

**ED038: ADOPTION OF OUTCOMES OF THE DESTINATION
MARKETING STRATEGY**

Proponent / Owner	: City of Albany
Attachments	: Destination Marketing Strategy Progress Report
Report Prepared By	: Executive Officer – Lower Great Southern Alliance (S Shaw)
Responsible Officers:	: Executive Director Commercial Services (C Woods)

Responsible Officer's Signature:



STRATEGIC IMPLICATIONS

1. This item relates to the following elements of the City of Albany Strategic Community Plan 2023 and Corporate Business Plan 2014 - 2018:
 - a. **Key Theme:** 1. Smart, Prosperous and Growing
 - b. **Strategic Objectives:**
 - 1.2 To strengthen our region's economic base.
 - 1.3 To develop and promote Albany as a unique and sought after visitor location.
 - c. **Strategy:**
 - 1.2.2 Adopt a regional approach to economic development.
 - 1.3.2 Promote the Albany region as a sought after and iconic tourism destination.

In Brief:

- To seek Council endorsement of the findings of the Destination Marketing Strategy.
- To seek Council support and adoption of the brand identity endorsed by the meeting of key local region industry representatives.

RECOMMENDATION

**ED038: RESPONSIBLE OFFICER RECOMMENDATION
VOTING REQUIREMENT: SIMPLE MAJORITY**

THAT Council ENDORSE the preferred brand name; The Amazing South Coast and the positioning statement; Worth Every Moment subject to the outcomes of market testing, so that the Alliance can instruct Marketforce to proceed with the development of logo's and complete the Destination Marketing Strategy.

BACKGROUND

2. In July 2015, an MOU was signed between the City of Albany, Shire of Denmark and Shire of Plantagenet to formalise the cooperation and collaboration in the economic development of the sub-region.

3. The Lower Great Southern Alliance roles and functions are:

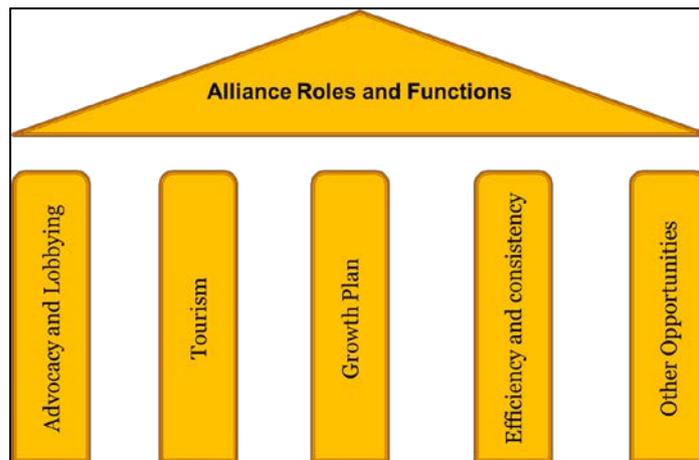


Figure 1

4. Tourism is one of the key focus project areas undertaken in collaboration with our Alliance partners for the economic growth and development of the Albany sub-region.

DISCUSSION

5. Marketforce consultants were engaged in May 2016 to undertake the development of a unique and unifying brand for the sub region with the primary objective, being:
- “Development of a unique unifying brand identity for the Region that will increase brand awareness and motivation to visit the region.”*
6. This brand identity will represent the areas of City of Albany, Shire of Denmark and Shire of Plantagenet and may be extended to other local government authorities for specific marketing campaigns.
7. The clarification and adoption of a brand will:
- Increase destination awareness of our sub region;
 - Increase visitation to the sub region; and
 - Provide a unique brand identity for use by local businesses when marketing to the public.
8. Engagement of a nonpartisan consultant was crucial to acceptance / adoption of the final recommendations by the key tourism stakeholders.

GOVERNMENT & PUBLIC CONSULTATION

9. Public: Considerable consultation was undertaken by Marketforce through:
- 20 in depth interviews;
 - 3 focus workshops with industry figures (26 attendees);
 - 2 community forums (85 attendees); and
 - an online survey of 145 persons (members of the public).
10. Government: Tourism WA – the government lead agency in the tourism sector and Australia’s South West the authorised regional tourism organisation (RTO) has been engaged and consulted as a key stake-holder throughout the entire process.

STATUTORY IMPLICATIONS

11. There is no statutory implications related to this report.

POLICY IMPLICATIONS

12. Adoption of the “Amazing South Coast” brand will complement existing branding, such as the Amazing Albany brand.

RISK IDENTIFICATION & MITIGATION

13. The risk identification and categorisation relies on the City’s Enterprise Risk & Opportunity Management Framework.

Risk	Likelihood	Consequence	Risk Analysis	Mitigation
<i>Reputation. The Lower Great Southern Alliance and regional tourism operators, who have selected, committed to and endorsed the proposed brand. There is a risk that non-endorsement may be viewed as unsupportive.</i>	<i>Possible</i>	<i>Moderate</i>	<i>Medium</i>	<i>City officers refer concern to consultant to address areas of concern and re-present for endorsement.</i>
<i>Opportunity. Co-branding facilitates the uniting of a local tourism organisation that not only supports Albany, but the lower great southern region.</i>	<i>Possible</i>	<i>Moderate</i>	<i>Medium</i>	<i>City officers refer concern to consultant to address areas of concern and re-present for endorsement.</i>

FINANCIAL IMPLICATIONS

- 14. This project has been co-funded by alliance partners and Tourism WA.
- 15. At the time of writing this report the full implementation cost is currently being investigated; however it is anticipated that the current budget line for tourism and marketing will meet all the City’s contributions for this financial year.
- 16. Working collaboratively with our alliance partners will optimise economies of scale and reduce duplication and waste.

LEGAL IMPLICATIONS

- 17. The proposed brand name has been registered by the City of Albany.
- 18. Proposed branding is not in breach of copyright.

ENVIRONMENTAL CONSIDERATIONS

19. There are no direct environmental considerations associated with this report.

ALTERNATE OPTIONS

- 20. No alternate options are associated with this report.
- 21. Council can either endorse or not endorse the proposed branding.

CONCLUSION

22. It is recommended that the Responsible Officer’s Recommendation be adopted.
23. The following stakeholders have endorsed the above mentioned brand name and tagline:
- Australia’s South West
 - Tourism WA
 - GSDC
 - RDA Great Southern
 - Discover Albany Foundation
 - Denmark Tourism Inc.
 - Albany Chamber of Commerce and Industry
 - Denmark Chamber of Commerce
 - The Lower Great Southern Alliance

Consulted References	:	<ul style="list-style-type: none"> • <i>Local Government Act 1995</i> • <i>Council Strategy: Economic Development Strategy 2013 to 2017</i>
File Number (Name of Ward)	:	<i>(All Wards)</i>
Previous Reference	:	<i>OCM 23/08/2016 Resolution PR002 (CEO KPIs)</i> <i>OCM 26/11/2013 Resolution ED005</i>