



Bathurst Region Brand Strategy

December 2017

Introduction

Brands are not just cool logos or snappy tag lines—they drive every goal, inform every decision and shape every message. The brand will tell a customer ‘who’ you are and what your destination represents. A brand is emotive. It is about engaging with your customer’s emotions so that the decision to purchase (in this case a short-break to the Bathurst region) is emotively driven.

Many people believe that the brand message is delivered through marketing of your products/services. Yes, that is definitely true. However, for a customer to really trust, respect, love, be loyal to your brand and an advocate of your brand, the brand message needs to be delivered at every customer touch point.

Yes every touch point! This means your brand needs to resonate with your stakeholders, operators and employees too.

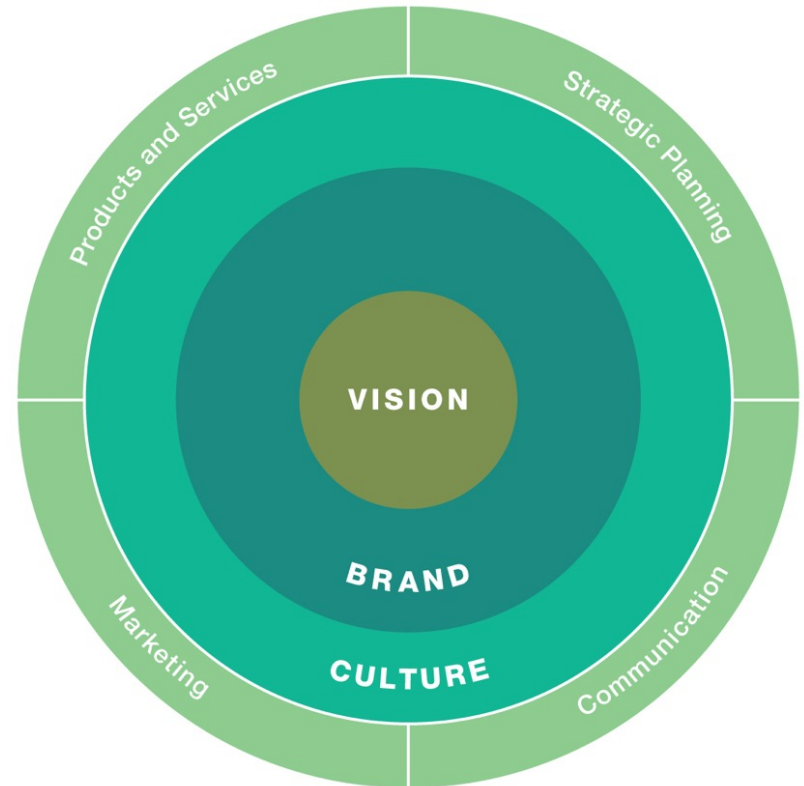
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Why use a planning framework?

A clear vision and brand will influence the culture of your destination and guide the:

- Development of your products, services and/or experiences
- Strategic planning
- Communication
- Marketing

The most important aspect of brand is that it represents your promise to your visitors (or customers). You need to deliver on your promise to ensure your visitors don't leave disappointed.



Part One – Research

The first step towards the development of the Brand Strategy for Bathurst Region involved a review of the research and insights from:

1. Specific research undertaken by MyTravelResearch.com in November 2016;
2. Recent statistics and research undertaken by Tourism Research Australia and other agencies; and
3. Key trends influencing international and domestic travel in 2017.

This approach enables the Brand Strategy to be informed by past behaviours, motivations for and barriers to travel as well as to consider new or emerging trends that create opportunities for the region. This will assist in delivering a Brand Strategy that:

- Identifies its aspirational target markets and positioning to facilitate growth in the visitor economy; and
- Ensures that the destination continues to appeal or resonate with existing markets.

The DMP's vision is: *In 5 years' time, the Bathurst Region, Australia's first inland European settlement and located in Wiradjuri country, is recognized as a premier regional tourism destination. Compelling visitor experiences that take strategic advantage of the world famous Mt Panorama and the region's unique history and beauty will support a growing destination profile.*

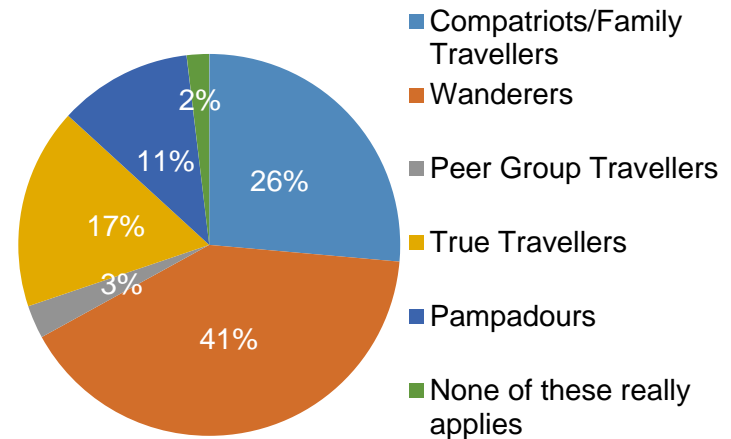
MyTravelResearch.com insights for Bathurst Region

The key implications and recommended actions that have direct relevance to the Brand Strategy include:

- Move to developing a consistent brand positioning that provides a way of communicating Bathurst region's diversity.
- Incorporate motor racing and heritage/history into the brand, but build beyond them.
- Bathurst was and continues to be a pioneering town. This is a strong potential direction for the brand to combine its heritage and new developments. Build a positioning around this leadership role. We would ideally recommend this be a Place Brand rather than simply a destination brand.
- Move towards a more integrated brand asset. Ensure individual assets (e.g. for the Bathurst 1000 or events) sit under the main brand umbrella.
- Consider Bathurst alumni (and reunions) as a strong tactical market.
- Strong focus on the professional DINKS market for short breaks.
- Key focus should remain Central NSW and Sydney in marketing. Target local and Sydney as primary markets, followed by rest of Regional NSW.

Profile of Bathurst existing visitor segments

Bathurst's current database is weighted to Wanderers and Compatriots



Source: MyTravelResearch.com - *Unleashing the Bathurst region's potential as a destination through better branding – Full Report*, November 2016

Latest National Visitor Survey results

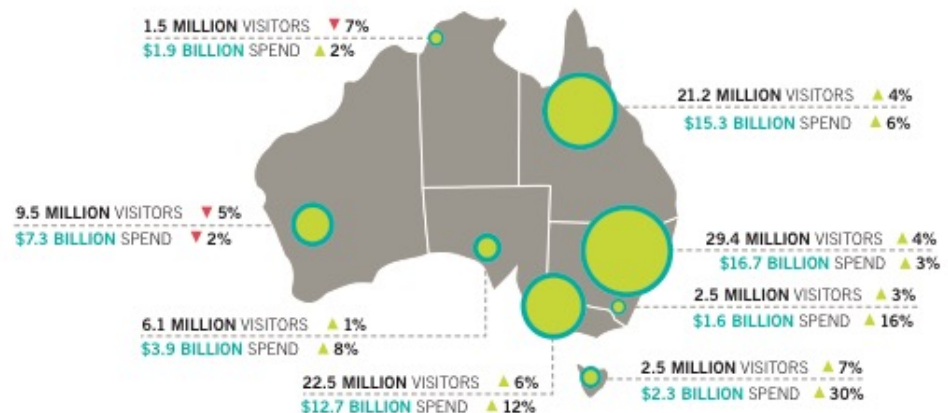
Australia's domestic visitor economy continues to set new records with the latest figures for 2017 revealing strong growth in overnight trips, nights and expenditure. In the year ending March 2017, there were 91.7 million overnight trips (up three per cent), 335.5 million visitor nights (up four per cent) and \$61.7 billion in overnight expenditure (up six per cent). Domestic and international tourism expenditure has grown \$6.3 billion to \$121.2 billion in the year to March 2017, which has placed the visitor economy just ahead of the mining industry's economic contribution to Australia.

The domestic tourism results highlight the trend for more Australians to holiday or undertake short-breaks in Australia. A significant positive change relates to the purpose for travel being to visit friends and relatives, which has increased by 8%.

Regional NSW is the most visited regional destination in Australia (41%) and the most popular regional destination (43%) that people are seriously considering visiting in the next 12 months for a holiday or short break.

Regional NSW fulfils what Australians look for from holidays: 'Peaceful, a moment of quiet' (20%) and 'Reconnecting with family or friends' (23%).

Overnight trips and regional expenditure by state



Sources: <https://www.tra.gov.au/research/domestic-tourism-by-australians/national-visitor-survey-results/national-visitor-survey-results> and Kantar TNS Australia's annual syndicated study into the Australian travel market 2016 & 2017 – see: <http://www.destinationnsw.com.au/tourism/facts-and-figures>

Short Breaks Market Insights

Destination NSW, Short Breaks to NSW - March 2015

Key Findings

The annual study into the Australian travel mindset, Domesticate, reported that short breaks are a vital component of a happy life, offering a chance to get away from 'city busyness' and to refresh and relax.

Domestic short breaks often a mix of planned and spontaneous trips, spread across the calendar to provide milestones to look forward to. Australians like to make short domestic trips often, even after returning from long-haul overseas trips.

- The short breaks market to Australia accounts for a quarter (25%) of total overnight visitors (domestic and international) to the country.
- The largest proportion of short break visitors to NSW is youth segment (15 to 29 years); however, the number of visitors aged 60 years and over has seen the strongest (and continuous) growth over the past ten years.

Short Breaks NVS & IVS results Sept 2015

Destinations

Activities	Domestic Visitors (%)	International Visitors (%)*
Social activities	87%	96%
Outdoor or nature activities	47%	73%
Sports or active outdoor activities	30%	5%
Local attractions or tourist activities	22%	66%
Arts / heritage / festival activities	22%	62%

See: <http://www.destinationnsw.com.au/wp-content/uploads/2014/03/short-breaks-to-nsw.pdf>

Short Breaks are a growing market in Australia – in the past decade, the short breaks market in NSW grew by 14%. In Y/E September 2015, Regional NSW received three quarters (76%) of domestic short break visitors to NSW.

Global megatrends defining travel in 2017

skift Megatrends 2017

Megatrends Defining Travel in 2017



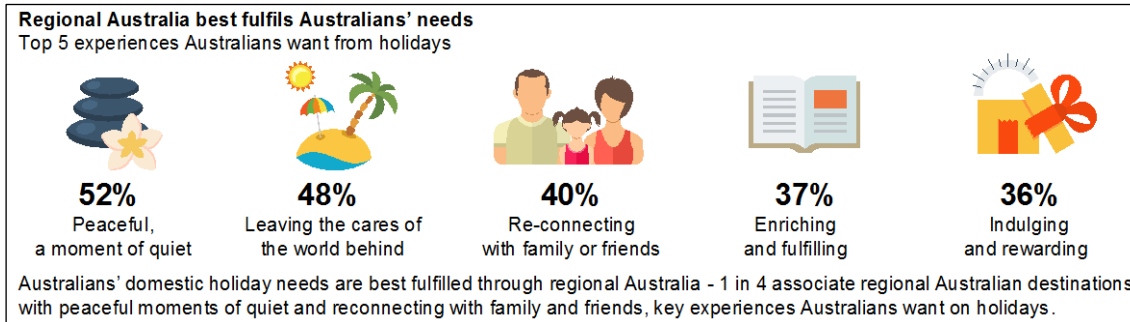
- Growth market segments globally
 - There is a continuing rise in the numbers of contemporary female travellers, who are more likely to have a higher disposable income and to travel either on their own or in small groups of friends.
 - The fifties are the new demographic for travel brands – more people are choosing to travel earlier than retirement to enjoy the more active or immersive experiences that destinations have to offer.
- New experiences
 - Tourism activities, such as tours are finally coming into their own. However, the focus is on small-scale, immersive and locally curated activities. This is particularly important in relation to Indigenous and nature-based tourism;
 - New luxury is defined by small brands with big stories. This is driven largely by the opportunity for genuine engagement and interaction with local people, nature, heritage and arts and culture. The story of the place and its people is increasingly critical to the success of the experience.
 - 'Festilisation' of meetings and events – festivals add to the excitement of a destination and increasingly appeal to those organising major conferences and events.
- Dining out as the main event – this trend is no longer just about the 'super-star' (or multiple-hatted) restaurants but is now about 'local heroes' who create immersive and curated experiences rather than simple, expected service.

For a highly credible review of all the megatrends defining travel in 2017 see the SKIFT report at:
<https://skift.com/2017/01/12/the-megatrends-defining-travel-in-2017/>

Global megatrends defining travel in 2017

The appeal of holidaying in Australia to Australians continues to grow

- Escapism and short breaks have become the norm as Australians look to escape the frenetic pace of everyday life
- Domestic holidays provide a perceived 'safety net' to Australians with easy and affordable trips at home that offer fun and relaxed holiday experiences – for younger Australians, this includes carefree and spontaneous experiences
- Domestic holidays are more about the value of the experience, with Visiting Friends and Relatives (VFR), mid-range hotels, motels, and serviced apartments the desire at home - indulgence is on the rise in relation to products and experiences
- Reconnection with family or friends remains central to the Australian holiday experience
- Camping and caravanning continue to increase in popularity - 30 to 54 year-olds make up 47% of the market, visitors aged 55 years and over (30%) and 20 to 29 years (16%)



Sources: For a snap-shot of the trends defining domestic travel in 2017, see the **Kantar TNS Australia's** annual syndicated study into the Australian travel market:
http://www.destinationnsw.com.au/wp-content/uploads/2012/04/Domesticate_2017_Factsheet_Australia.pdf

Caravan Industry Association of Australia (CIAA) – see: <http://www.caravanindustry.com.au/research>

Part Two – Consultation Workshops

The second stage of the project was to undertake a consultation process and a familiarisation of the Bathurst Region. The following pages are a summary of the outcomes from the consultation process, which involved:

- 4 x workshop – Over the four workshops there were about 40 participants who were asked a number of question to establish what they believe is the competitive advantage for the Bathurst Region's The questions asked in the workshop were
- One on One meetings – There were a number of one on one meetings with community leaders such as the BRC General Manager, Director of the Bathurst Regional Arts Council, BRC Tourism Manager, tourism industry leaders and business owners
- Familiarisation - The consultants had a day for site-seeing, visiting the villages of the region to better understand the broader offering of Bathurst.

Competitors: *What is the Bathurst Region's promise to its visitor or for those you might choose to live in the region*

The workshop participants were asked to identify the Bathurst Region's promise, what makes the Bathurst Region the place it is to visit and to live in. These ideas have all underpinned:

The Promise – Workshop 1

- Bathurst is mature.
- Bathurst is for enquiring minds.
- Bathurst trains people to be great.
- Bathurst teaches me things.
- Bathurst is a gate keeper of intelligent people let loose on the world
- Bathurst inspires me.
- Bathurst is educated.
- Bathurst is an old town with a young head.
- Innovative
- Bathurst is a confident city

The Promise – Workshop 2

- Scratch the surface.
- Saviours.
- Unearths ideas
- Easy to get around. Friendly.
- Keeps it real.
- Centre of learning
- The intelligent city
- Smart.
- Educated.

Competitors: *What is the Bathurst Region's promise to its visitor or for those you might choose to live in the Region continued*

The Promise – Workshop 3

- Makes connections
- Love
- Initiated in a history of excitement
- Ceremonies
- History of making history. **City of firsts.**
- Educated people.
- Deep personal connections to your passion – (fabrics, female factory, events, motor racing)
- Bathurst can open you up to passion
- Edgy, frightening, challenging, quirky
- hidden events, secrets around each corner.
- Passing forward
- Entertain me
- Entertaining

The Promise – Workshop 4

- Incomparable
- Where you are meant to be
- Country chic
- Not just the first place in history but the future since
- The future of Australia began here
- This is where your history began
- Offers a vibrant energetic lifestyle balancing the old and the new
- Provides an escape, friendly welcome
- Concentration of Australian history, hope and future
- Open your eyes, open your door, come to Bathurst
- No other town in Australia offers what we offer

Competitors: *How would your competitors describe the Bathurst Region*

Workshop participants were also asked to describe how they thought their competitors would see Bathurst Region. This is a very good way to also understand and gain insight into how the Bathurst Region is perceived in the market place and help identify Bathurst Region's competitive advantage.

Feedback

- Accessible
- Intelligent
- Envious of our offer. Level of sporting pursuits
- Higher standard.
- Understated and under estimated
- They are a town of educational institutions
- Bathurst residents are a lot more confident
- Bathurst is quiet
- Conservative
- Old town with young head.
- Honesty and has integrity
- Wonderful historical building and a rich history

Personality: *Bathurst Region personality*

As part of the workshop, participants were also asked to identify people or characters that they believed summed up the personality of the Bathurst Region. There was an overwhelming response from each group identifying a number of well known journalists and media personalities who had been to university at Charles Sturt University in Bathurst. A personality that was identified across all four workshop groups was:



Andrew Denton

Andrew was seen as being intelligent, fun, creative, quick-witted, admired, confident, stands for something, approachable, brings rigor to a discussion, appreciates well thought out ideas, credible and informed.

It is for these reasons that Andrew Denton's traits best deliver on the character and personality for Bathurst Region. It underpins the idea of the Bathurst Region being a destination for the 'enquiring mind' it has an intellect that is demonstrated in what the region has to offer from a the culture and historical importance of Bathurst, to events, the city design and architecture and food offering.

Values: *The brand values for the Bathurst Region*

Brand values are the guiding principles for how a brand 'shows up' in the market place. The values are a bond or a promise that is made to the customer. E.g. If a brand value is to be innovative then the products need to be innovative and so does the marketing of the product. Apple has a brand value of being innovative and so it is across every touch point a customer has with Apple.

Values

- **Authentic** - It is real, Bathurst Region has an honesty about it.
- **Passion** – The locals and the community are passionate about their interests and what they offer e.g. history, arts, museums, restaurants
- **Integrity** – The people of Bathurst have pride in their place and that reflects in the experience a visitor or someone choosing to move to the Bathurst Region has
- **Intelligent** – Bathurst Region appreciates and aspires to attract smart businesses and offers experiences for enquiring minds
- **Welcoming** – Bathurst Region is warm, fun and inviting

Brand Archetype: *What is Bathurst Region's Brand Archetype*

Workshop: *One*

No 1

The Creator

75/84



The Creator's core desire is to create something of enduring value and give form to a vision. Brands that encourage self-expression; provide choices and options; help foster innovation; or are artistic or creative in design embody the Creator archetype.

No 2

The Magician

58/84



The Magician archetype wants to make dreams come true through knowledge of the fundamental laws of how the world works. In addition to a white rabbit, from his hat the Magician pulls brands that are transformative, have a spiritual or psychological component, or help to expand consciousness.

No 3

The Lover

54/84



More than anything in the world, the Lover wants to attain intimacy and/or experience sensual pleasure. The goal is to be in relationships with the people, work, experiences, and surroundings it loves. Examples of the Lover archetype are brands that help people find love/friendship or that foster beauty, communication, or closeness between people.

Workshop: *Two*

No 1

The Creator

75/84



The Creator's core desire is to create something of enduring value and give form to a vision. Brands that encourage self-expression; provide choices and options; help foster innovation; or are artistic or creative in design embody the Creator archetype.

No 2

The Jester

63/84



Just like the class clown from high school, the Jester wants to live in the moment with full enjoyment. He only wants to have a great time and lighten up the world. Look past the laughter and that silly hat and you will see brands that help people have a good time and embrace a fun-loving, freewheeling culture

No 3

The Lover

57/84



More than anything in the world, the Lover wants to attain intimacy and/or experience sensual pleasure. The goal is to be in relationships with the people, work, experiences, and surroundings it loves. Examples of the Lover archetype are brands that help people find love/friendship or that foster beauty, communication, or closeness between people.

Workshop: *Three*

No 1

The Creator

70/84



The Creator's core desire is to create something of enduring value and give form to a vision. Brands that encourage self-expression; provide choices and options; help foster innovation; or are artistic or creative in design embody the Creator archetype.

No 2

The Lover

69/84



More than anything in the world, the Lover wants to attain intimacy and/or experience sensual pleasure. The goal is to be in relationships with the people, work, experiences, and surroundings it loves. Examples of the Lover archetype are brands that help people find love/friendship or that foster beauty, communication, or closeness between people.

No 3

The Outlaw

54/84



The Outlaw is all about revolution and seeks to destroy what is not working. Brands that identify with values at odds with those of society at large, that pioneer new and revolutionary attitudes, or whose products literally destroy something (e.g. a bulldozer) fall into this category.

Workshop: *Four*

No 1

The Creator

74/84



The Creator's core desire is to create something of enduring value and give form to a vision. Brands that encourage self-expression; provide choices and options; help foster innovation; or are artistic or creative in design embody the Creator archetype.

No 2

The Lover

65/84



More than anything in the world, the Lover wants to attain intimacy and/or experience sensual pleasure. The goal is to be in relationships with the people, work, experiences, and surroundings it loves. Examples of the Lover archetype are brands that help people find love/friendship or that foster beauty, communication, or closeness between people.

No 3

Regular Person

64/84



The Everyman wants only to belong and fit in and desires to connect with others. The mark of the Everyman is prominent on brands with a down-home culture, that create things used in everyday life, and that help people feel that they, too, belong.

Archetypes: *Group analysis*

A total of of about 37 attendees across 4 workshops isolated 6 archetypes when undertaking the group survey. The **Creator** archetype was the number one profile across every group, ranked on the brand archetype online survey:

Archetype	Group 1	Group 2	Group 3	Group 4	Total
Creator	75	68	75	74	292
Magician	58	-	-	-	58
Lover	54	57	63	65	239
Jester	61	-	-	-	61
Outlaw	-	-	54	-	54
Regular Person	-	-	-	64	64

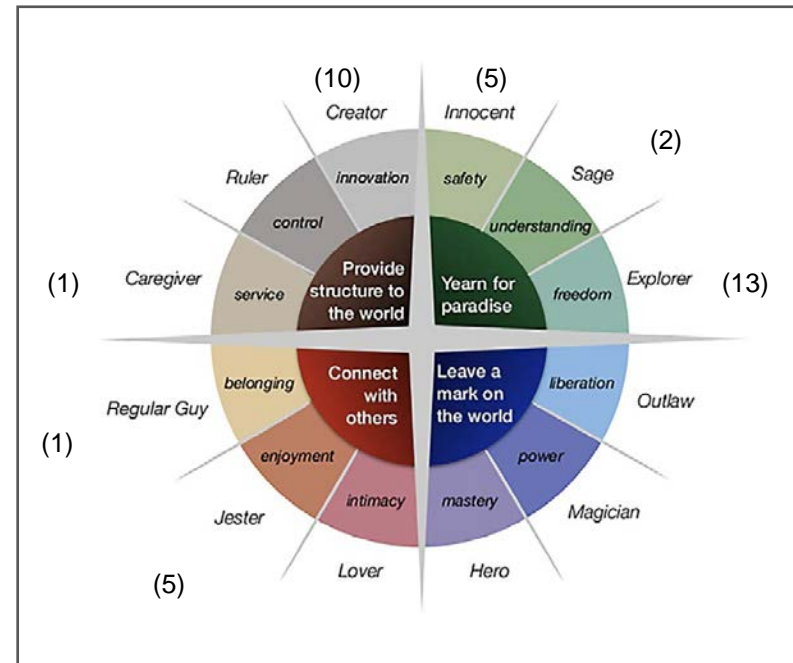
Archetypes: *Individual analysis*

The number of archetypes nominated by individuals during each of the 4 workshops.

Groups	One	Two	Three	Four	Total
The Explorer	4	3	4	2	13
The Jester	2	1	2	-	5
The Innocent	1	1	-	3	5
The Creator	2	5	1	2	10
Caregiver		1	-		1
Regular Guy				1	1
Sage		1		1	2
Totals	9	12	7	9	37

The individual results differ from the group results identified through the online survey. The Creator archetype was the highest scoring archetype based on the survey results. The group survey results represent consensus in relation to the preferred archetype across all workshops.

The total number of archetypes nominated by individuals across all workshops.



Archetypes: *The Creator personality*

The Creator – If it can be imagined it can be done. This is the premise of the Bathurst Region. Bathurst is the oldest inland settlement in Australia and with that brings the story of an ever evolving place. Evolution can only come from creativity and igniting the imagination and to create things of enduring value, which Bathurst Region has done for more than 200 years. The essence of the Creator is to develop a culture to express a vision. Bathurst Region has a cultural and historic story to share. However, it also celebrates the enquiring mind and the intellect that Bathurst Region is known for through its events, educational institutions, appreciation of architecture and the desire to celebrate the past while embracing the future. The Bathurst Region brings vitality and hope to the next generation of Australians.

The creator archetype sets Bathurst Region apart from other destinations. Bathurst Region can truly deliver on the archetype's promise and embrace all those who wish to explore and express their creative desires. That could be as simple as moving to Bathurst to raise a young family or open a gastro pub or restaurant.

Postcards

The workshop participants were asked to write a postcard to a friend or family member about what they had experienced in the Bathurst Region if they were a visitor for a short-break. The following pages are examples of some of the postcards.

"Can't believe the variety on offer and the amount of things on our program whilst in Bathurst. Looking forward to pushing the limit and challenging myself this week. Enjoying the experiences of the Autumn colours early in the morning as I take in the mountain views."

"This place is so SURPRISING – who would have thought I could be experiencing life on an Alpaca farm this morning, and then suiting up in the evening to see the ACO Playing Vivaldi's 4 Seasons under the stars! We need to do this together next time!"

"I just had the most amazing time in Bathurst. The cafes and restaurants are so cosy and warm, and welcoming! I also went on some great tours of very cool historic homes, such as Abercrombie House. It was like the Downtown Abbey of Bathurst! Amazing coffee here too by the way. You should come and visit."

"Just letting you know I am having a great time. So far I have been out and about exploring. Hill End was so much more than I expected I tried my hand at gold panning but I caught more fish than Gold. The beauty of the Autumn colours is just amazing. Going to Mayfield tomorrow after dining out tonight. "

Postcards continued ...

The postcards were an exercise to write about how the Bathurst Region could make you feel as well as listing the experiences and activities that a visitor could do while on a short-break in the Bathurst Region

"Greetings from Bathurst! I am writing this postcard in this amazing little coffee place I found before setting out to explore. The town looks beautiful – like it leapt straight off a postcard itself – the barista has told me that the Museum around the corner has a full T-Rex skeleton in it... Who knew?!"

"Easy drive to Bathurst this weekend. Autumn cold here, really clear skies. Took off riding early and discovered great hills and villages and joined another group of riders. Met Vicky at an awesome café after, they even had food she could eat. Discovered a local Brewery in an old Mill, which will finish my day nicely. Bring your bike and we'll do a lap of the track one day."

"Having lots of fun here in Bathurst – walked through a gorgeous park this morning, knee-deep in autumn leaves and just getting chilly. It's a beautiful town and everyone is so friendly – found myself having lots of random chats with the locals and staying at a really pretty spot just a few minutes drive out of town. Missing you and feeling so relaxed here – we need to come here together soon. Off to dinner now – the food is delicious!"

"Just letting you know I am having a great time. So far I have been out and about exploring. Hill End was so much more than I expected. I tried my hand at gold panning but I caught more fish than Gold. The beauty of the Autumn colours is just amazing. Going to Mayfield tomorrow after dining out tonight."

Implications of research, trends & consultation for the Brand Strategy

1. **Shift from the existing markets to more aspirational markets** to enable stronger growth in the visitor economy and enhance the appeal of the destination to higher-yield markets.



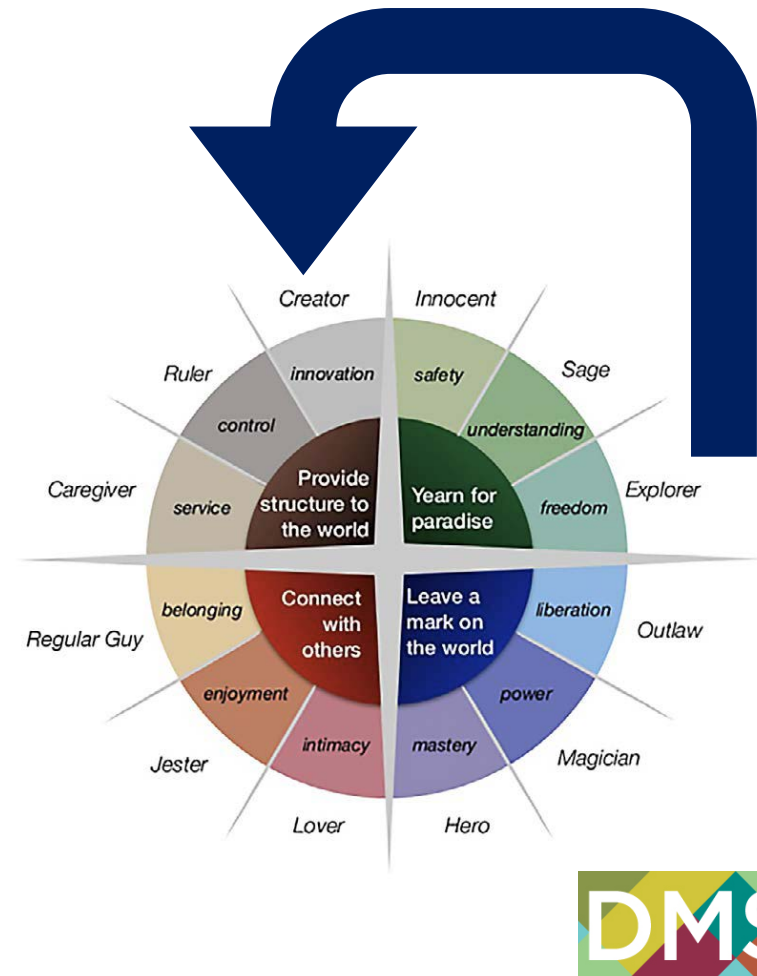
Leading Lifestyles acknowledge their good lot in life, but make no apologies for it – they studied hard, worked hard, developed in-demand skills and professional networks, invested smartly, donated to personally important charities and helped out family members.

Their achievements are clearly visible to others, but this isn't what drives them. Status and power are the means to the end: true independence and a life based on options not obligations.

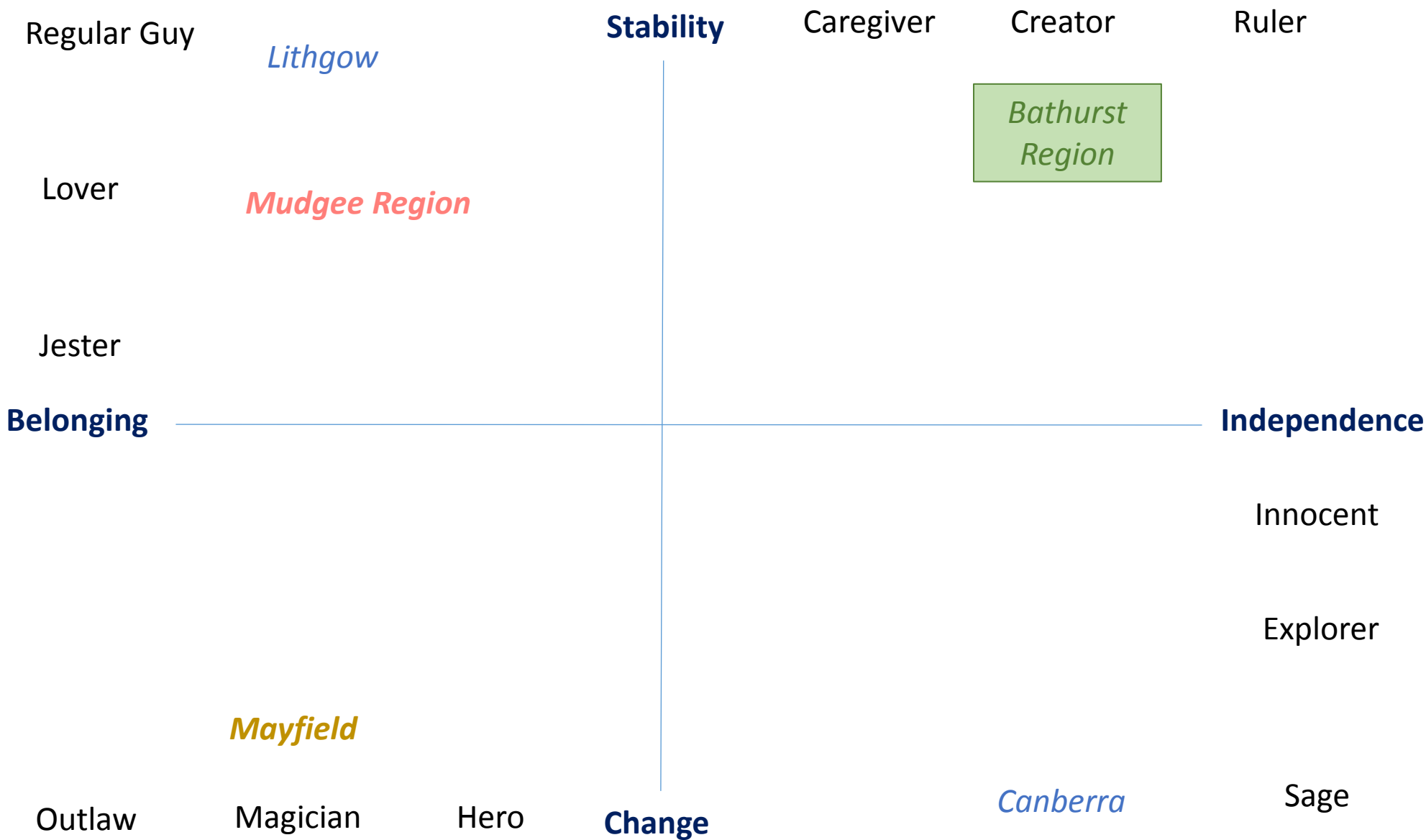
When everything is on the table, preferences matter. The world is an oyster, shucked at leisure. There's no rush: they already presume there's a perfectly smooth and lustrous pearl inside.

Source: Roy Morgan Helix Personas, which is a powerful, contemporary consumer segmentation and data integration tool that combines sophisticated psychographic and behavioural data to classify the Australian population into Community Groups and further break it down into Persona Profiles using a combination of Roy Morgan Single Source data and other third party data sources.

2. **Shift in the brand's archetype from Explorer to the Creator** to enable the positioning to resonate with the aspirational target markets while ensuring that existing markets are not disengaged by the new positioning.



Competitors: *How is Bathurst Region positioned in the market place compared to other destinations in context of brand archetypes*



Part Three – Positioning, Archetype and Brand Architecture

The findings: By bringing together the insights from the research and the consultation process, the following statements and ideas capture various emotions expressed in the workshops and also summarises some of the key motivations for a visitor to choose the Bathurst Region as a short break destination. Or provide a reason to consider the Bathurst Region as a place to live and work.

These sentiments and the other learnings inform the positioning for the Bathurst Region.

For enquiring
minds

Is an old town
with a young
head

A confident place

Deep personal
connections

Edgy and
challenges your
thinking

The future of
Australia began
here

Positioning

Bathurst is a city of firsts. It's constantly evolving and delivering. Each generation of youth brings an energy and excitement. For more than 200 years, Bathurst has been planning, learning and delivering. Whether it's the heritage, history, culture, entertainment or events, as a city of learning Bathurst can ignite passion while definitely entertaining you. Bathurst invites visitors and friends alike to immerse themselves in a small city with a big heart. An educated, passionate community dedicated to making the world a better place through inspiring those who visit and live in Bathurst.

Bathurst Region, Step Beyond

The positioning statement expresses the sentiment of the idea that Bathurst Region is *Step Beyond* showcases its historical importance as well as its desire to imagine new ideas and concepts. Bathurst Region is the creator archetype supported by its personality, brand promises and how the Bathurst Region see itself and its place in the world.

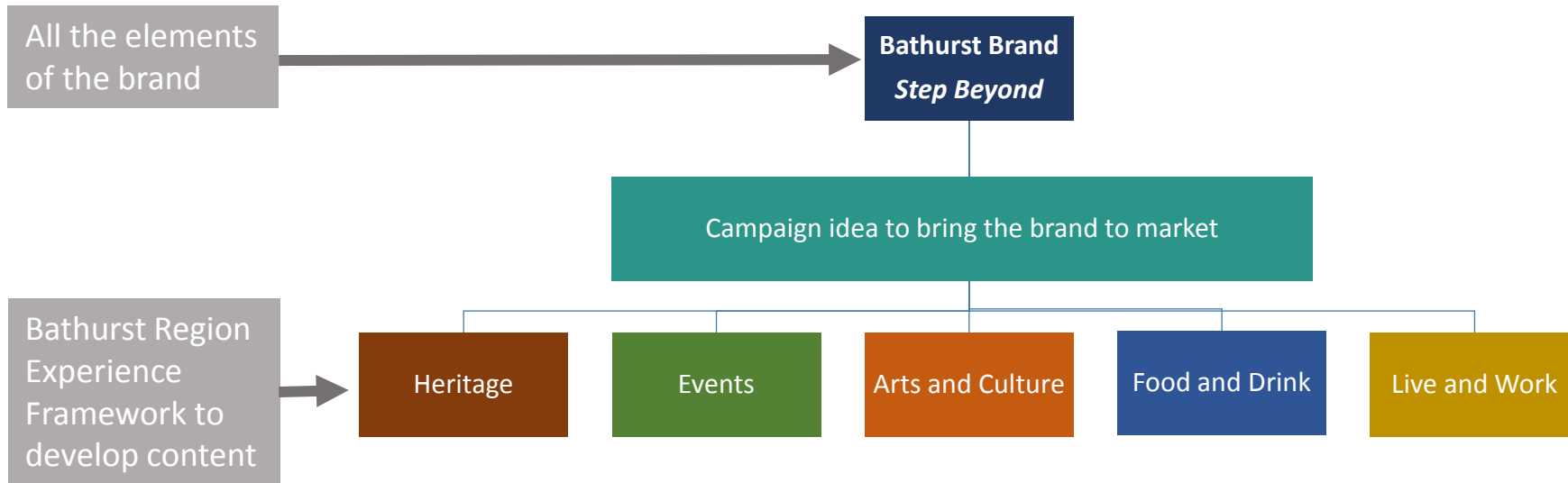
Tagline: **Bathurst Region – Step Beyond**

Brand Archetype: *The Creator personality*

The Creator – If it can be imagined it can be done. This is the premise of the Bathurst Region. Bathurst is the oldest inland settlement in Australia and with that brings the story of an ever evolving place. Evolution can only come from creativity and igniting the imagination and to create things of enduring value, which Bathurst Region has done over the last 200 years. The essence of the Creator is to develop a culture to express a vision. Bathurst Region has a cultural and historic story to share. However, it also celebrates the enquiring mind and the intellect that Bathurst Region is known for through its events, educational institutions, appreciation of architecture and the desire to celebrate the past while embracing the future. The Bathurst Region brings vitality and hope to the next generation of Australians.

The creator archetype sets Bathurst Region apart from other destinations. Bathurst Region can truly deliver on the archetype's promise and embrace all those who wish to explore and express their creative desires. That could be as simple as moving to Bathurst to raise a young family or open a gastro pub or restaurant.

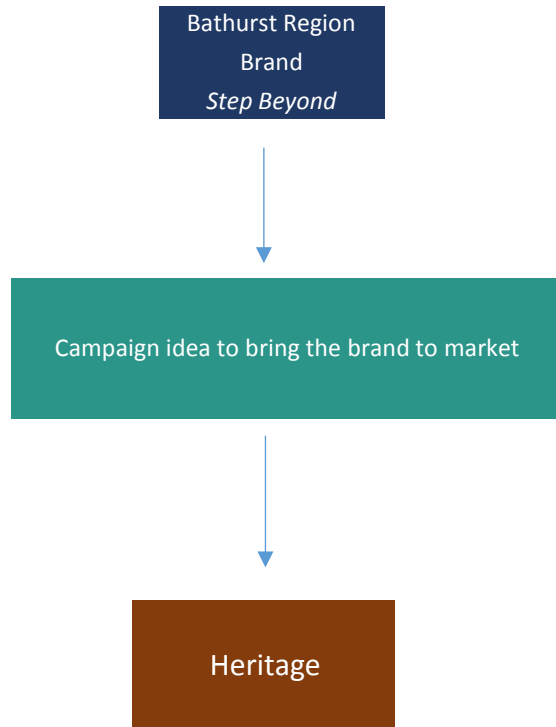
Brand architecture



Part Four – Brand Delivery – taking the brand to market



Brand delivery – Heritage



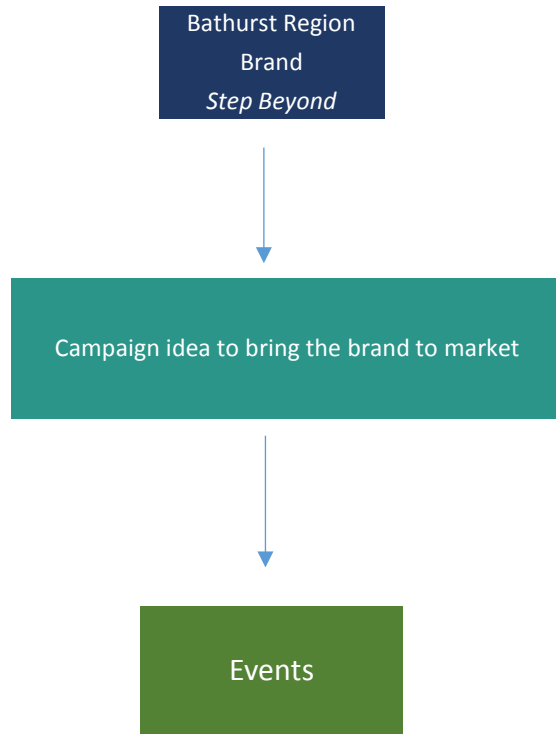
The Bathurst Region is on Wiradjuri country and the region recognises and respects the Traditional Owners. It also offers a very powerful link to Australia's European history.

Bathurst Region has been a place of many firsts. It is a place that from its heritage it is also forging a future. A future that is bright, inspiring. At every point in Bathurst Region's history there has been something created - this is demonstrated through the heritage buildings, fossil museum, its architecture. To activate the brand promise of *Step Beyond* there is an opportunity to continue to activate and bring to life the history of the Bathurst Region in a contemporary manner.

Considerations for brand activation:

- Create an event or experience that activates the historical sites of the Bathurst Region in a contemporary way. This might be an experience that is offered once a season
- Continue to utilise the villages of the Bathurst Region such as Hill End to activate the historical sites to bring a fresh, young and vibrant vibe to them
- Identify and develop an Aboriginal cultural experience to reinforce the brand and its link to the heritage and culture of the First Australians

Brand delivery - Events

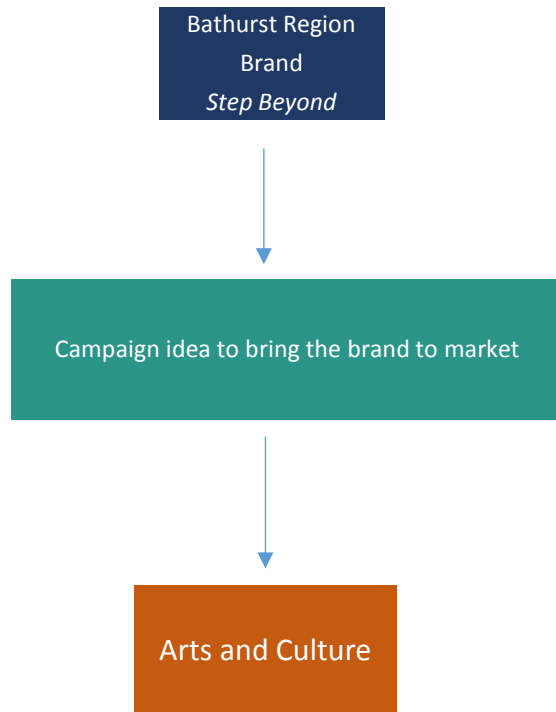


Bathurst already has a very good events program and leverages these events to showcase the Bathurst Region.

It has been identified in the MyTravelResearch.com research that the car race can be polarizing for some markets. However, within context of this Bathurst Region's brand strategy the car race can deliver comfortably on the brand positioning. This is further highlighted by the proposed industrial site including a second race track (Velocity Park). The idea of leveraging Mount Panorama and the race to grow the race car industry and associated industries is an opportunity to support the Bathurst Region as a forward thinking, intelligent place that could attract world class brands associated with car racing to provide research and development facilities. This would further underpin the economic growth of the Bathurst Region. The industrial park concept is much bigger than just a second track and an excellent way to leverage the success of Mount Panorama.

Other events, such as the Bathurst Winter Festival provide an ideal opportunity (in a more direct sense) to deliver on the brand positioning for the Bathurst Region.

Brand delivery - Arts and Culture

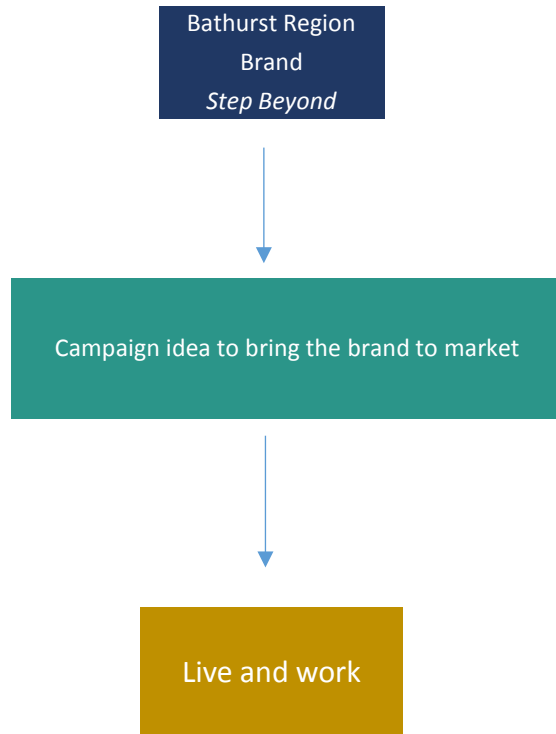


Bathurst Region already has a vibrant arts and culture scene. In context of the new brand positioning of *Step Beyond* it is really important these activities are communicated in a way that ensures the Bathurst Region's brand is expressed in a tone and manner that is intelligent, funny, witty and confident. This approach would bring the brand personality to life and assist in creating a competitive advantage for Bathurst Region.

There is an opportunity to identify art and cultural activities that already exist that could be signature experiences that bring the brand to life. This could be through existing:

- Opening of artisans and artists studios or galleries or through the creation of an artists and artisans' discovery trail
- Cultural activities
- Art shows
- Plays
- Movies

Brand delivery - Live and Work



Bathurst Region's brand might be primarily used as a tourism destination brand. However, there is significant scope and opportunity to use this positioning and branding as a place brand to attract the type of businesses that and people (including young families) who resonate with the Bathurst Region brand values and what the brand stands for.

The brand can also be use for economic development and internally to build community pride.

Recommendations

1. Undertake and implement a campaign that brings the Bathurst brand promise *Step Beyond* to life through using the themes identified in the brand architecture to create content and stories
2. The logo including the topography will need to be updated to a more contemporary style and better deliver on the brand archetype
3. The website, digital platforms and other collateral (digital or traditional) will need to be updated to better express the brand
4. The brand expression is more than the logo; it is how the brand archetype, personality and values are expressed in the type of images used, copy and what content is created to be utilised across online and offline assets, whether they are owned, earned or bought media channels – this is achieved through the development and implementation of Brand Guidelines, which should be a high priority for BRC. The brand guidelines will also provide the rules around how the brand is to be used especially by third party organisations and groups
5. The brand also needs to inform and be the basis of the brief for a Public Relations (PR) agency to create consistent messaging in the market place and develop a tactical marketing communications plan