



BRAND TERRITORIES



START YOUR ENGINES

- We are not trying to land on a line or any consumer facing language.
- These are territories, they are young ideas, be kind to them. They are intended to be flexible and to be sharpened. They are designed with room for your input.
- We have arrived at these territories through deep immersion in all provided resources and research – if we've done our job, they should be truthful, and feel familiar, but *refreshing*.
- These territories work harmoniously with other complementary brands in market/coming to market (JTSI "State Brand", TWA "Spirit of Adventure", Perth Airport "Nexus of Possibilities", Austrade "Nation Brand"), but are also distinct, ownable and single-minded.
- The desired outcome of today's session is to align on a single territory to further flesh out.



ENABLERS OF SUCCESS

CRITERIA FOR EVALUATION

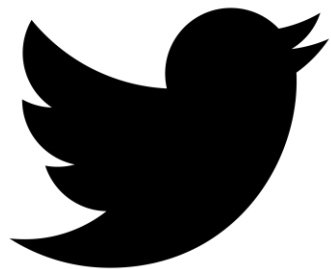
- + OWNABLE
- + SINGLE MINDED
- + ASPIRATIONAL
- + SIMPLE
- + EMOTIVE
- + HIGH ENERGY
- + ABORIGINAL NARRATIVE



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.*



BEING PLEASANT IS NICE

BUT IT ISN'T ENOUGH!

A NOTE ON ASPIRATION

Although place brands need to be grounded in truth, ensuring the brand has the framework and flex to leverage market opportunities and evolve to meet its potential is critical to the long-term success of a place.

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

74% of Perth residents said

that as Perth looks to the future, it is

“extremely important” that we are

“willing to evolve and

change with the times”

BUILDING AN ASPIRATIONAL BRAND

Retain importance in future

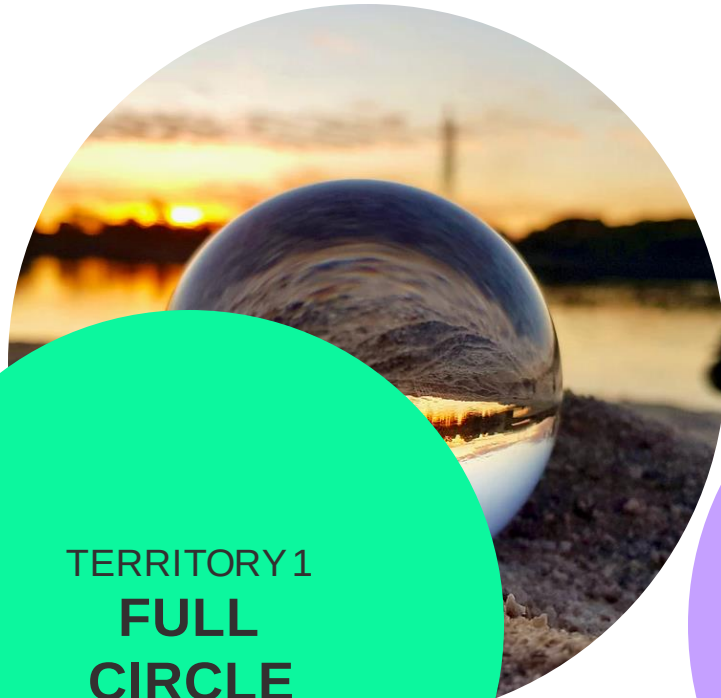
- Family-friendly
- Friendly and welcoming
- Outdoor and active
- Suitable for older people
- Entrepreneurial, innovative people (can-do/have-a-go)
- Laid back
- Culturally diverse/multicultural
- Clean and pristine
- Scenic/beautiful natural environment
- Mining and resource economy
- Safe
- Good educational facilities
- Good health & welfare systems

Strive for in future

- Willing to evolve and change with the times
- City for young people
- Accepting of new/different cultures
- Dynamic and vibrant
- Sophisticated, modern and cosmopolitan
- Environmentally friendly
- Strong economy
- Diverse economy
- Efficient public transport system
- Range of suitable housing choices

**LET'S START WITH WHAT WE KNOW WE
ARE AND WHAT WE KNOW WE WANT TO BE**

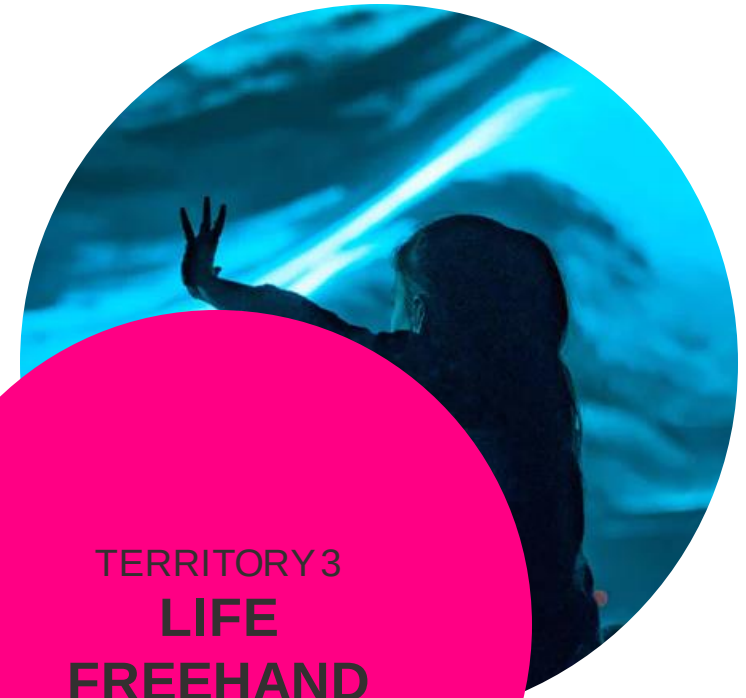
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Six seasons	Prosperous and resilient		Adventurous	Revitalised	
Open and uncrowded	Research oriented and tech savvy			Premium	
	Good jobs				
	Quality education				



TERRITORY1
**FULL
CIRCLE**



TERRITORY2
**RETHINK
EVERYTHING**



TERRITORY3
**LIFE
FREEHAND**



TERRITORY 1

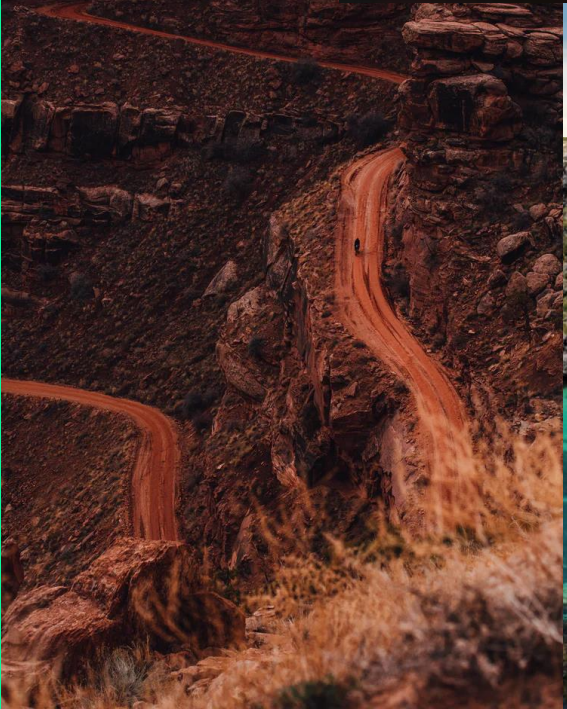
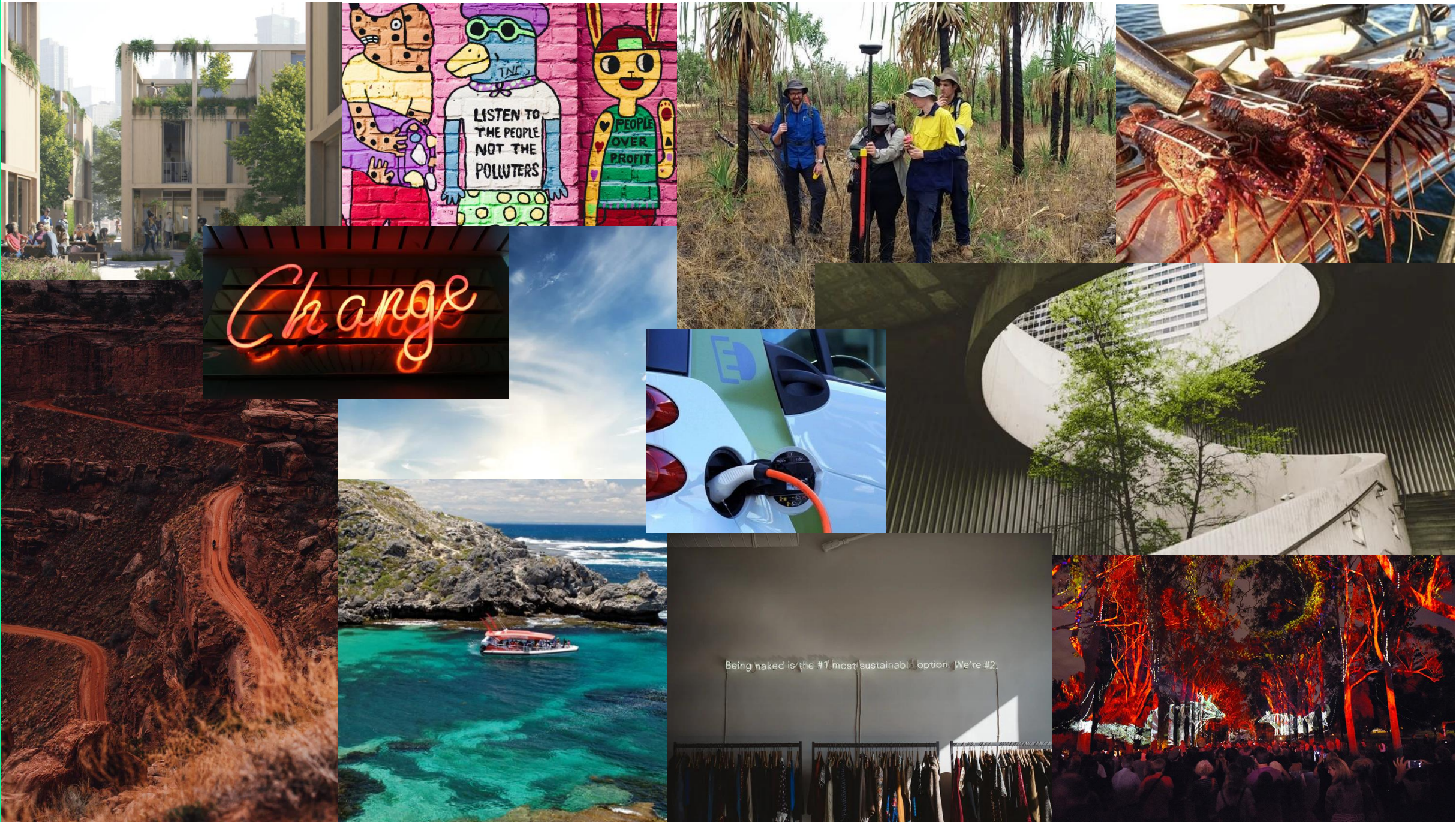
FULL CIRCLE



“

**Give me a place to stand and a lever long
enough and I will move the world.**

- Archimedes



An aerial photograph of a beach scene. In the center, a person stands on a white surfboard while another person lies prone on it. They are in shallow, clear blue water. Several seals are swimming around them, their heads and flippers visible above the surface. A yellow pole is visible in the water near the top center. The text 'PROVOCATION' is overlaid in the top left, and 'FULL CIRCLE' is overlaid in the bottom left on a green curved background.

PROVOCATION

With our pride of place and life satisfaction so inextricably tied to our lands, shouldn't we work harder to protect and celebrate the purity and abundance we are so proud of?

FULL CIRCLE

TERRITORY PERSONIFIED

We worship our place.

We are an intentional champion of a cause; willing to fight for what we believe in.

Considered a source of knowledge and inspiration, we find fulfillment by breathing inspiration, vitality and optimism into others to create new insights and purpose.

We use our platform and expertise for impactful change.

We are motivated by wanting to do good in the world and radically change the conventional order.

We thrive on the high of winning against all odds.

We are outgoing, communicative, ingenious, persuasive, motivating, invigorating and a tireless fighter.

We respect knowledge and practices tried and tested over tens of thousands of years.

Instead of radical reform we aim for a refocus on what is true and impactful.

Illuminating truths and offering sustained energy, we brighten the dark corners of the human mind.



BEDROCK OF TRUTH

Perth is at the forefront of resources, energy and agriculture; all industries that fuel humanity yet often take more than they give. An urgent and unsustainable problem for the world.

OPPORTUNITY

Use our privileged position to develop programs, products and practices that close the circle by galvanising industry, education and innovation sectors.

AMBITION

Lead the world in sustainability, conservation and social impact.

ROLE

LEADER

ATTRIBUTES

Bears a responsibility to country and community
Selfless and idealistic
Relentlessly optimistic
Innovative trailblazer
Motivated by uncomfortable truths
Bold and tireless

STRENGTHS

Strong purpose-led brand position - altruistic + ethical
Opportunity to be iconic on global stage
Vehicle for reconciliation and amplification of Aboriginal culture
Strong proposition for ED
Strong proposition for eco + wellness tourism
Future-oriented, longevity
Quantifiable impact as an outcome

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	Good jobs				
	Quality education				

COMPARATIVE MAP

Natural Assets
Infrastructure
Iconic Institutions

**TANGIBLE
ATTRIBUTES**

Historic
Legacy
Tradition

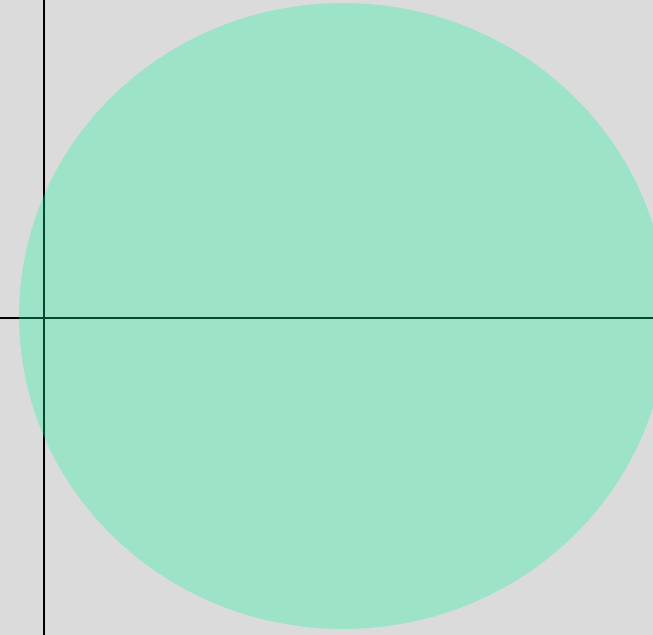
**RETROSPECTIVE
FOCUS**

**PROSPECTIVE
FOCUS**

Aspirational
Future
Modern

**HUMAN
ATTRIBUTES**

Culture
Mindset
Community Traits



FULL CIRCLE



STIM



BOORNA WAANGINY



URBAN ABORIGINAL EXPERIENCES



FARM TO TABLE



ECO TOURISM



TOPONOMY



SUSTAINABLE FOOD SOURCES



STIM



POSTCODE HONEY



THE PALAU PLEDGE



PREMIUM SMALL BATCH PRODUCE



THE BIG FLOWER FIGHT



LAND REHABILITATION



GREEN ENERGY



STIM



NATURE SPORTS



SUSTAINABLE SEAFOOD + FISHING



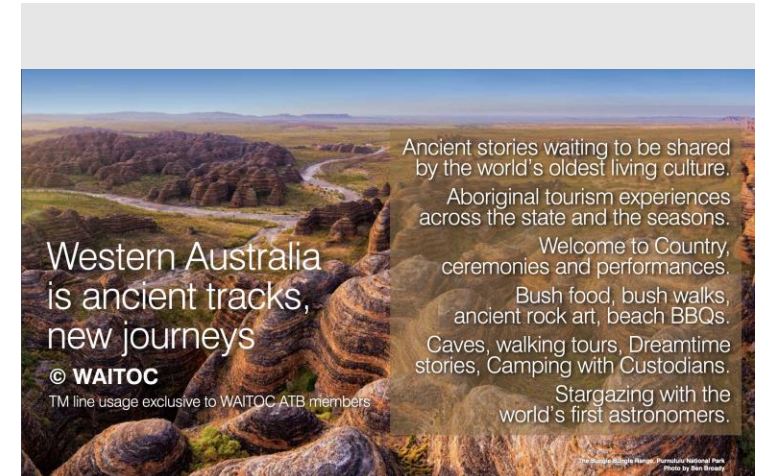
ACCESSIBILITY TOURISM



WATER BASED LEISURE



PEARL EXPERIENCES



OUR STORY



STIM



WELLNESS TOURISM

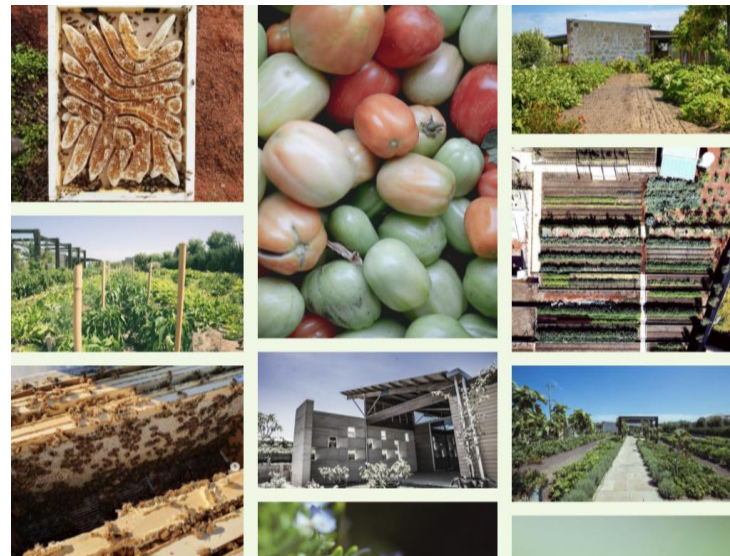
Our six outcomes



SOCIAL IMPACT + WELLBEING



THE URBAN VILLAGE PROJECT



URBAN AGRICULTURE + EDUCATION

PERTH THROUGH DIFFERENT LENSES

- “ It feels like a different world, paradise on earth
- Migrant
- “ It's that good, the lifestyle is unbeatable, no one would believe how truly beautiful it is, daily
- Boomerang Expat
- “ Our community was built on sharing and caring, that has to live on in how we live harmoniously
- Aboriginal Elder
- “ It was surprisingly enjoyable, a refreshing change of pace
- Sydney-sider

PERTH PERSONIFIED

- “ A restaurant that has everything you like on the menu
- Consumer research
- “ Moana; Indefatigable, strong sense of self in face of asceticism, shaped by water and chosen by the ocean
- Consumer research



TERRITORY 2

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



PROVOCATION

We live on the edge of a desert, in an untouched corner of the world. We've carved our own path against adversity and yet we're not quick to talk ourselves up. Shouldn't we promote our ingenuity, grit & rebelliousness?

RETHINK EVERYTHING

TERRITORY PERSONIFIED

We are the definition of audacity, demonstrating fearless willingness to plunge into the unknown and be different. It took free spirits, mavericks, dreamers and adventurers to thrive here.

Defined by a “don’t fence me in mentality”, we reject labels, boxes or any other constraining idea.

With tenacious courage and relentless grit, we will do, think and feel things that do not reflect conventional wisdom.

We are nimble, curious, open minded and ambitious; round pegs in square holes.

If you crave more from life; need to reassess priorities; need space to stretch, imagine and explore...
We warmly wait for kindred spirits; the dreamers, the wild, the ones who see life differently; to follow your gut.

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

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	Good jobs				
	Quality education				



COMPARATIVE MAP

Natural Assets
Infrastructure
Iconic Institutions

**TANGIBLE
ATTRIBUTES**

Aspirational
Future
Modern

**PROSPECTIVE
FOCUS**

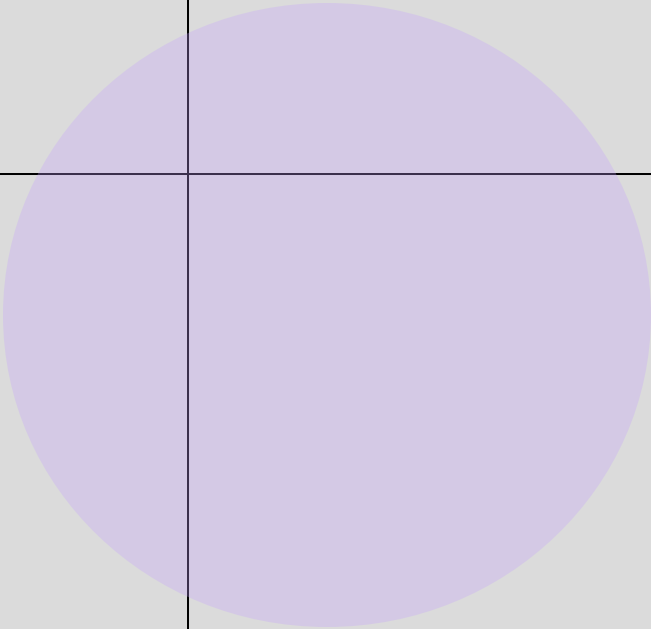
Historic
Legacy
Tradition

**RETROSPECTIVE
FOCUS**

**HUMAN
ATTRIBUTES**

Culture
Mindset
Community Traits

RETHINK EVERYTHING

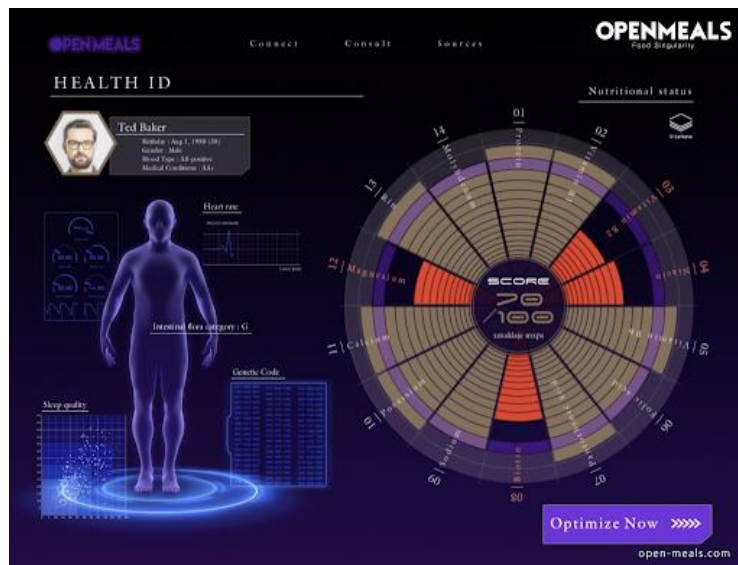




STIM



TECH AND ART



SUSHI SINGULARITY



DUBAI DRONE CHAMPIONSHIP



SPRAY ON SKIN



IDENTITY FLUIDITY



DIGITAL SELVES



STIM



SXSW



THE MONGOL RALLY



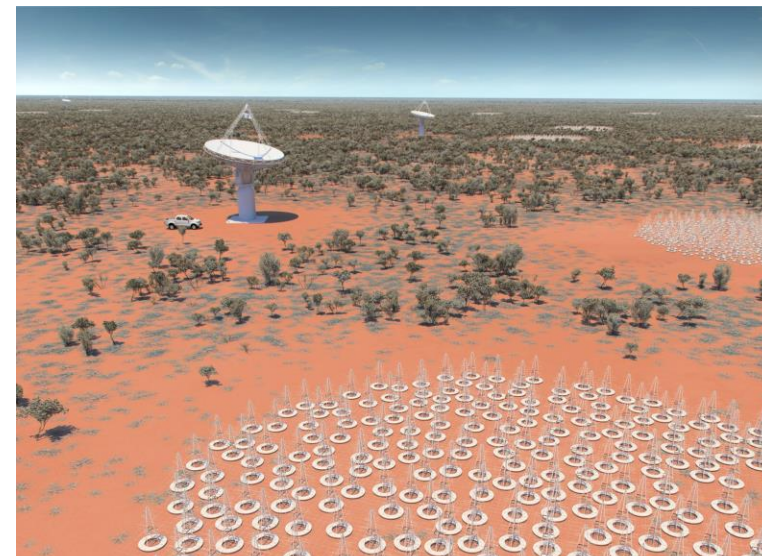
BURNING MAN



NOONGAR SIX SEASONS



HACKATHONS



SQUARE KM ARRAY



STIM



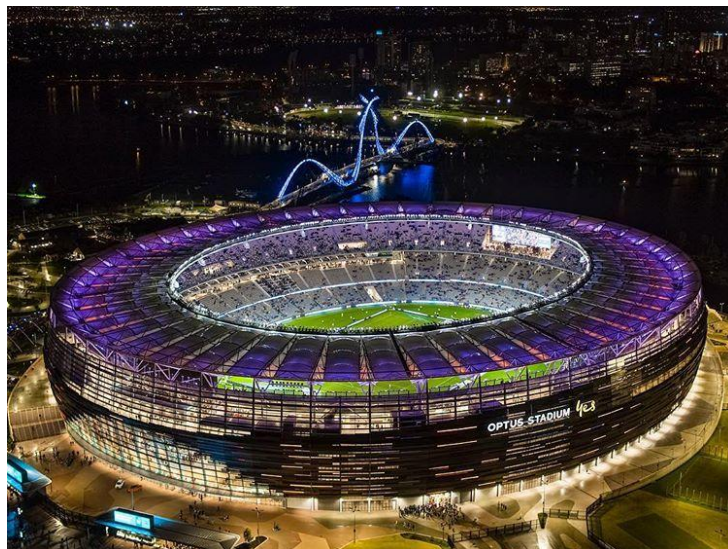
APPLE | THINK DIFFERENT



MIGRANT POPULATION



SPACE X



OPTUS STADIUM



FRINGE



OUR STORY



STIM



FILM AND TV PRODUCTION



POLAR BEAR SWIM



WATER



LONG MAC, TOPPED UP

“ 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



TERRITORY 3

LIFE

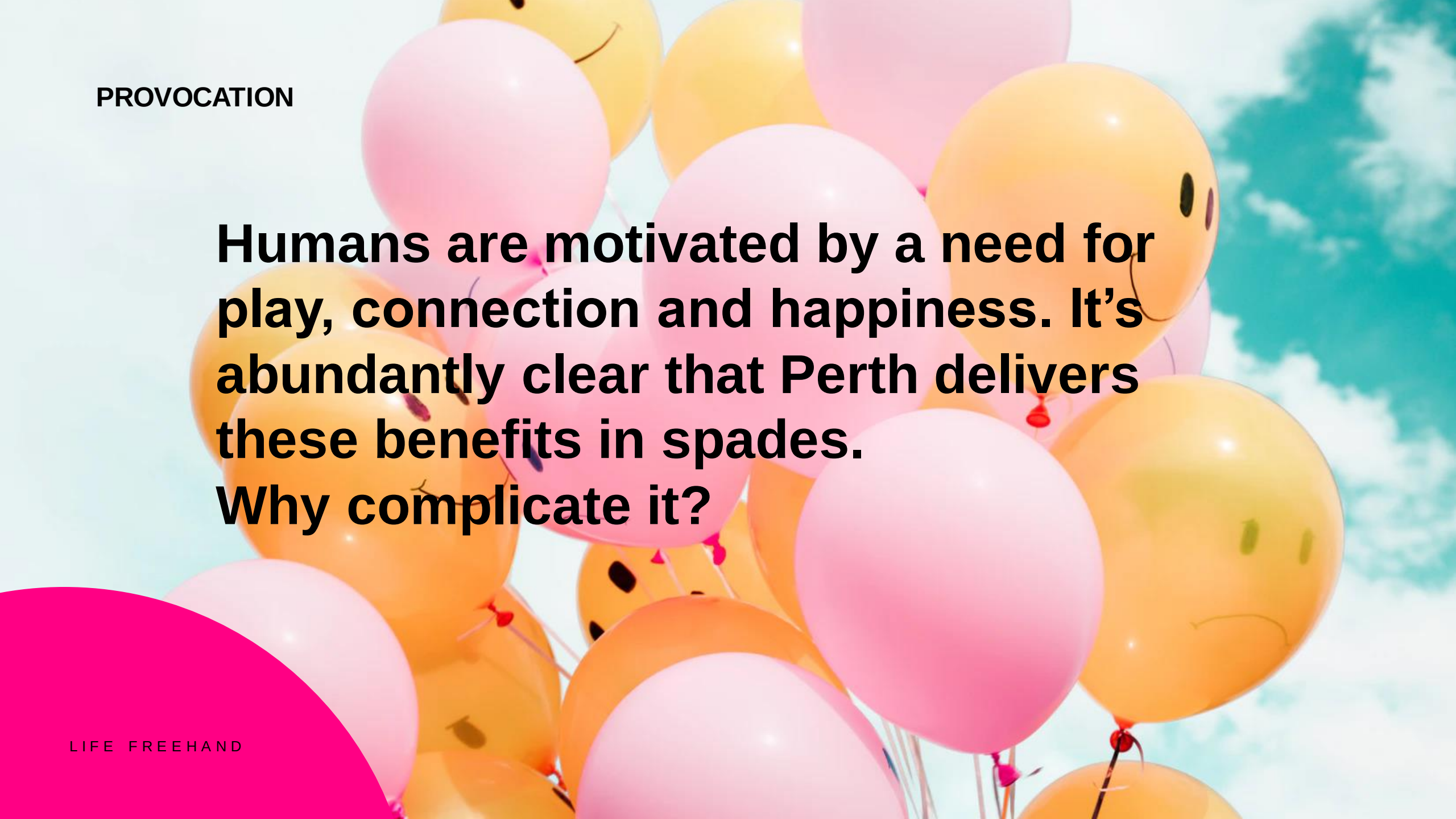
FREEHAND



“To the rose-smellers, the scenic-route-takers,
the tree-climbers...may your courageous
journey never end. To the rest, may you be
inspired to reclaim your youthful spirit.”

- Cale David Magnuson



A cluster of pink and orange balloons with smiley faces against a blue sky with clouds.

PROVOCATION

Humans are motivated by a need for play, connection and happiness. It's abundantly clear that Perth delivers these benefits in spades. Why complicate it?

TERRITORY PERSONIFIED

Possessing a vivid imagination, we are a master at drifting into the highest altitudes of pure potential.

Not hamstrung by ingrained expectations or biases.

We have nothing to prove and we don't need external acknowledgement, for we know what we need to thrive.

A fountain of ideas, we are clever, unorthodox, inventive, expansive and intoxicating to be around.

We inspire others to dig into their own imagination to define their callings and find their gifts.

Freedom is a cornerstone to our strength.

We are independent and strong-willed yet find power in our quiet moments.

Enjoying all life has to offer, we reawaken the joys of curiosity and discovery.

We live an intentional life, never losing sight of what really matters in life.

The ultimate balance exists here. All our cups are full because breath-taking + pleasure-making underpin our culture.

We embrace experimentation – whether it be a point of view, a life path, or our individual expression.



**BEDROCK
OF TRUTH**

Perth represents the pinnacle of satisfaction. Surrounded by inspiration and stimulation, we let ourselves truly feel, live life to the fullest, dream and experiment. In doing so, we find our place in the world and find ourselves. Let's not underestimate the desirability of the playful lifestyle we have on offer.

OPPORTUNITY

Leverage our abundance of inspiration and empower people to immerse themselves in enriching experiences.

AMBITION

Prove ourselves as being the healthiest and happiest city on earth.

ROLE

INSPIRER

ATTRIBUTES

- Inclusion over competition
- Life addicts
- Insatiably curious
- Active and energised
- Youthful and full of wonder
- Joyful and ebullient
- Empathetic

STRENGTHS

- Simple and optimistic
- For the people – truly inside out
- Collective and collaborative
- Experiential and visceral
- Strong proposition for Tourism
- Strong proposition for Arts and Culture sector
- Strong proposition for Education
- Taps into a deep human need

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Infrastructure
Iconic Institutions

**TANGIBLE
ATTRIBUTES**

Aspirational
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**PROSPECTIVE
FOCUS**

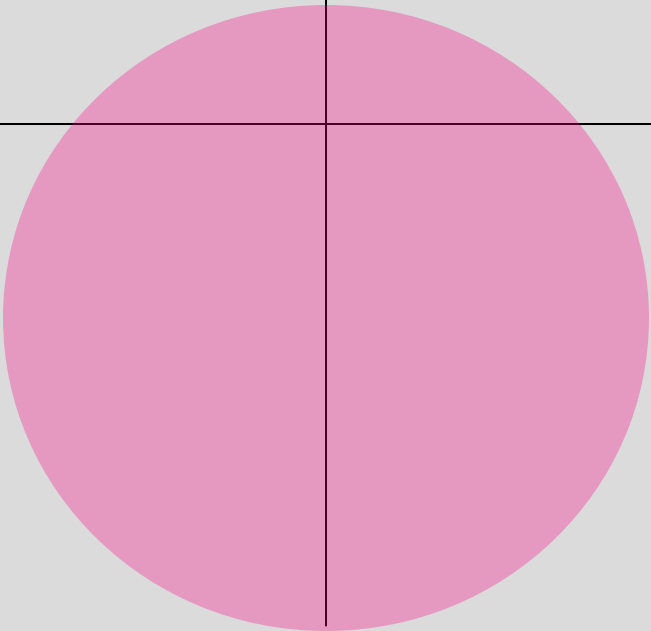
Historic
Legacy
Tradition

**RETROSPECTIVE
FOCUS**

**HUMAN
ATTRIBUTES**

Culture
Mindset
Community Traits

L I F E F R E E H A N D





STIM



BURNING MAN



THE GIANTS



E-SPORTS



LEGO MASTERS



RED BULL SOAPBOX RACE



REGGIO EMILIA MONTESSORI



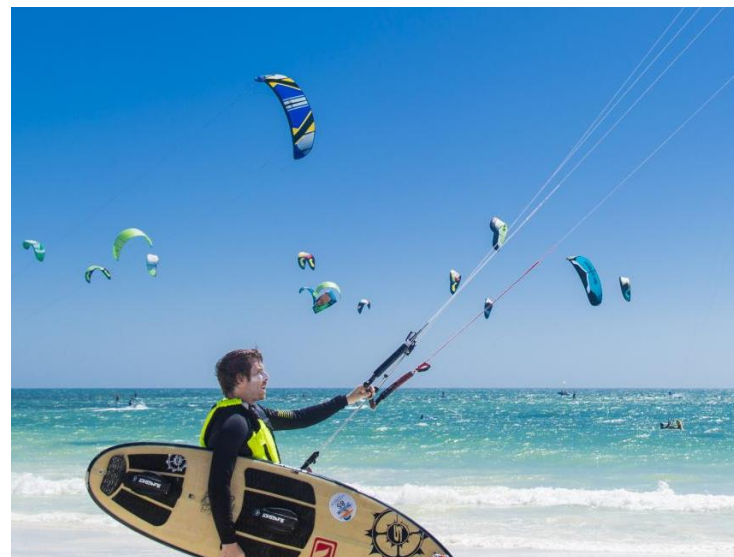
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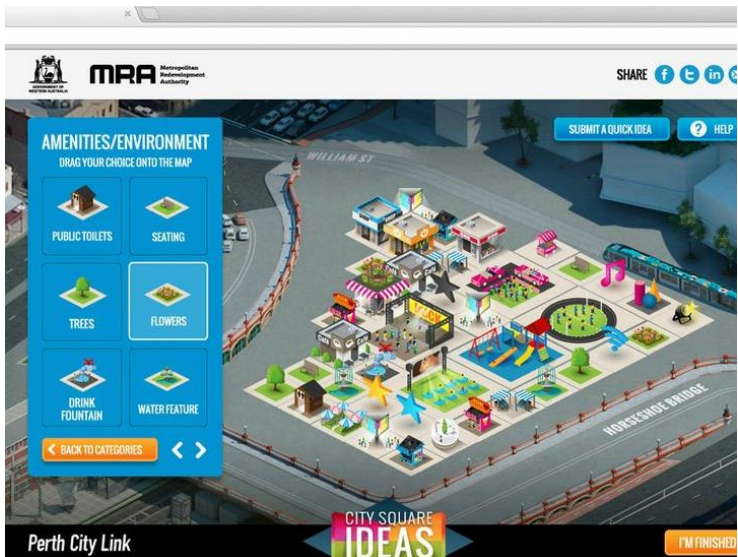
FRINGE | A MIDNIGHT VISIT



DISC GOLF



WATER SPORTS



GAMIFIED CONSULTATION



UWA DESIGNING PLAY UNIT



NINJA WARRIOR/NINJA ACADEMY



STIM



SCULPTURE BY THE SEA



DREAMTIME STORIES



THE WORLDS HAPPIEST ANIMAL



GATEWAY TO OTHERWORLDLY PHENOMENA



LIKE A GIRL CAMPAIGN

THE TEN PRINCIPLES

1. **RADICAL INCLUSION** Anyone may be a part of Burning Man. No prerequisites exist for participation in the community 2. **GIFTING** Burning Man is devoted to acts of gift giving. The value of a gift is unconditional. Gifting does not contemplate a return or an exchange for something of equal value 3. **DECOMMODIFICATION** In order to preserve the spirit of gifting, the community seeks to create social environments that are unmediated by commercial sponsorships, transactions, or advertising. The community resists the substitution of consumption for participatory experience 4. **RADICAL SELF-RELIANCE** Burning Man encourages the individual to discover, exercise and rely on his or her inner resources 5. **RADICAL SELF-EXPRESSION** Radical self-expression arises from the unique gifts of the individual. No one other than the individual or a collaborating group can determine its content. Our community values creative cooperation and collaboration 6. **COMMUNAL EFFORT** The community strives to produce, promote and protect social networks, public spaces, works of art, and methods of communication that support such interaction 7. **CIVIC RESPONSIBILITY** The community assumes responsibility for public welfare and endeavours to communicate civic responsibilities to participants; it also assumes responsibility for conducting events in accordance with local, state and federal laws 8. **LEAVING NO TRACE** The community respects the environment; it is committed to leaving no physical trace of the activities. The community endeavours, whenever possible, to leave such places in a better state than when found 9. **PARTICIPATION** The community is committed to a radically participatory ethic. It believes that transformative change, whether in the individual or in society, can occur only through the medium of deeply personal participation. We achieve being through doing. Everyone is invited to work. Everyone is invited to play 10. **IMMEDIACY** Immediate experience is, in many ways, the most important touchstone of value in the Burning Man culture. It seeks to overcome barriers that stand between the individual and a recognition of the individual's inner self, the reality of those around, participation in society, and contact with a natural world exceeding human powers

© Burning Man Project 2014

BURNING MAN PRINCIPLES



STIM



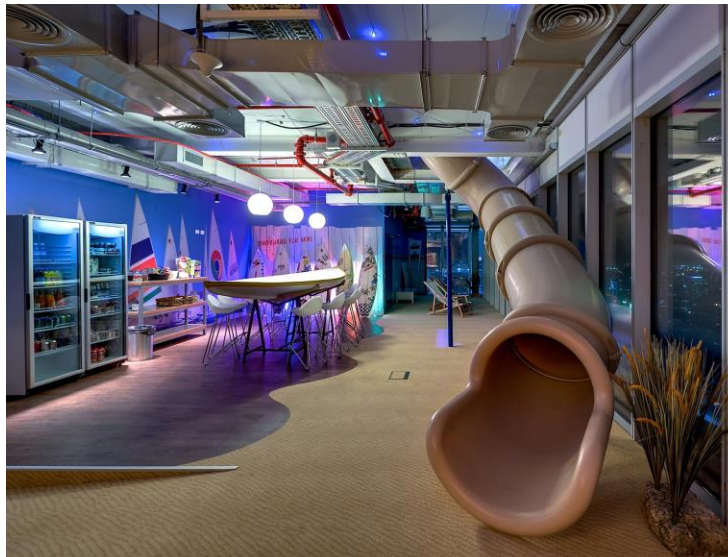
HESTON



HACKATHONS



ZIPLINE



GOOGLE OFFICES

“ *Play is the highest form of research*
- Albert Einstein

“ *Imagination is more important than knowledge*
- Albert Einstein

PERTH PERSONIFIED

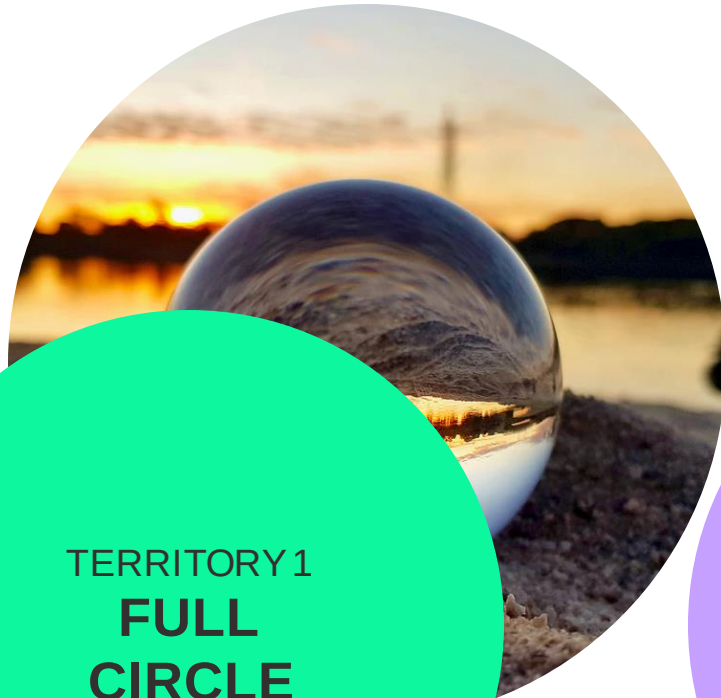
“ *Perth is... a backyard where adults come to play*
- Consumer research

“ *Perth is... a dream that feels real*
- Consumer research

“ *Bronson Twist; bizarre, adventures, left out from siblings, reserved, courageous, young, independent, brave, seaside*
- Consumer research

OK

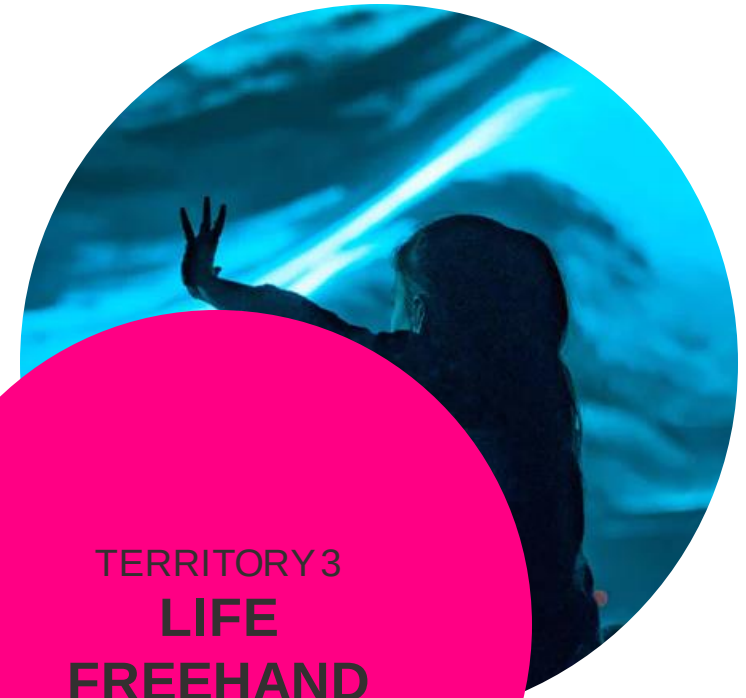
BREATHE



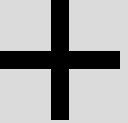
TERRITORY1
**FULL
CIRCLE**



TERRITORY2
**RETHINK
EVERYTHING**

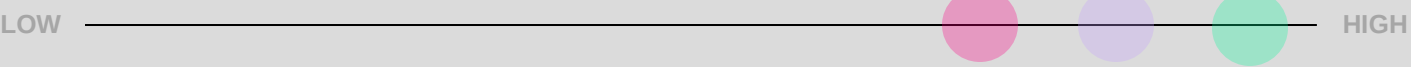


TERRITORY3
**LIFE
FREEHAND**

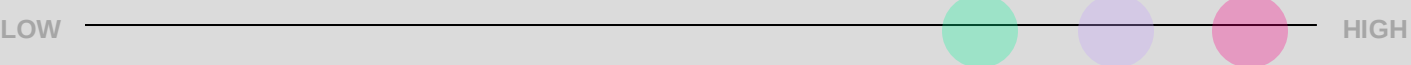


CHECK LIST

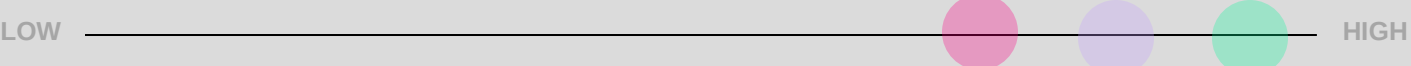
OWNABLE



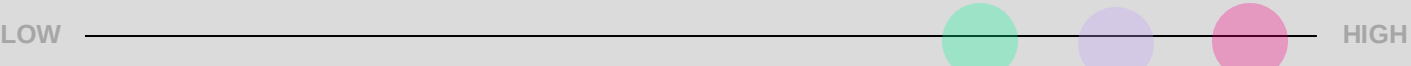
SINGLE MINDED



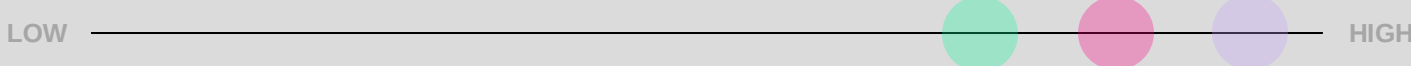
ASPIRATIONAL



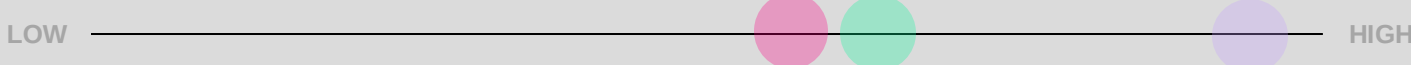
SIMPLE



EMOTIVE



HIGH ENERGY



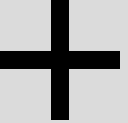
ABORIGINAL
NARRATIVE



CONSIDERATIONS:

What will the natural vernacular be to describe this brand?
Is it ownable by our audiences?

BRAND CRITERIA



COMPARATIVE MAP

Natural Assets
Infrastructure
Iconic Institutions

**TANGIBLE
ATTRIBUTES**

Historic
Legacy
Tradition

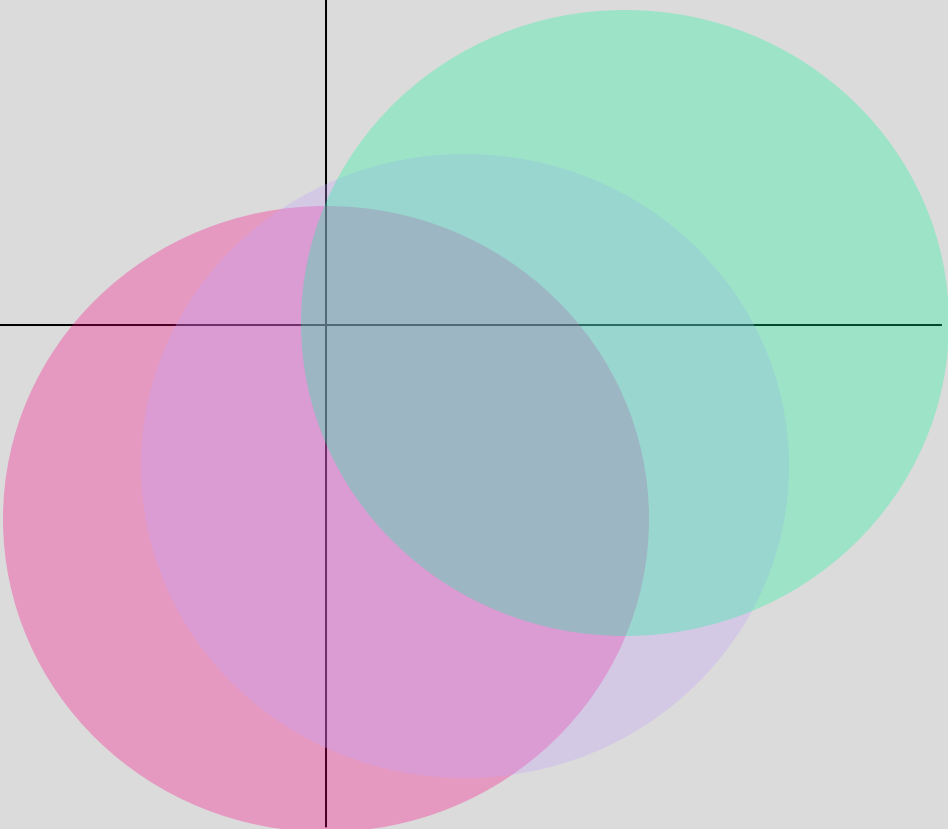
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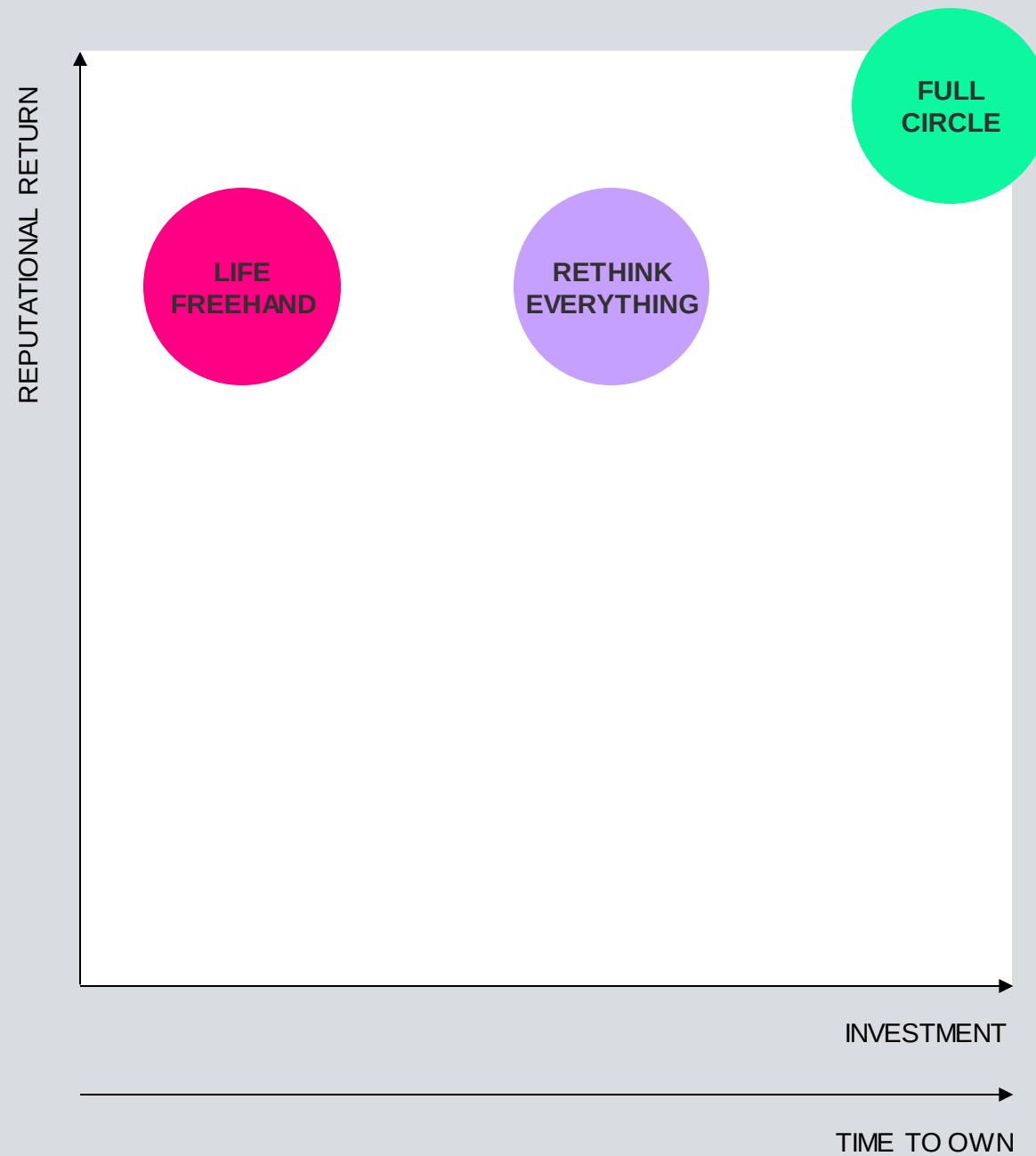
Aspirational
Future
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**PROSPECTIVE
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 **LOVES.**

 **CONCERNS.**

 **IDEAS.**

Arts + Culture
Science + Technology
Nature + Environment
Retailers + Venues
Aboriginal Heritage
City Vibrancy
Infrastructure
Connection to the Regions
Events
New + Emerging Industries

TABLE SHARING

GROUP SHARING

PROPOSITIONS BY AUDIENCE

TOP DRIVERS OF CONSIDERING PERTH FOR NON RESIDENTS



	LIVE	WORK	STUDY	INVEST	VISIT
#1	Attractive investment opportunities (44%)	Attractive investment opportunities (44%)	Attractive investment opportunities (44%)	Attractive investment opportunities (44%)	Physically attractive city (64%)
#2	Headquarters for global businesses (39%)	Attractive employment opportunities (47%)	Headquarters for global businesses (39%)	Invests in innovative industries (41%)	Attractive natural environment (69%)
#3	Comfortable climate (53%)	Headquarters for global businesses (39%)	World-class education (50%)	Headquarters for global businesses (39%)	High quality of life (65%)
#4	Invests in innovative industries (41%)	Invests in innovative industries (41%)	Invests in innovative industries (41%)	Acceptable cost of living (44%)	Is culturally vibrant (52%)
#5	Is respectful of and celebrates its first people (45%)	Is culturally vibrant (52%)	Is respectful of and celebrates its first people (45%)	Is culturally vibrant (52%)	World-class education (50%)

**Local
Visitor
Investor
Student
Artist
Innovator**



THANK YOU

Brand
Perth

