

A PLACE BRAND FOR PERTH

ONE SHARED FOUNDATION OF THINKING; LIVE, WORK, INVEST, VISIT AND LEARN

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

When we talk about a brand for Perth, it is much deeper than a logo or visual style. This project strives to deepen the Brand WA thinking for Perth metro; crystallising what truly defines us as a city, establishing how we fit into our state story, and how our brand is articulated over our five pillars; live, work, invest, visit and learn.

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 can make Perth iconic on a world stage.



PROJECT INTRODUCTION

NOW'S THE TIME

There has been appetite and a deep need for a unified Perth brand for some time. But more importantly, we must 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.

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, it makes sense that Perth develop a brand framework to roll out following Brand WA.

To date, this project has sparked unprecedented collaboration among state departments and public and private sector stakeholders to accelerate the development of this city brand. With the largest steering committee for a project of this kind, and a collaboration between City of Perth and JTSI to ensure one place thinking between all key Western Australian brands, now is our moment to move from recommendation to action.

"[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. 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

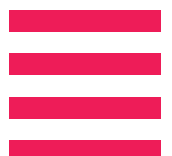
TIMELINE

PHASE 1

Lead stakeholder:
City of Perth
Foundational research
Territory development
Brand strategy

PHASE 2

Lead stakeholder:
TBA
Visual identity



BRAND SUMMARY

PERTH TRUTH: Perth is a city different by design. From the outside, our differentiators 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.

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.

Our location, space and independence allows 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 give to the world.

BRAND ROLE

What role do we play in market?

A Rebel brand

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

BRAND ESSENCE

The core attribute of our brand

Boldly Original

BRAND PERSONALITY

How we act, how we speak

The Cheeky Rebel

Spirited | Curious | Welcoming
Unpretentious | Cheeky

BRAND PILLARS

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 the lifestyle and mindset here.

THE ORIGINAL CREATIVES

Always was, always will be Aboriginal land

Perth is located on ancient Whadjuk land and the story of Perth is inherently entwined with Aboriginal spirit, history and intention. This country and its seasons, stories and people underpin the Perth brand.

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.

Our reputation is borne out of our unique perspective on the world.

FREE TO EXPERIMENT

Creative risk taking encouraged

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

This city is primed for creative thinking and we come at things with fresh eyes; full of spark, ready to roll our sleeves up and get our hands dirty.

HOME OF CHANGE MAKERS

Epic opportunity abounds

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

VALUES WE LIVE BY

WORSHIP PLACE

WALK TOGETHER

EMBRACE THE STRANGER

DON'T DIE WONDERING

GIVE BIG



BRAND ECOSYSTEM

In 2020, place branding has been assessed and refreshed at every level; nationally for Australia [Austrade], at a state level for Western Australia [JTSI], and a state and region level for Tourism WA. These brands work together to start forming a cohesive narrative about WA.

	BRAND WA	BRAND PERTH	TOURISM WA
BELIEF	IMPENDING LAUNCH		There's an adventure to suit everyone in WA
PROMISE	IMPENDING LAUNCH		
PURPOSE	IMPENDING LAUNCH	Inspire bold originality	SPIRIT OF ADVENTURE
ESSENCE	IMPENDING LAUNCH	BOLDLY ORIGINAL	

** Brand WA platform has informed development of Brand Perth strategy.*

STAKEHOLDER ENGAGEMENT

In recent years, there has been a groundswell of momentum in support of the development of a unified brand for Perth.

In June 2020, Committee for Perth published it’s Boorloo Kworpe ‘Perth is Good’ report, putting forward a set of tactical recommendations, informed by over 20 months of national and international research, designed to enhance Perth’s reputation locally, nationally and internationally. A key recommendation was for collaborative action to be taken to define Perth’s brand. Both City of Perth (the City) and Tourism WA (TWA) were listed as “suggested leaders” to create this unifying brand and develop a collaborative marketing and communications campaign to enhance Perth’s reputation.

The City contributed foundational resources to the project and put in place the process and people to execute. The forming of a dedicated and engaged Steering Committee for the project saw unprecedented collaboration among state departments, public and private sector stakeholders (including Committee for Perth member organisations). This spirit of collaboration was apparent again as peripheral stakeholders were consulted as part of the process, with unanimous support and appetite for a holistic, actionable brand for Perth that could serve a cross section of objectives and audiences fuelling their contributions to the project.



Stakeholders for Phase 1 have included:

5x stakeholder workshop sessions to inform future Marketing Communications and Events and Activation strategies for the City February 2020

• Brookfield Properties • Charter Hall • Colliers International • Dexus • JLL • Lease Equity • Property Council of Australia • H&M • Crown Perth • Assembly & Co • Venues Live	• RAC Arena • QT Perth • Pan Pacific Hotel • Sneakers & Jeans • Melbourne Hotel • The Westin • IHG • Perth Theatre Trust • Perth Festival • Artrage/Fringe • Town Teams Movement • West Perth Local	• Activate Perth • East Perth Community Group • Historic Heart • Development WA • Tourism Council WA • AHA WA • Kings Park and Botanic Garden • City of Subiaco • City of Vincent	• Perth Airport • Tourism Western Australia • Business Events Perth • StudyPerth • Destination Perth • WAITOC
These stakeholders maintained involvement as Steering Committee members			

'Brand Perth' Steering Committee meetings, workshops and briefings June - August 2020

Additional Steering Committee members (to those listed above) included:

- Committee for Perth
- University of Western Australia
- Chris Sutherland (former Programmed MD)
- Dept of Jobs, Science, Tourism and Industry

City of Perth Advisory Groups and Committees meetings, workshops and briefings June - August 2020

City of Perth's Aboriginal Elders Advisory Group

- Aunty Doolan-Leisha Eatts
- Aunty Margaret Culbong
- Uncle Walter Eatts
- Aunty Muriel Bowie
- Uncle Albert McNamara
- Aunty Theresa Walley
- Aunty Irene McNamara
- Uncle Ben Taylor
- Uncle Farley Garlett
- Uncle Noel Nannup

City of Perth's Marketing and Promotion Advisory Committee

- Brookfield Properties
- ISPT
- Dexus, Charterhall
- Assembly & Co
- CBRE
- Sneakers & Jeans
- JJ Leach Group
- Pan Pacific Hotel
- Jones Lang LaSelle

City of Perth's Events, Arts and Culture Advisory Committee

- Perth Festival
- Chamber of Arts and Culture WA
- Artrage
- National Trust WA
- Activate Perth
- Roberts Day
- Historic Heart
- Event Health Management
- Northbridge Common
- Australian Hotels Association WA

11 x prominent Perth individuals across sector

- Peter Klinken
- Hannah Fick
- Fiona Wood
- Luke Whelan
- Daniel Bradshaw
- Alex Paioff
- Andy Freeman
- Karla Hart
- David Gardiner
- Fadzi Whande
- Kate McKinnon