25 June 2020.
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