

SOUTHERN HIGHLANDS

CORPORATE BRANDING STRATEGY 2013



Southern
Highlands®
NEW SOUTH WALES

BRAND STRATEGY

Introduction

The following is a frame work that has been drafted by Mark Wilson (Wisdom) and Steve Rosa (DSH) as discussion points for the brand transition and digital strategy for the implementation of Destination Southern Highlands (DSH) to incorporate the marketing and services of Wingecarribee Shire Councils Tourism, Economic Development and Events.

It takes into account the:

- The draft 5 year Tourism Strategy 2012 - 17 document along
- Previous brand related documents performed by WISDOM:
- WISDOM's economic development document *Branding and Communications Report 30/6/09*
- WISDOM's *Wingecarribee Shire Council Brand Development September 2011*.
- *The Wingecarribee 2031 Community Strategic Plan document*

BRAND STRATEGY

This logo represents the region



This logo was originally developed by Tourism Southern Highlands (TSH) to identify the area for tourism marketing purposes and to identify the official Tourism body in 2006.

However, over time it has also become more generally accepted by visitors and locals alike as the symbol and name of the area.

It is proposed the general acceptance of this logo as the "regions logo" is acknowledged and it becomes the official logo for the area. Also that its use be extended from tourism activities to now be associated with any activities of the area including Tourism, Economic Development and Events.

This recommendation is only made on the proviso that the region's tourism and economic development aspirations are aligned. This was something that was emphasised in WISDOM's Wingecarribee Shire Council Brand Development September 2011 document.

BRAND STRATEGY

Fortunately they are as follows

TOURISM PILLARS

- Natural Beauty
- History and Heritage
- Proximity and access
- Seasonality
- Unique experiences

ECONOMIC DEVELOPMENT PILLARS

- A place of learning
- A place for Agri business
- A place for Tourism business
- A place for Sustainable businesses such as:
 - Food and wine
 - Exporters
 - Corporate Headquarters
 - Government Agencies
 - Educational/ medical
 - Research and Development
 - Retirement Lifestyle
 - Sustainable manufacturing

The reason why this is so important is that if any of the above conflicts then the one logo to cover both would not be able to be used. The fact that the region's tourism and economic development aspirations are aligned is a major advantage for the region as it says that the region knows who they are and what they want. This makes it easy to communicate to all stakeholders, from the local community to external target markets alike, allowing the region to be marketed as a whole singular destination.

The use of the logo could be extended further to be defined as community property. Meaning it could be used by anyone who wanted to use the symbol to represent the area. This could include a regional sporting team, hobby groups, business associations etc. Examples such as this are already in use across the region.

BRAND STRATEGY

2) Highlands Alive logo to be “parked”.



The current logo that represents Economic Development of Highlands Alive can now be parked. It was originally developed and launched 3 years ago for WSC when it wanted to be proactive in ED. While it was designed to be complimentary, it was intended to be different as it was unclear at the time if ED's objectives aligned with Tourism's. This position has now been resolved with the creation of the WSC 2031 document with Tourism and ED now aligned in 'Economy' allowing for what was discussed in point 1).

While the ED brand was launched strongly at the time not a great deal has been done with it so brand equity is currently low. It may still be used in the future for one off campaign use.

The brand attributes for what this logo was intended to stand for, as outlined in WISDOM's *Wingecarribee Shire Council Brand Development September 2011* document, still remain relevant and should still be used.

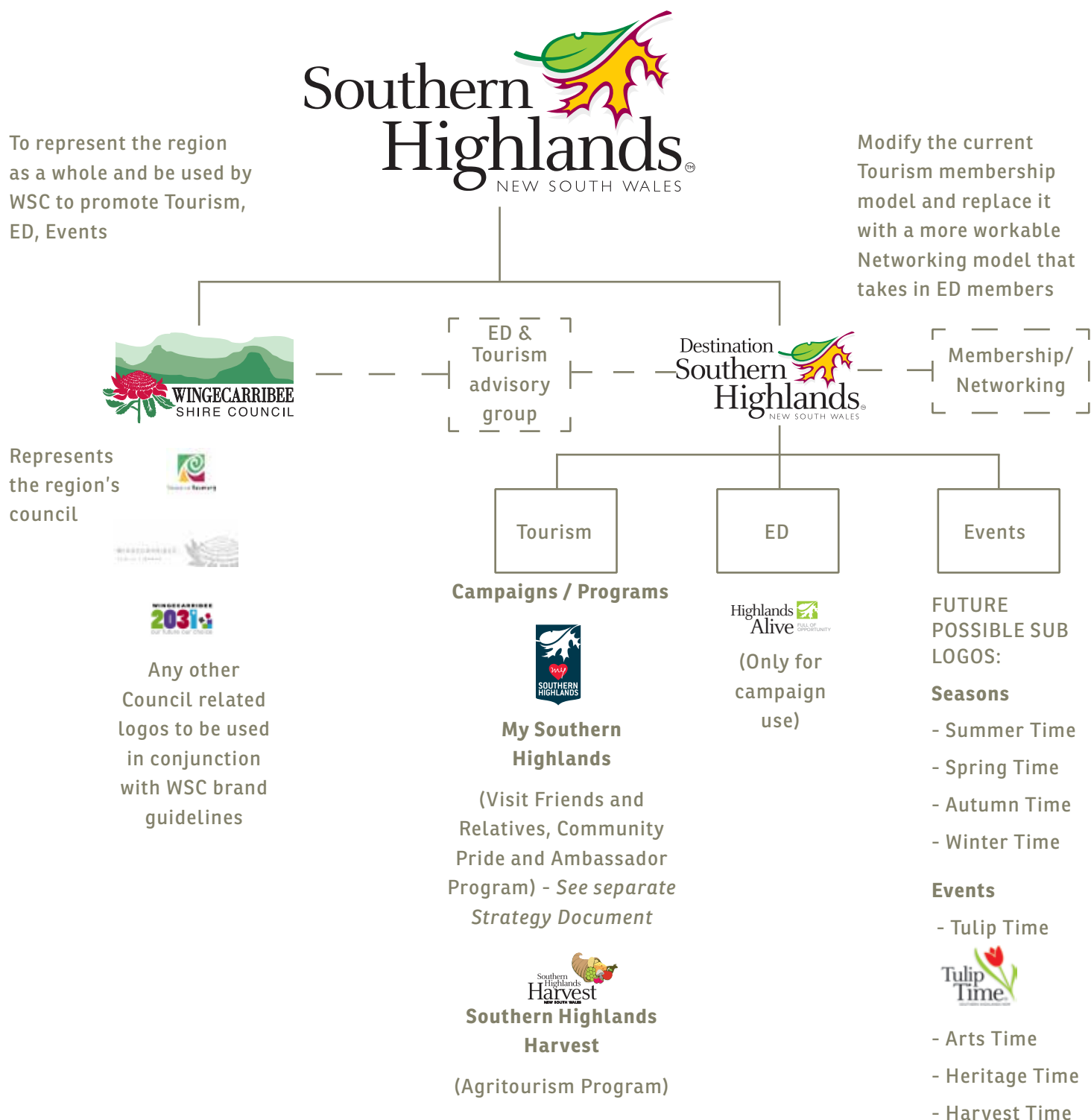
3) Tourism Southern Highlands logo ceases to be used.



This logo was used to represent the official body for tourism in the area. It is recommended it is changed slightly by removing the word "Tourism" and replacing it with "Destination." This logo would then represent the WSC business unit of Tourism, Economic Development and Events.

BRAND STRATEGY

4) New brand structure



BRAND STRATEGY

5) Brand Management

It is strongly recommended that the WSC position the management of its brands in a dedicated unit. One option is via WSC's Tourism, Economic Development and Events Unit - "Destination Southern Highlands". Alternatively a Marketing Services unit of Council could manager this activity.

It is very important that brands are managed correctly. If not problems can occur resulting in confusion and dilution of brands and their attributes. By adding WSC under the Tourism, Economic Development and Events Unit will ensure the whole suite of brands is being managed by the one department.

It is important as how the WSC brand is managed will have direct impact on the other brands already managed by Tourism, Economic Development and Events. This could be handled by a WSC marketing department falling under the responsibility of WSC Corporate and Governance Unit or Tourism, Economic Development and Events. This would complete the brand management and effective "brand policing" for all the regions main brands be possible.

WSC brand style guide is all but complete. WISDOM could work with the Unit to assist in further implementation including **WISDOM's Brandonline** solution.

6) Digital Strategy

Rationalisation of WSC controlled websites also needs to be taken into consideration. The recommendation is as follows:

www.southern-highlands.com.au

Currently - **Tourism website**

To become

- A new regional destination site with information on Tourism, ED and Events.
- Bookeasy to be retained for online accommodation, tour & event bookings. Information pages for operators removed and positioned in main CMS website.
- Keep URL

www.highlandsalive.com.au

Currently - **Economic Development Website**

To become

- Implement content into new www.southern-highlands.com.au site
- Keep URL and point it to new Destination Southern Highlands website or use for future campaign use.

BRAND STRATEGY

www.tuliptime.com.au

Currently - **Tulip Time Festival Website**

- sits as a page portal on Southern Highlands website pointing to bookeasy pages

To become - Create a new dedicated microsite

www.mysouthernhighlands.com.au

Currently - **My Southern Highlands campaign site**

To stay as existing but amend logo to new logo with removed crown

www.wsc.nsw.gov.au

Currently - **Council Official site**

To stay as existing

All sites to link to each other. All to incorporate Pegasus CMS back end.

BRAND STRATEGY

8) Re-Brand

It is recommended a new parent brand visual identity be produced for Destination Southern Highlands (DSH). This will be used for promotional activities of Tourism, Economic Development and Events. Due to its popularity, It is recommended that the 2011-2012 Holiday planner brand identity with some minor adjustments, be used. Sub branding for specific uses, such as My Southern Highlands, will continue to be used. This will be assessed on a case by case basis.

Old Brand Identity



SOUTHERN HIGHLANDS

Discover the Southern Highlands...
A world away. Online.

Plan your next trip to the Southern Highlands with a visit to our website:
www.southern-highlands.com.au

You will find information on just about everything you could want to know, like attractions, food & wine, golf, open gardens, festivals and events, things to see and do, weddings, shopping, galleries, nurseries and much more.

BookEasy
At Your Fingertips 24 hours a day
You can even book your own breakaway online 24 hours a day, through our BookEasy Reservation system. It's easy to use and

provides information on availability, costs, accommodation types and locations, all at your fingertips. And of course, you can still call our Visitor Centre Booking Service on **1300 657 559** for assistance.

Southern Highlands Visitor Information Centre
62 - 70 Main Street Mittagong NSW 2575
Open: 9:00am - 5:00pm Mon to Fri
Open: 9:00am - 4:00pm Weekends & Public Holidays

Other local accredited information centres: Robertson, Bowral, Bundanoon.

Tourism Southern Highlands

Tourist Information: (02) 4871 2888 TSH Booking Service: 1300 657 559

2011 - 2012 Holiday Planner



SOUTHERN HIGHLANDS

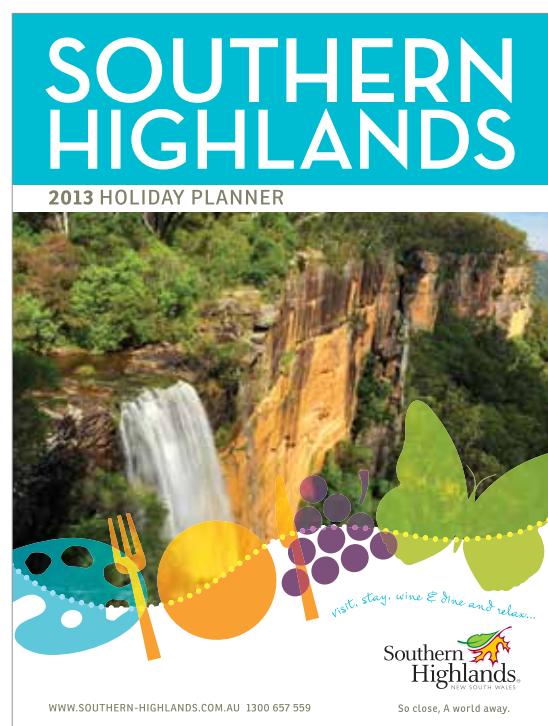
2011 - 2012 HOLIDAY PLANNER

visit, stay, wine & dine and relax...

Southern Highlands
NEW SOUTH WALES
So close, A world away.

FREE MAP INSIDE
WWW.SOUTHERN-HIGHLANDS.COM.AU 1300 657 559

New Brand Identity (2013 -14 Holiday Planner)



SOUTHERN HIGHLANDS

2013 HOLIDAY PLANNER

visit, stay, wine & dine and relax...

Southern Highlands
NEW SOUTH WALES
So close, A world away.

WWW.SOUTHERN-HIGHLANDS.COM.AU 1300 657 559

PERSONALITY

Regional Personality

The Southern Highlands of NSW, Australia is a very special place unique in so many ways. It has many varied attributes that appeal to residents and tourists alike.

It's these special attributes when formed together shape it's personality, or in marketing terms, the "brand". Like any personality it can be varied in its appeal to different people. As such a brand strategy attempts to best match the strengths of an area to the particular people it's targeting in order to set it apart from creating long term recognition and customer loyalty.

The brand strategy created for the Southern Highlands truly reflects the magnificent geographical features and many diverse attractions and unique experiences of the area to create a sustainable brand that will be the basis to market tourism and the area in general.

The key message and brand positioning is "Short Break" destination within easy reach offering natural attractions and a unique built environment for individuals, couples, families and group visitors to relax, play, enjoy and do business."



KEY MARKETS

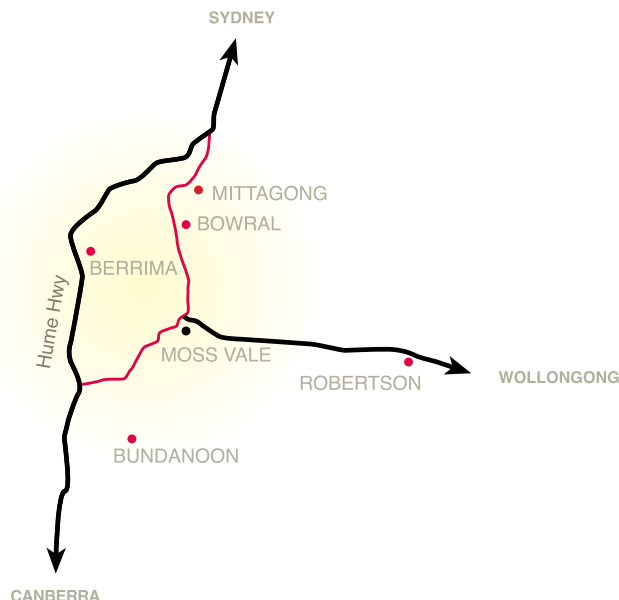
Key Markets

The Southern Highlands is ideally located with in easy reach of 3 key markets.

Sydney being the largest and most obvious is just one hour away. The huge population base and the close proximity makes this a very attractive market.

Another market is south to Canberra which is 1.5hrs away linked to the Sydney market by the Hume Highway which passes through the region. Being the heaviest used Highway by traffic volume in Australia provides great opportunity.

Wollongong and the Illawarra makes up the third major market. The Southern Highlands has always had a special appeal to this area offering a varied climate to that of the coastal environs. The creation of Grand Pacific Drive south of Sydney via the new Sea Cliff bridge at Stanwell Park also offers huge opportunity for visitors from Sydney making a loop back home via the Hume Highway through Southern Highlands.



SYDNEY

Population: 4,000,000

Distance by car: 1 hour

CANBERRA:

Population: 310,000

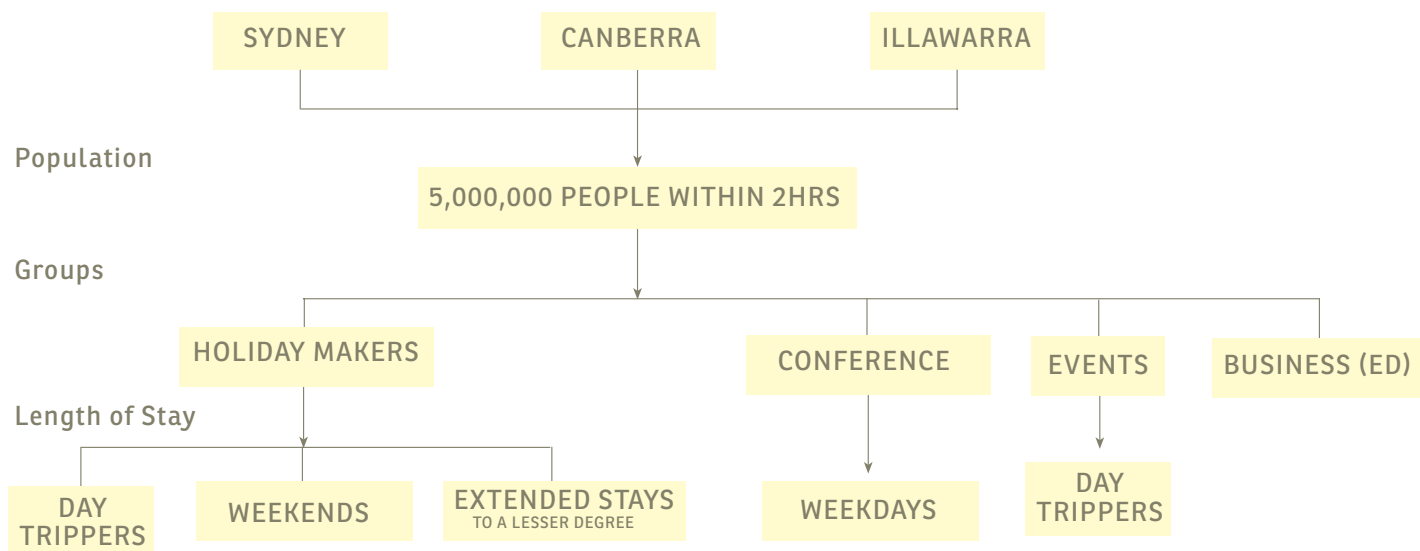
Distance by Car: 1.5hrs

ILLAWARRA

Population: 350,000

Distance by Car: 1 hour

Key Markets



STRENGTHS

Key Attributes

There are many strengths of the Southern Highlands. Those that have been identified as the key attributes that are easily marketable to the identified key markets are:

RELAXED RURAL PACE OF LIFE	HERITAGE FEATURES	CLIMATE	ACCESSIBILITY	ATTRACTIONS, TRAILS & EXPERIENCES
The region offers a genteel pace of life reinforced by its rural ambience; relaxed country roads and lanes and small villages along with the burgeoning wine/food industry. The visitor is offered opportunities to take time out in a variety of ways. This reflects a break from the traditional lifestyle of key markets. Retailers, restaurateurs and café operators are known for being relaxed. The rural and agricultural setting creates a relaxing ambience for visitors who can partake in passive or active recreation.	Particularly for the older aged markets, heritage features in the region (for instance, in Berrima and Mittagong) provide an element of familiarity: they can reflect on what they used to use and know. For the under 55s market, heritage features offer a point of distinction and an attraction in themselves. It is also an identifying factor that heritage features are not found throughout competing regions.	Most visitors to the region enjoy the ability to experience all 4 seasons: fires in winter; coloured leaves in autumn etc. They also enjoy the ability to breakaway from their own environments: while it is stifling hot in Sydney, the visitor can breakaway to the Southern Highlands to cool down. The different seasons offer the potential to build a repeat visitation market: visitors who can come in summer but who want to come back to see the changing of the leaves; the winter frosts or the spring flowers etc.	The proximity to Sydney (approximately 1.5 hours' easy drive (good quality freeways; relatively few traffic lights etc.)); the South Coast (approximately 1 hour's drive) and Canberra (approximately 1.5 hours' drive) makes the Southern Highlands highly accessible. It also means, however, that the destination is appealing as a day trip destination or a stop-over destination. This easy access needs to be built into the brand positioning.	The region offers many attractions, trails and experiences that appeal to visitors, including food, wine, gardens, arts, shopping & markets, antiques & collectables, wellbeing, history & heritage, cycling, golf, cricket, accommodation, tourist drives, wedding options, festivals & events, and the beautiful natural wonders of nature. One of the Southern Highlands major draw cards are the array of waterfalls in our various national parks, with Fitzroy Falls being one of the most visited areas in the region.

POSITIONING

DISTINCTLY DIFFERENT (Pace of life, climate, vegetation)

SHORT BREAK DESTINATION

A PLACE TO RELAX, ESCAPE, UNWIND & REJUVENATE

WITHIN EASY REACH

TAG LINES

Tag lines

With the introduction of the Southern Highlands branding in 2006, the tag line of **"So close. A World Away"** has been used for tourism marketing, positioning the region as accessible to major markets and promoting itself as a region unlike any other.

This tag line is no longer appropriate for the new sectors of Destination Southern Highlands, Economic Development and Events. In an effort to convert intention to visitation, create immediacy and leverage the brands salience of its flagship events such as Tulip Time, it is recommended that the word "Time" will present a stronger call to action and brand recognition for the region. The development of the word "Time" can be used in tag lines to speak directly to Destination Southern Highlands different target audiences and markets.

TOURISM:

"Time to experience"

EVENTS:

"Time to celebrate"

ECONOMIC DEVELOPMENT:

"Time for business"

SECONDARY TAG:

"Time to relocate"

"Time to enjoy life"

"The Time is now"

THE LOGO

Brand Mark

A vital part of the strategy was to establish the name and create a logo.

THE NAME

In the past, the area has carried 3 destinational brands. "Wingecarribee Shire" which is the local government area, "Capital Country" which was a broader NSW Tourism boundary and "Southern Indulgence" which was the previous positioning.

The first goal is to pull together one consistent name to identify the region. The name that most tourists and residents alike commonly know or refer to the area is the "Southern Highlands."

The Southern Highlands covers some 17 towns and villages within major hubs of Mittagong, Bowral, Moss Vale, Berrima, Bundanoon and Robertson.

THE LOGO

The brand logo is designed to be both reflective of the name and the natural environment. The design is clean, modern and simple so as to appeal to all ages and demographics.

The logo's use is two fold.

Firstly, it is the primary symbol used in all promotion of the area.

Secondly, it is to be used to represent the area's Tourism, Economic Development and Events "Destination Southern Highlands" who will be the administrator and major driver of the brand.

THE SYMBOL

The symbol is friendly and free flowing reflecting the relaxed pace of life the Southern Highlands enjoy.

The two leaves depict the marriage of British Heritage and the natural Australian environment. This is symbolised by the use of European flora, that is abundant in the area, and the natural Australian environment is symbolised by the gum leaf.

The Southern Highlands also enjoys distinct seasonality which is shown in the use of colour. The bright greens in the gum depicting spring and summer with the orange and burgundy depicting Autumn and Winter.

Principal logo



Logo used to represent Destination Southern Highlands



BRANDING

When producing advertising material for the region as a whole the look of the advertising should take the form as below.

Short, sharp headline reversed out of colour block from approved colour pallet.

Large hero image to back up headline

Experience icon graphic overlays appropriate to the section of DSH advertised

TALK TO AN EXPERT

MAKE THE SOUTHERN HIGHLANDS INFORMATION CENTRE YOUR FIRST STOP

Our friendly & knowledgeable staff can help plan & book your stay, function or event.

- > Accommodation Bookings
- > Activities & Attractions
- > What's on
- > Events, Weddings, Meetings
- > Souvenirs, Gifts & Produce
- > Tours

Enquire with Destination Southern Highlands today:
62-70 Main Street, Mittagong NSW E tourism@wsc.nsw.gov.au
WWW.SOUTHERN-HIGHLANDS.COM.AU P 02 4871 2888

Destination Southern Highlands
NEW SOUTH WALES
Time to Experience.

...advice to enhance your visit

Bright modern colour pallet to reflect the brightness and variety of trails & experiences of the region.

Caption to back up headline, using script font for friendly, personal feel.

Appropriate tagline

Principal logo.
See DSH logo specification guidelines

COLOUR PALLETTS

Colour Palette

The colour pallet of the previous Brand Identity was rich, dark, traditional rural colours of burgundy, forest green and warm tones. This was to reflect the european landscape and historic atmosphere of the Southern Highlands.

The new colour pallet steers away from the traditional colour scheme, and ventures into a bright playful mix of colours to reflect the brightness of the region in spring when the blossoms are in full bloom. The colours also represent the mixture of wonderful trails & experiences. The colours represent the brightness of the local people, the wonderful attractions & experiences, festivals & events and regional diversity. The colours are playful and fun to reflect the beautiful Southern Highlands to broader public.



ICONOGRAPHY

The Icons

The icons have been a feature in the original tourism website design. As web icons they direct the user to certain sections of the website for the trails & experience they were searching for.

The icons have become a key feature in the new brand identity as they portray the diversity of attractions and experiences in the region.

Icons are popular in modern graphic design as you are able to convey a message or story before a word has been read.

Using key iconography on a universally recognised level, the images are able to cross cultural and language barriers which is of great importance for foreign visitors to the region.

ED icons



Generic icons



Tourism icons



WINE



FOOD



GOLF



ART / GALLERIES



BOOK TRAIL



NATURE



RECONNECT



HERITAGE



EVENTS



WEDDINGS



TRANSPORT



ATTRACTIONS / ACTIVITIES



ACCOMMODATION



SHOPPING



CRICKET



DRIVE



GARDENS



WELLBEING



LIFESTYLE



CYCLING



SURROUNDING REGIONS



ANTIQUES

BRAND IDENTITY

General Branding

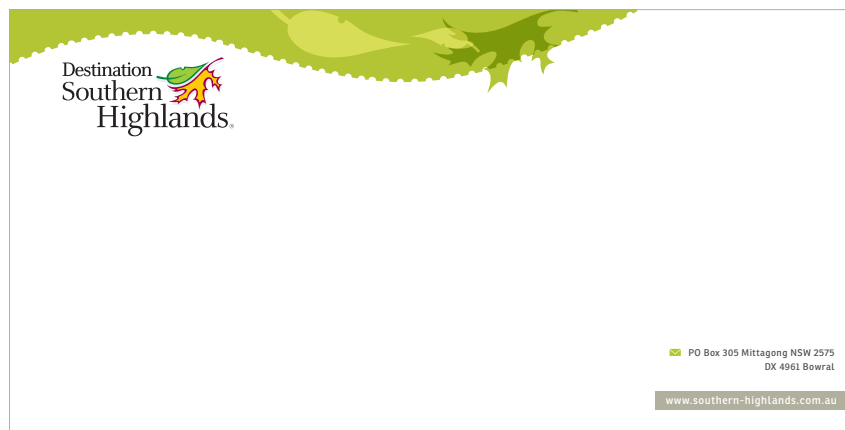
The destination Southern Highlands Brand will be used by all three sectors, Tourism, Economic Development & Events, however they will utilise headlines, tag lines, imagery and icons that best represent that sector.



Tourism & Events stationary

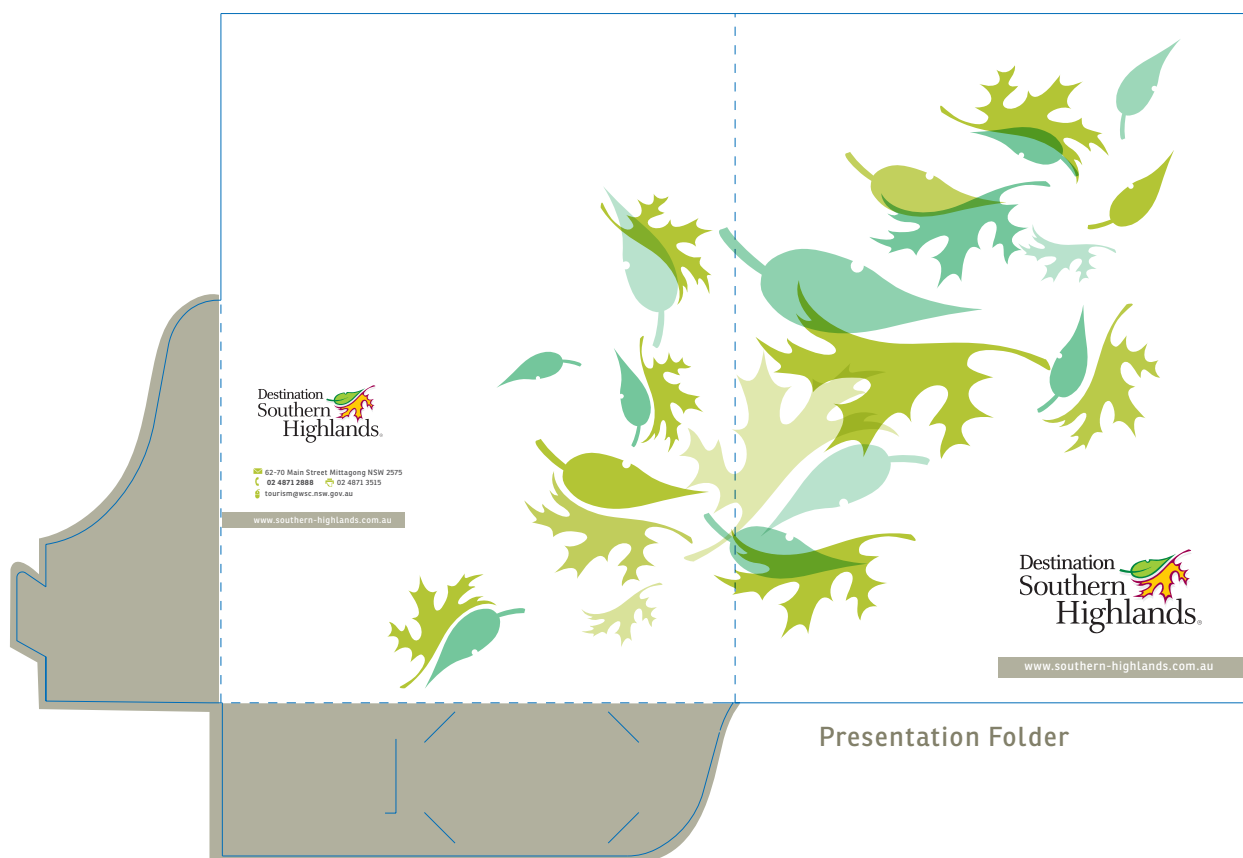
BRAND IDENTITY

General Branding



With compliments, envelope and esignature

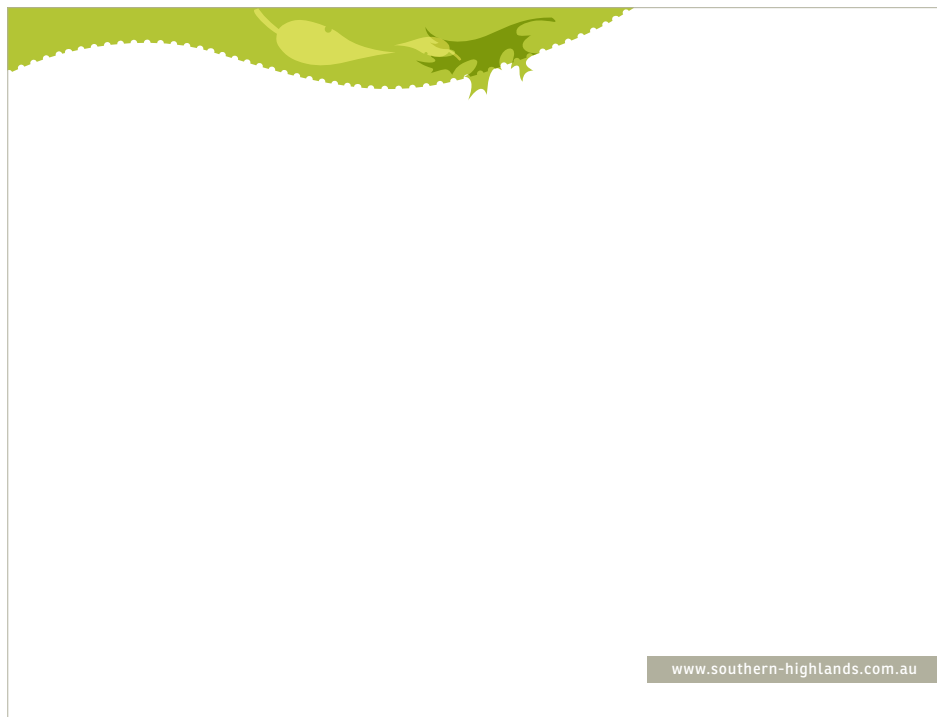
BRAND IDENTITY



BRAND IDENTITY



Powerpoint
presentation
title page and
follower



BRAND IDENTITY

Tourism Branding



Holiday Planner Cover & DPS

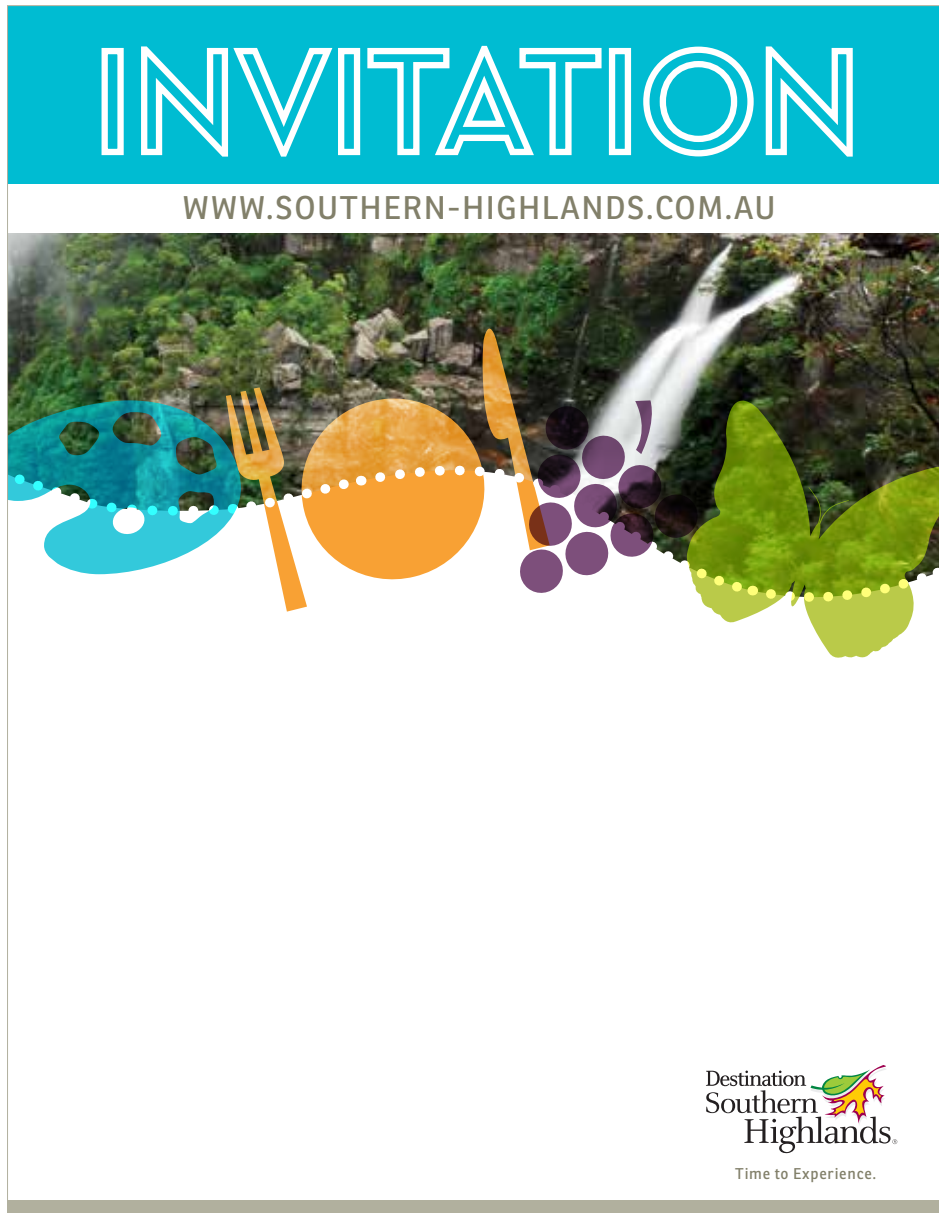


Banner Blind



BRAND IDENTITY

Tourism Branding



E-Invitation header and footer

BRAND IDENTITY

Tourism Branding



Autumn eNewsletter header



Spring eNewsletter header

BRAND IDENTITY



Winter eNewsletter header



Summer eNewsletter header

BRAND IDENTITY

Tourism Branding



Northern Freeway Billboard



Southern Freeway Billboard

BRAND IDENTITY

Tourism Branding

Town Brochures

BERRIMA

WWW.SOUTHERN-HIGHLANDS.COM.AU



step back in time with us...

BOUTIQUE SHOPPING,
FINE DINING AND
COLONIAL HISTORY...
DISCOVER BEAUTIFUL
BERRIMA

**Southern
Highlands**
NEW SOUTH WALES

P 1300 657 559 Time to Experience.

BOWRAL

WWW.SOUTHERN-HIGHLANDS.COM.AU



...a world away from the everyday

BOUTIQUE SHOPPING,
FINE DINING AND
COLONIAL HISTORY...
DISCOVER BEAUTIFUL
BOWRAL

**Southern
Highlands**
NEW SOUTH WALES

P 1300 657 559 Time to Experience.

MITTAGONG

WWW.SOUTHERN-HIGHLANDS.COM.AU



...a world away from the everyday

ART & ANTIQUES,
MAGNIFICENT
GARDENS & WINERIES...
DISCOVER BEAUTIFUL
MITTAGONG

**Southern
Highlands**
NEW SOUTH WALES

P 1300 657 559 Time to Experience.

BUNDANOON

WWW.SOUTHERN-HIGHLANDS.COM.AU



...a world away from the everyday

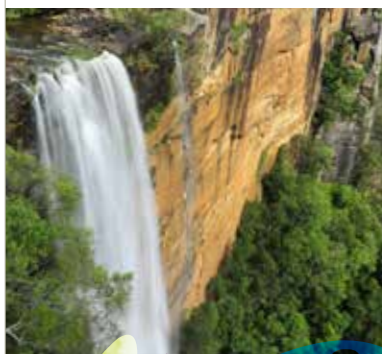
BOUTIQUE SHOPPING,
FINE DINING AND
COLONIAL HISTORY...
DISCOVER BEAUTIFUL
BUNDANOON

**Southern
Highlands**
NEW SOUTH WALES

P 1300 657 559 Time to Experience.

ROBERTSON

WWW.SOUTHERN-HIGHLANDS.COM.AU



...a world away from the everyday

ART & ANTIQUES,
MAGNIFICENT
GARDENS & WINERIES...
DISCOVER BEAUTIFUL
ROBERTSON

**Southern
Highlands**
NEW SOUTH WALES

P 1300 657 559 Time to Experience.

MOSS VALE

WWW.MOSSVALECHAMBER.ORG.AU



...experience the rich hub of the Highlands

COLONIAL HISTORY,
MAGNIFICENT
FARMS & WINERIES...
DISCOVER BEAUTIFUL
MOSS VALE

**Southern
Highlands**
NEW SOUTH WALES

P 1300 657 559 Time to Experience.

Economic Development Branding



WORK & PLAY

BRING YOUR BUSINESS & LIFE TO THE BEAUTIFUL SOUTHERN HIGHLANDS

If you are considering setting up or relocating your business, it would be wise to consider the Southern Highlands. It is strategically placed at the crossroads to Sydney, Canberra and the Illawarra and has easy access to road, rail and port.

The Southern Highlands is versatile, energetic and an ideal business location... not to mention a great place to live!

For more information on how the Southern Highlands NSW, can assist your business, contact Destination Southern Highlands today:

WWW.HIGHLANDSALIVE.COM.AU P 02 4871 2888

...where life & love, live together

Southern Highlands
NEW SOUTH WALES

The Time is Now.

Full Page advert



WORK & PLAY

WWW.SOUTHERN-HIGHLANDS.COM.AU

find your work / life balance

BRING YOUR BUSINESS & LIFE TO THE BEAUTIFUL SOUTHERN HIGHLANDS

The Time in Now.

Southern Highlands
NEW SOUTH WALES

Banner Blind

BRAND IDENTITY

Events Branding



Full Page advert



Banner Blind

BRAND IDENTITY

Events Branding

Full Page adverts

HERITAGE TIME

DISCOVER THE INTRIGUING PAST OF THE BEAUTIFUL SOUTHERN HIGHLANDS



The Southern Highlands has a rich history which began with the traditional owners of the land, the Gundungurra and Dharawal people. The region is recognised for its impressive early buildings and streetscapes nestling in a landscape of great beauty. Properties such as Throsby Park at Moss Vale, Oldbury at Sutton Forest, Vine Lodge at Exeter and Wingecarribee at Bowral have buildings dating back to the early and mid 19th Century.

step back in time with us...

Join us and experience our interesting past in and around our towns and villages. For more information contact Destination Southern Highlands:
WWW.SOUTHERN-HIGHLANDS.COM.AU 1300 657 559

Destination Southern Highlands
Time to Celebrate.

WINE TIME

SATURDAY 31 AUGUST 2013: 9AM - 1PM



HUGE END OF HARVEST WINE SALE

- > Southern Highlands Food & Wine Trail displays & tastings
- > Cases of premium growers collection wine \$72 exclusive selection
- > Meet local food & wine tour operators & producers
- > Live Radio 2ST outside broadcast
- > BBQ & Coffee Cart by KKKK's Charity
- > Giveaways & prizes throughout the morning

WHERE:
Southern Highlands Information Centre
62-70 Main Street, Mittagong

For more information contact Destination Southern Highlands
P 02 4871 2888 E info@wsc.nsw.gov.au
WWW.SOUTHERN-HIGHLANDS.COM.AU

Destination Southern Highlands
Time to Celebrate.

ARTS TIME

THE SOUTHERN HIGHLANDS ART FESTIVAL: 1 - 30 NOVEMBER 2013



The Southern Highlands Arts Festival which has been held over the past 6 years, has this year transformed into a festival celebrate the Arts throughout the Southern Highlands. With more and more arts based activities and attractions drawing together to created this celebration of the Arts this November.

For rose and wine enthusiasts there are still many gardens open for inspection, and of course the 15 cellar doors scattered throughout the region continue to offer all visitors a unique wine experience.

Join us and experience all things Art in and around our towns and villages. For more information contact Destination Southern Highlands:
WWW.SOUTHERN-HIGHLANDS.COM.AU 1300 657 559

Destination Southern Highlands
Time to Celebrate.

TEA TIME

TASTE THE SWEET & SAVORY TREATS OF THE BEAUTIFUL SOUTHERN HIGHLANDS



The Southern Highlands has a rich history which began with the traditional owners of the land, the Gundungurra and Dharawal people. The region is recognised for its impressive early buildings and streetscapes nestling in a landscape of great beauty. Properties such as Throsby Park at Moss Vale, Oldbury at Sutton Forest, Vine Lodge at Exeter and Wingecarribee at Bowral have buildings dating back to the early and mid 19th Century.

tasty delights to discover...

Join us and experience our interesting past in and around our towns and villages. For more information contact Destination Southern Highlands:
WWW.SOUTHERN-HIGHLANDS.COM.AU 1300 657 559

Destination Southern Highlands
Time to Celebrate.

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www.southern-highlands.com.au

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