

GEELONG URBAN BRAND FRAMEWORK REFRESH

For: Geelong and The Bellarine Tourism

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BACKGROUND

Developing the Urban Geelong tourism brand framework.

- This document has been designed to show the steps and processes associated with translating the Geelong Place Brand into a Tourism/Visitor Brand Framework, noting that while the Place brand is the “Parent”, the tourism brand is a favourite child.
- Geelong’s tourism brand offer must contribute significantly to the equity of the Geelong parent through highlighting the best experiences Urban Geelong has to offer and dialing up the positive emotions associated with leisure.
- Interestingly an analysis of the Geelong Urban’s tourism content (brochures, online etc within the Geelong and the Bellarine region) shows Bellarine as being a more active, vibrant and tourism friendly place than Urban Geelong. There is simply more content available for the Bellarine due to the number of producers, villages, towns and beaches.
- As we know the Urban Geelong brand is evolving, its confidence is growing and the experiences on offer to tourists are now more clearly defined and evident. The biggest changes required for Urban Geelong’ brand are:

1. Enhancing its emotional connection with visitors. It needs to break through the cloud of ‘what was’, ‘victimised and unsafe Geelong’ and move toward the vision painted by the place brand to be braver, more confident, more inventive Geelong and really stand for its makers mindset.

2. Geelong’s role in the region should be as a hub for the

Bellarine, Golden Plains and You Yangs rather than a gateway which implies ‘just passing through’. This will require a significant effort in product, accommodation and precinct development to encourage people to stay and spend.

- Urban Geelong needs to be a shining example of Geelong’s Place brand offer and deliver to the core target segments’ needs .

In the long run this Brand Framework will be used to shape Urban Geelong’s products, experiences, narrative and evolution as a Place Brand to help:

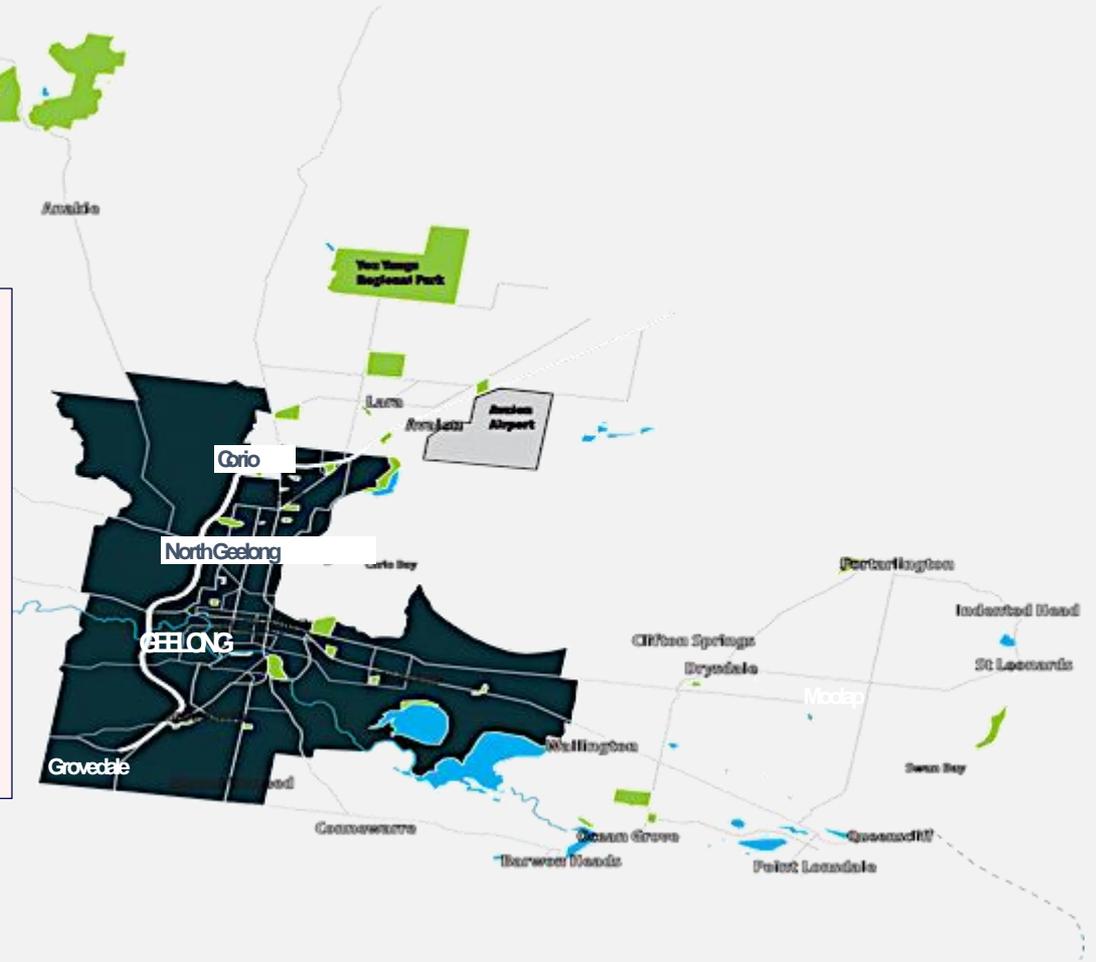
- Tell Geelong’s evolving story, consistently over time.
- Shepherd and craft the story as it progresses into further areas of creative development; advertising, content, visual identity, website etc.
- Inform and shape the city’s ability to package the offer in a way that is distinctive and motivating via everything from product to events, ambassadors, sponsorships and collaborations.

URBAN GEELONG: WHERE ARE WE TALKING ABOUT?

URBAN ENTERPRISES summary of new projects and infrastructure. Source: Urban Enterprises Report 2016.

GEELONG URBAN

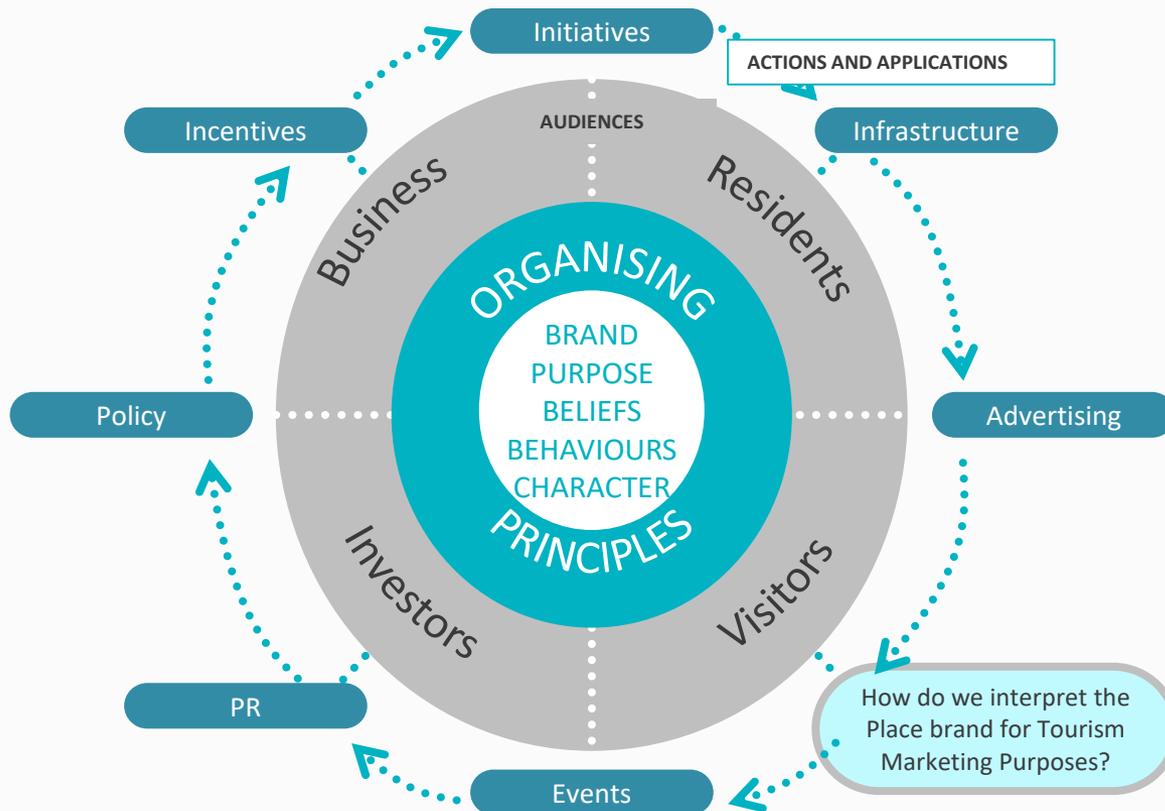
- GROWTH OF SPORTS EVENTS SECTOR
- RECREATIONAL BOATING MOORINGS
- CRUISE SHIP INFRASTRUCTURE
- MARKETING & BRANDING STRATEGY FOR EMERGING PRECINCTS
- PLANNING STUDY FOR RE-PURPOSING OF INDUSTRIAL SITES
- DEVELOPMENT OF EASTERN BEACH SPA COMPLEX
- 4-5 STAR LARGE BRANDED HOTEL ACCOMMODATION
- CONTEMPORARY EXPERIENTIAL ACCOMMODATION



OUR APPROACH

From the GEELONG Place Brand outset we have been cognisant that Geelong's brand equity will not improve without contribution from all stakeholders.

RECOGNITION OF AUDIENCES AND APPLICATIONS FOR THE BRAND :



The Place Brand must be built by every part of Geelong: Commerce, Government and importantly Tourism.

As a key part of this equity building process tourism must feed into the Place brand by finding ways to package up our visitor product in the new "Geelong" way.

Our next step is to determine what our evolving tourism assets, attributes and competencies are and how they best contribute both to Brand Geelong and to attracting our target visitor segments.

This diagram depicts the audiences we need to connect with through the Place brand and where tourism and visitors fit within that.

CURRENT BRAND FRAMEWORK

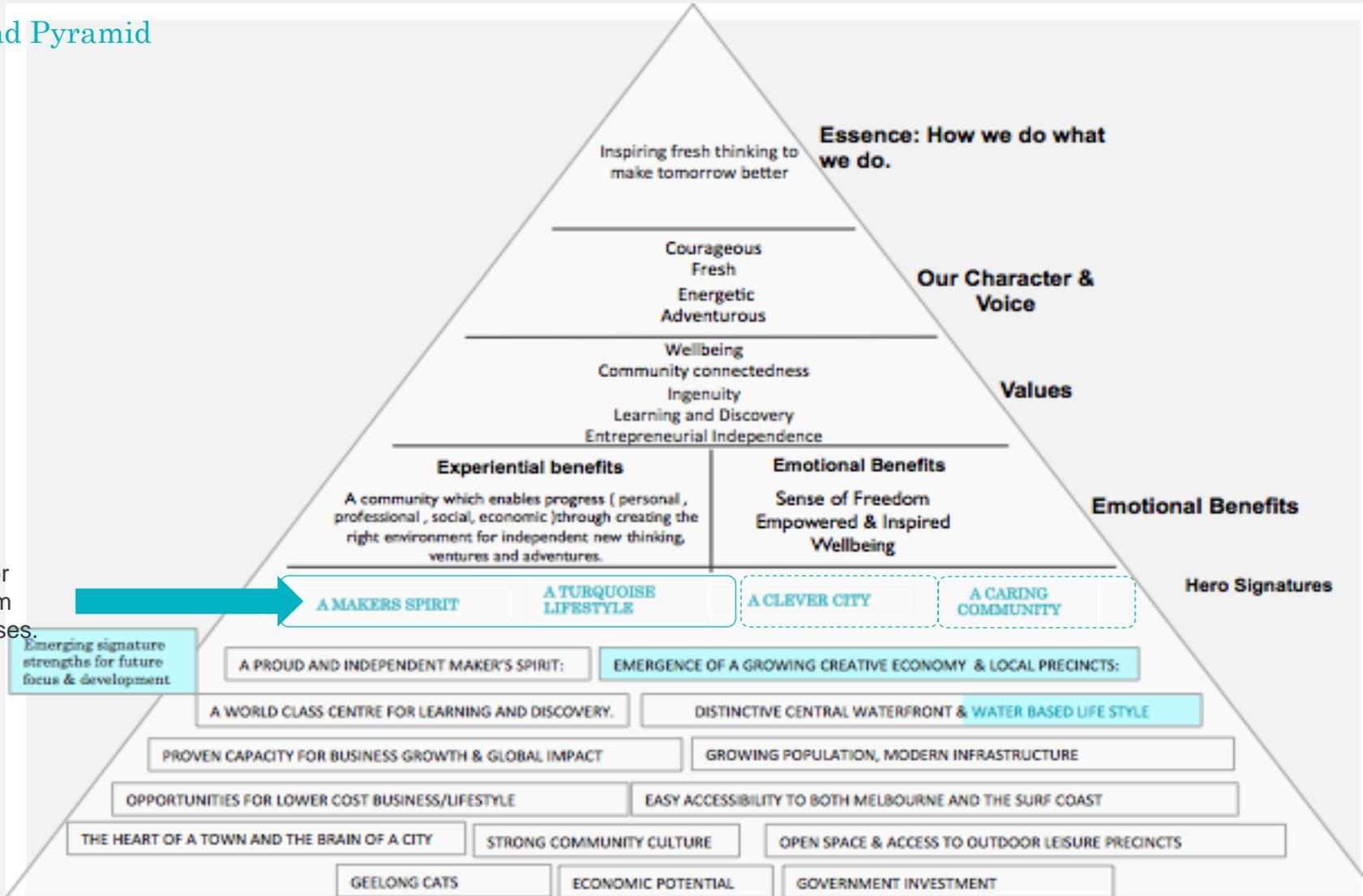


URBAN GEELONG BRAND FRAMEWORK 2017

BRAND: NEW GEELONG (PLACE)

Brand Pyramid

Key for tourism purposes.



WHO IS OUR TARGET AUDIENCE?

Describes the *values and point of view (mindset)* of people the Brand most want to have in its corner.

TARGET AUDIENCE MINDSET: CORE PLACE BRAND

‘Modern, Creative Civics’ : Mindset of target, including representative residents, business owners and visitors. Possessing a modern, contemporary, youthful mindset; they are active, adaptive and entrepreneurial, resourceful. Value ‘wellness’ and lifestyle freedom.



TARGET AUDIENCE MINDSET: TOURISM

As identified by : 1. Urban Enterprise Paper of January 2016 and 2. Galeforce Marketing

The audiences outlined below are aspirational and strong for day trip visitation but will need careful marketing for overnight visitation given the lack of 5 star accommodation choices within the Geelong Urban precinct. Nevertheless these targets fit with the Modern Creative Civic and make a good aspirational bulls-eye for the Brand ESPECIALLY the METROTECHS audience.

"In 2014, Tourism Greater Geelong and The Bellarine, in collaboration with Galeforce Strategic Marketing, conducted a brand perception survey to evaluate the current state of Brand Geelong in the eyes of consumer and local industry. The key target markets identified were Roy Morgan's Helix Persona's Leading Lifestyles and Metrotechs markets, residing in Geelong and Melbourne. Profiles of these markets are described below. Traditional Family Life, is included as a psychographic target market for the region as much of the product and experiences on The Bellarine Peninsula match this market segment.

LEADING LIFESTYLES 24% Aust Pop'n

High income families, typically own their own home in the inner suburbs. Accounts for 24% of the population with an average Household income of \$120,000 pa. Leading Lifestyles are highly educated and highly paid professionals, managers and white collar workers in finance and business, law, media and the arts. Money is earned, invested and distributed—to younger family members, local schools and art groups, worthy charities—without question that cycle will continue indefinitely.

Includes: Western suburbs growth corridor residents: May be leading lifestyles or more 'Something Better' type families – looking to make the most of their leisure time in short getaways combining activities, culture and good food and wine.

SUCCESSFUL BUREAUCRATS 2.2% Aust Pop'n

Successful Bureaucrats' persona types (2.2%), well-educated young families/couples, are fond of destinations offering both cultural and seaside experiences. They enjoy art galleries/museums, coffee, wine, and restaurants, and buying technology products.

These are also likely to be new arrivals to Geelong that enjoy the local scene and can act as strong advocates. Well aligned with the Modern Creative Civic

METROTECHS 13.2% AUSTRALIAN POPULATION

Young, single, well educated, inner city professionals with high incomes, typically renting apartments. Cultured, connected, clued-in & cashed up. Accounts for 13% of the population with an average household income of \$109,000pa. You'll find Metrotechs in capital cities, working hard to get ahead in the finance, property, business and IT industries. They're an ambitious bunch: young, educated and willing to put in the hard yards to fulfill their professional dreams. But this doesn't stop them enjoying life: they play almost as hard as they work. Usually single or defacto, often from Asian or European backgrounds, their high salaries afford an upwardly mobile lifestyle — tempered with a strong social conscience.

OUR CORE COMPETENCIES

A review of areas of 'best fit'
with Place Brand and Core
Consumer Segments



Signifies key areas of competitive
differentiation from:

Melbourne
Ballarat
Bendigo
Mornington Peninsula
Daylesford
Torquay /Anglesea/Lorne

Note: Newcastle is also often referenced for comparison purposes due to reinvention, proximity to the Hunter Valley and Sydney. As a benchmark more than a competitor.

GEELONG URBAN'S CORE COMPETENCIES

How our Tourism credentials and core offer contributes to Brand Geelong Place Brand.

Delivers to



1. A GROWING CREATIVE COMMUNITY of MODERN MAKERS FOUND IN LOCAL PRECINCTS

Precincts and pockets of new cosmopolitan & creative venues for entrepreneurs, chefs, producers and artists not wanting the confines of big cities and enjoying the intimacy & diversity of local community.

Pakington St, Rutland St, Little Malop Street.

Proof OF OUR INDEPENDENT MAKER'S SPIRIT:

Geelong is not just an innovator (which many cities claim) but its also home to the **Makers. Something which is seeing a resurgence in Geelong. (Makerspace). Many people return to Geelong to create their businesses.**

2. TRANSFORMATION & CREATIVE REPURPOSING

The industrial spaces are being reinvented into places an spaces for new ideas and honouring the best ideas from the past.



GROWING CREATIVE COMMUNITY OF MODERN MAKERS

Food & Drink (Focus) Café Culture	Moorabool Ridge Vineyard and café Mt. Duneed Estate Blackmans Brewery Little Creatures & White Rabbit Geelong Cellar Door	Cafes: Pickers Union Box Office Café Coffee Cartel Dessert Bars: Armageddon King of the Castle
Craft & Creativity (Focus)	Boom Gallery & the creative precinct of Rutland Street Reinventing places and spaces (see examples above).	
Reinvention (spaces & things)	Laneways as they evolve. Retro Love: The Pickers Union Geelong Vintage market, How Bazaar	
Symbolic Precincts suggestion	"Southside Makers & Creators" (Pakington Street, 3220, Rutland Street) "Northside Vintage"	

GEELONG URBAN'S CORE COMPETENCIES

How our Tourism credentials and core offer contributes to Brand Geelong Place Brand.

Delivers to



The place brand Blueprint sees this pillar as focusing on innovation driven by education and the emergence of new digital and tech industries. This is not overly relevant to the tourism offer except for an important marketing connection to Conferences and Conventions. For leisure based tourism we reinterpret this as:

2. ARTFUL PLACES AND SPACES THAT CLEVERLY REVEAL FASCINATING STORIES

Learning and Discovery will be interpreted through a more fun, eye opening culture and storytelling lens.

Down the track with product development this asset would ideally be “ stories cleverly told”,

Notwithstanding, the artful claim pertains to the beauty of the Little Malop Street Precinct and the art of and housed within the architecture. The stories of these places, spaces & architecture should be cleverly told.

ARTFUL PLACES AND SPACES CLEVERLY REVEAL,,,,,

Culture	Library & Heritage Centre Botanic Gardens GPAC Geelong Cellar Door Geelong Art Gallery	
Heritage	Geelong Maritime Museum, Enterprize Tall Ship, The National Wool Museum. Geelong Museum of Motoring	Vintage Love Precinct (also under Transformation) Eastern Beach Carousel Cunningham’s Pier Osborne House
Accommodation	Devlin apartments (need other examples) from TG&TB	
Creativity	Boom Gallery, Charles Rose Art Gallery, Metropolis Gallery The Bop Arts The Geelong Art Gallery (also be in Culture)	
Tourism Geelong Digital Assets	Marketing of Geelong in clever timely ways.	
Conference and Convention Product and Marketing (MICE target)		
Symbolic Precinct	Little Malop Street “Discovery /Cultural Precinct”	

GEELONG URBAN'S CORE COMPETENCIES

How our Tourism credentials and core offer contributes to Brand Geelong Place Brand.

Delivers to



3. WATER INSPIRED WELLNESS

This is a core tourism offer and a distinctive offer to differentiate from other regional cities namely Ballarat & Bendigo. While the place brand offers the Turquoise lifestyle the Geelong Urban tourism offer must play off the strength of Blue Space health, access to a safe bay, proximity to the ocean and a playground by the river.

"Few other places have the diversity of the coastline and waterways, the geomorphology, terrain and perspective" 1

KEY TO THIS IS THE CENTRAL WATERFRONT & WATER BASED LIFE STYLE:

3.1. Waterfront City Bringing together the core attributes of scenic beauty, water front and water top dining and wellbeing activities. A new sense of arrival through watercraft: Ferry and Cruise traffic.

3.2. The Freshly stocked larder & showcase of the Bellarine & the Surf Coast

Its where you can sample, trial , taste and indulge in the fruits of the Bellarine Peninsula all in one place. Connection to agribusiness strategy.



WATERFRONT CITY & WATER INSPIRED WELLNESS

Waterfront City Beauty & Waterfront as an events precinct.

The beauty of Corio Bay and its surrounds
The Promenade along the waterfront
The people's pier
Eastern beach activities
Examples of waterfront events.

Waterfront Culinary

City Quarter. Wah Wah Gee
Over x Waterfront Restaurants. (TBA)

Wellbeing : Activities in and around the water for everyone.

The New Eastern Beach Spa Complex
Sailing, boating, rowing
Eastern Beach Carnival & Carousel
Cycling in and around the water: Ted Wilson Trail, Bay Trail, Buckley Falls.
Yoga/Pilates/health related activities (TBA)

Water inspired bounty.

Geelong is the larder & showcase of the Moorabool Valley, The Bellarine, Surf Coast and The Otways.

Access to the produce & food offerings of the Maritime region

Wineries, craft breweries and fresh local produce : olives, berries, seafood etc. all assemble in Geelong and shared by Geelong's Food Makers & artists.

The South Geelong Farmers Market: largest regional centre for local produce.



1. City of Greater Geelong 2001 Study of Open Space Networks Prepared by Tract Consultants Pty Ltd and H. M. Leisure Planning

GEELONG URBAN'S CORE COMPETENCIES

How our Tourism credentials and core offer contributes to Brand Geelong Place Brand.

Delivers to



4. HUB: EASY ACCESS TO A WIDE DIVERSITY OF EXPERIENCES & GLOBAL ICONS: MELBOURNE and THE SURF COAST

Base yourself in Geelong for access to the Bellarine Taste trail and the wide variety of beachy, relaxed food and wine experiences of the region. Access to the freshness, freedom and lifestyle benefits of the Southern Oceans' natural riches – capitalize on the growing offer of the region but build reasons to stay in Geelong. Dining, culture, events and wellness accommodation.

Access to Geelong is also easy: road, rail and air via Avalon airport.

5. OPEN SPACE & ACCESS TO OUTDOOR LEISURE PRECINCTS

Sport and leisure activities are plentiful with a focus on cycling (green health) and sailing (blue space health).



THE REGIONAL HUB

Easy access to world class events (see over)	Cadel Evans GOR Cycling Race, Festival of Sails, Avalon Air Show. Geelong Football Club matches and in particular night events
Accommodation	Over 80 different places to stay in Geelong City
Easy access to leisure Activities & iconic beaches.	Beaches of the Bellarine and Surf Coast & culinary, fun parks cycling etc.
Culinary	Easy access to the Bellarine Taste Trail, Leura Park estate (see also the Bellarine's larder thought on previous page as a hub for food.)

OPEN SPACE AND EASY ACCESS TO LEISURE

Events & sporting activities.	River activities, rowing /other? Golf Sailing, boating Walking, running
Accommodation	Riverfront caravan parks, Waterfront Hotels.
Walks & Cycling Trails	Require product examples from G&TBT

GEELONG URBAN'S CORE COMPETENCIES

How our Tourism credentials and core offer contributes to Brand Geelong Place Brand.

Delivers to



6. HOME OF DIVERSE & WORLD CLASS EVENTS FOR EVERYBODY TO SHARE IN (NEW)

- An evolving set of events hosted by Geelong including the Cadel Evans Great Ocean Road Race, the Avalon Airshow and the Festival of Sails, Geelong Football Club and ground as a host and a hub for community inclusion.
- Bringing the attention of the globe onto Geelong. (Ideally necessitating greater sense of ownership in titles and marketing)
- Diverse events that celebrate diversity! Multicultural community brings colour and variety to Geelong which come to life daily and celebrated annually through the Pako Festa.

HOME OF DIVERSE AND WORLD CLASS EVENTS FOR ALL

Events	Cadel Evans Great Ocean Road Race, the Avalon Airshow and the Festival of Sails. Geelong Football Club matches and in particular night events. Pako Festa
Hospitality culture	Aspirational. Create a welcoming culture from a caring community. Currently we achieve this through our volunteer 'army' of X people (TBA) who support our events and make visitors feel at home.
Community access & inclusion/	Our events are not just about observing world class but joining in with them and alongside them. i.e. Community Ride with CEGOR Race. Geelong Football Club sense of bringing people together and inclusion in all Geelong events.
Champion for diversity and accessibility	World leader in creating accessibly to world class events for all. The right accommodation for all abilities and ages, transport, infrastructure and services.

SNAPSHOT: HOW DOES TOURISM BUILD OUR PILLARS?



Makers Spirit

GROWING COMMUNITY OF MODERN MAKERS

An Important Signature for Tourism to hero and develop : Our creative industries & makers

Contributes through promoting Geelong's creative hub in all areas; , brewers, cafes, start ups, craft industries (popups), food, activities and buildings that have been repurposed from one type of maker to another.



Clever City

ARTFUL PLACES CLEVERLY TELLING OUR STORIES

Tourism contributes through edutainment and culture: In the form of amping up the role of The Library, Art Galleries, National Wool Museum, the Maritime & Automotive Museums. Not just as places to see art and heritage but as places to learn and become more learned., while having fun.

From a MICE target & Place brand perspective the new Convention Centre strongly underpins this pillar.



Turquoise Lifestyle

THE WATERFRONT CITY THAT SHARES WATER INSPIRED WELLNESS.

An Important Signature for Tourism to hero and develop:

Blue Space: The Signature Experience of a waterfront urban environment and the unique proximity to water creates active water inspired leisure & vistas. Turquoise: Lifestyle: Contributes through scenic beauty, fresh produce from a maritime climate, fine dining on a pier! And the carnival atmosphere of the waterfront. Botanic Gardens.



Caring Community

OPEN FOR SHARING & GROWING HOSPITALITY CULTURE

Delivery of hospitality culture for all. Creating a sense of warmth & welcome.

Driven through numbers of volunteers, the sharing of events within the community – so they can participate not just spectate and ensure all ability access to their enjoyment.

HERO PRECINCTS

NORTHSIDE & SOUTHSIDE



CENTRAL

WATERFRONT & RIVERSIDE



ASPIRATIONAL

HERO GEELONG BRAND FRAMEWORK 2017

THE EMOTIONAL BENEFITS



How we strive to make people feel in our place.

EMOTIONAL BENEFITS OF PLACE BRAND AND URBAN GEELONG

Summary: How we strive to make people feel in our place.



No big city claustrophobia or isolation of regional breaks, Geelong creates the right environment for independent intimate urban ventures with a sense of freedom no longer possible elsewhere.

Pick your way through new and emerging precincts which have their own unique independent 'makers' take on the world.

Allows enjoyment of increasingly aspirational 'water inspired wellness' and it's produce; leisure activity, food and wine, landscapes, fresh salt air.

Reasons to believe:

<p>Inspired by choice, independence and creativity. (build as a focus).</p> <p>Geelong is the larder of the Bellarine's Makers and creators of new food and wine experiences. The city will increasingly provide the entertainment options & cultural inspiration of an independent creative city in its own right.</p>	<p>Free to discover, wander and explore emerging precincts with all the comforts of home and all stimulation of being somewhere changing and growing.</p> <p>Experience ideas from a place of 'makers' Can ladder to enjoyment, indulgence as the offer progresses.</p>	<p>Visibility and 'in your face' scenic beauty with easy access to leisure activities of the water .</p> <p>Proximity to surf and salt water activities. Connection to a semi rural environment, clean, green and fresh. Fresh produce, food , wine ,leisure activities; swimming, surf, cycle, yoga on the beach.</p>
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PERSONALITY TRAITS AND CHARACTERISTICS

COURAGEOUS

Independent.



*Youthful, open-
minded, ambitious.*

ENERGETIC



**BE A
GOAL
DIGGER**



ADVENTUROUS



FRESH

*Fun, upbeat, vibrant,
self deprecating,
irreverent.*



BRAND PROPOSITION



The distinctive value we offer our target audience.

BRAND PROPOSITION

Differentiates from Bendigo and Ballarat

Differentiates Mornington Peninsula

Brings forward 'freshness' of new and emerging attractions, water inspired wellness and of course the important culinary/produce experience. Connects to essence

The Waterfront City that brings fresh inspiration from a new generation of makers.

Consumer benefit.

Explains reinvention and suggests youthful energy.

Geelong's heritage as a maker and producer (do-er mindset) core to our place brand. Embraces cafes, restaurants, galleries, Bellarines larder, breweries, wineries.



Geelong Place Brand Essence :

Inspires fresh thinking to make tomorrow better.

BRAND PYRAMID

Geelong URBAN Brand

THE WATERFRONT CITY
THAT BRINGS FRESH
INSPIRATION FROM A
NEW GENERATION OF
MAKERS

BRAND PROPOSITION

Fresh
Energetic
Adventurous
Courageous

OUR CHARACTER & VOICE

Wellbeing
Community connectedness
Ingenuity
Learning and Discovery
Entrepreneurial Independence

BRAND VALUES

Experiential benefits

A re-energising waterfront city and regional hub growing with intimate, hidden, eclectic precincts *which have their own unique independent 'makers' take on the world.*

Emotional Benefits

Urban Freedom
Intimately Inspired
Re-energising Wellbeing

EMOTIONAL BENEFITS

MAKERS PRECINCTS

**WATERFRONT CITY
WATER INSPIRED
WELLBEING**

**THE BELLARINES
LARDER &
SHOWCASE**

**DIVERSE CLEVER
CULTURAL
ENTERTAINMENT FOR ALL**

**DISTINCTIVE
EXPERIENCES**

Emerging signature strengths for future focus & development

A GROWING CREATIVE COMMUNITY of MODERN MAKERS FOUND IN LOCAL PRECINCTS: Pakington St, Rutland St. Little Malop Street.

DISTINCTIVE CENTRAL WATERFRONT & WATER BASED LIFE STYLE

TRANSFORMATION & CREATIVE REPURPOSING : industrial spaces are being reinvented into spaces for new ideas & honoring best ideas from the past.

ARTFUL PLACES AND SPACES THAT CLEVERLY REVEAL FASCINATING STORIES OF HERITAGE AND INVENTION

OPEN SPACE & ACCESS TO OUTDOOR LEISURE PRECINCTS

WATERFRONT CITY OF BEAUTY, CULTURE AND INCREASING FOCUS ON WELLNESS/ACTIVITY AND LESIURE

THE REGIONAL HUB; ACCESS TO THE BELLARINE'S LARDER, SURF COAST AND ICONIC BEACHES, YOU YANGS , AVALON AND WORLD CLASS EVENTS

HOME OF DIVERSE , COMMUNITY ORIENTED, ACCESSIBLE WORLD CLASS EVENTS (NEW)

**ASSETS AND
ATTRIBUTES**



FRESHLY MADE BY GEELONG



