

South Bellarine Brand Narrative



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Introduction

- South Bellarine is a coastal region of Greater Geelong, approximately 100 km from Melbourne. It occupies the coast line and hills from Wallington and Ocean Grove through to Barwon Heads and Breamlea further west. This area of the Bellarine Peninsula is uniquely ocean facing and offers long sandy stretches of beaches which are safe, wide and clean. The beach is gracefully divided by the mouth of the Barwon River which creates an intimate shallow shored inlet that fronts the village of Barwon Heads and then rounds westerly to the bluff and toward the surf beaches of Thirteenth Beach and the township of Breamlea.
- As far back as the date of settlement by New Jersey Methodist Missionaries in the 1800's Ocean Grove and surrounds has been known as a sea-side resort and a place for healthy cleansing and rejuvenation. And together with Barwon Heads, the region has been a summer holiday playground for generations of Melburnians.
- Today the region had managed to maintain it's relaxed surf lifestyle but has also become well known for culinary excellence, wine-making and bespoke village boutiques. This provides visitors with an excuse to choose the South Bellarine region over other surf and ocean-side destinations. Add to that its proximity to Geelong and Melbourne and its easy to understand the lure. Close enough to amenities but far enough to shed the city skin.
- The ambition is to galvanise the regions' competitive position and mobilise stakeholders around a set of principles to lead the way into an exciting, sustainable future by appealing to domestic audiences with an offer that connects both emotionally and rationally.
- This document presents the South Bellarine Strategic Brand Framework.

What is a brand framework?

A Brand Framework is a road map for an organisation to ensure it lives, breathes and innovates toward its ambition. In doing so it is able to build a competitive experience to create a sustainable advantage. Brand frameworks rest on key 'Signature' or brand pillars which act as primary draw-cards to consumers, are authentic to the product and become barriers to entry for competitors.

How will it help us?

These signatures become the core focus for messaging, product development and celebration and should be complemented by other attractions, offers, place and spaces depending on the marketing brief.

Brands have a set of disciplines to live by, innovate towards and communicate with, ensuring they stay consistent and valuable. This creates united strengths and economic efficiencies for the whole of the organisation and its stakeholders.

Brand framework explanation

This document represents the summary of your brand discipline process. This framework will inspire your new visual language and brand narrative. It will help position South Bellarine successfully against competitors for current and future visitors. In turn this will provide consumers with distinctive reasons why they should choose your destination over others. In this document you will find:

- 1. Brand Basics:** The facts about your product, target audience and competitive set as derived and agreed by consumer and stakeholder research and workshopping with stakeholders
- 2. Brand Value Proposition: Your Distinctive offer:** A proposition in one or two sentences that encapsulates your offer. What makes you better, different or distinctive? This is why people will remember you in relation to the competitive set.
- 3. Signatures:** The experiences (and stories) must be true and own-able. These are YOUR SIGNATURES and over time these become connected to your destination.

4. Your brand values: What you care about.

5. Your personality, tone and character: This is an intangible asset of your brand and one that connects with a consumer's emotional needs. Portraying a distinctive character elevates a product/commodity to a 'brand'.

6. Your emotional benefit: How you want people to feel as a result of your brand experiences.

7. Brand Summary



Brand Basics

1. The straight facts
2. Our target audience mindset
3. The competitive set

(This page gives you the facts of our product and its relationship with current and potential consumers.)

Brand Basics: The straight facts

South Bellarine is a coastal region of Greater Geelong approximately 100 km from Melbourne.

It is an easy 90 minutes drive from Melbourne and a twenty minute drive from Geelong inland and Torquay coast-side. It occupies the coast line and hills from Wallington and Ocean Grove through to Barwon Heads and Breamlea further west. This area of the Bellarine Peninsula is uniquely ocean facing and offers long sandy stretches of beaches which are safe, wide and clean. The beach is gracefully divided by the mouth of the Barwon River which creates an intimate shallow shored inlet that fronts the village of Barwon Heads and then rounds westerly to the bluff and toward the surf beaches of Thirteenth Beach and the township of Breamlea. The region has been, even from its early days known as a place of respite and rejuvenation. But the area's civic amenities have grown with the population as has the culinary, wine and cafe offerings. Importantly for holiday makers the region features wide choice; rolling hills, great sandy stretches of surf beach, the Barwon River, the Barwon Estuary, Lake Connewarre, the Bellarine's largest township, Ocean Grove and it's most elegant village in Barwon Heads.



THE BLUE SHADED AREA SHOWS SOUTH BELLARINE.

(This page gives you the facts of our product and its relationship with current and potential consumers.)

Brand Basics: The straight facts continued.

THINGS TO DO WHICH LADDER TO OUR SIGNATURES	<ul style="list-style-type: none"> Surf beach <ul style="list-style-type: none"> The surf lifestyle is pivotal as are all surf related activities including surfing, swimming, boarding, surf-lifesaving, walking, running, or just admiring the view of the Southern Ocean out to the Heads. 	
	<ul style="list-style-type: none"> Diverse waterways and activities <ul style="list-style-type: none"> Patrolled beach Marine sanctuary 	<ul style="list-style-type: none"> River, Estuary, Lake Connewarre, rockpools. SUP, boating, fishing, sailing, swimming.
	<ul style="list-style-type: none"> Outdoor activities <ul style="list-style-type: none"> Adventure Park Horse riding Skydiving and adventure flights Cycling 	<ul style="list-style-type: none"> BYO Dogs (all family members welcome on our designated beaches) Mini golf Walking trails
	<ul style="list-style-type: none"> Food, Wine & Culture <ul style="list-style-type: none"> Part of Victoria's Pinot Coast. Wineries of the Wallington Hills and the proximity of wineries of the North Bellarine. Restaurants with an ocean view 	<ul style="list-style-type: none"> Over fifteen cafes and eateries within walking distance from the beach and river including provedores and use of local produce. Heritage of coffee with the original Ocean Grove Coffee Palace.
	<ul style="list-style-type: none"> Connection to natural habitats and wildlife <ul style="list-style-type: none"> Jirrahlinga Koala and wildlife sanctuary Native habitats along the Barwon River Estuary Exploring nature on foot: Beaches, Blue Waters Lake reserve, Barwon Heads Bluff circuit walk. 	<ul style="list-style-type: none"> Marine Park around the Bluff Care of the environment by locals.
	<ul style="list-style-type: none"> Events <ul style="list-style-type: none"> Cadel Evans Great Ocean Road Race Toast to the Coast Barwon Heads Festival of the Sea Spiegel tent 	<ul style="list-style-type: none"> Markets, fairs. Strawberry Festival
	<ul style="list-style-type: none"> Indoor delights & Bespoke boutiques <ul style="list-style-type: none"> Artistic and one-off boutiques which offer a taste of unique, local and stylish beach lifestyle fashion, curious, furnishings. 	
PHSSICAL ATTRI-BUTES	<ul style="list-style-type: none"> 10 km of pristine sandy beaches <ul style="list-style-type: none"> Year round dog beach <ul style="list-style-type: none"> River mouth Lake Connewarre and bird sanctuary <ul style="list-style-type: none"> Wallington Hills 	<ul style="list-style-type: none"> River and mangroves <ul style="list-style-type: none"> Hills Surf Beaches Barwon River Estuary



THE BLUE SHADED AREA SHOWS SOUTH BELLARINE.

Brand Basics: Our target audience mindset

We're for those who seek the natural cleansing revitalisation of saltwater. Who want to dissolve their city made straight-jackets in our rolling surf, river flow or tidal inlets and refuel with our village cafes, restaurants or the culinary delights in the maritime wines and fare of the Wallington Hills. They might also want to spice things up from time to time with the taste of adventure provided by the Adventure Park or sky-diving.

They value connection with the ocean, the sand, marine life, tides and want to pass these simple joys onto the next generation or family and friends.

They are curious, active and ideally, environmentally aware.



This page shows the Target Audience Mindset we seek to appeal to. This mindset is aspirational and cuts across many 'demographic' segments and types. Keeping this mindset in mind will help us tailor our brand offers by subsegment. i.e. families, singles, volunteers, international. First time Vs repeat visitors

What are they trying to achieve?

They want to get away from their screens, escape everyday, and let loose on the beach, in the sea, on the river or in the wineries. Find a place to indulge their appetite for natural energy, curiosity and escape with expansive views of the southern coast.

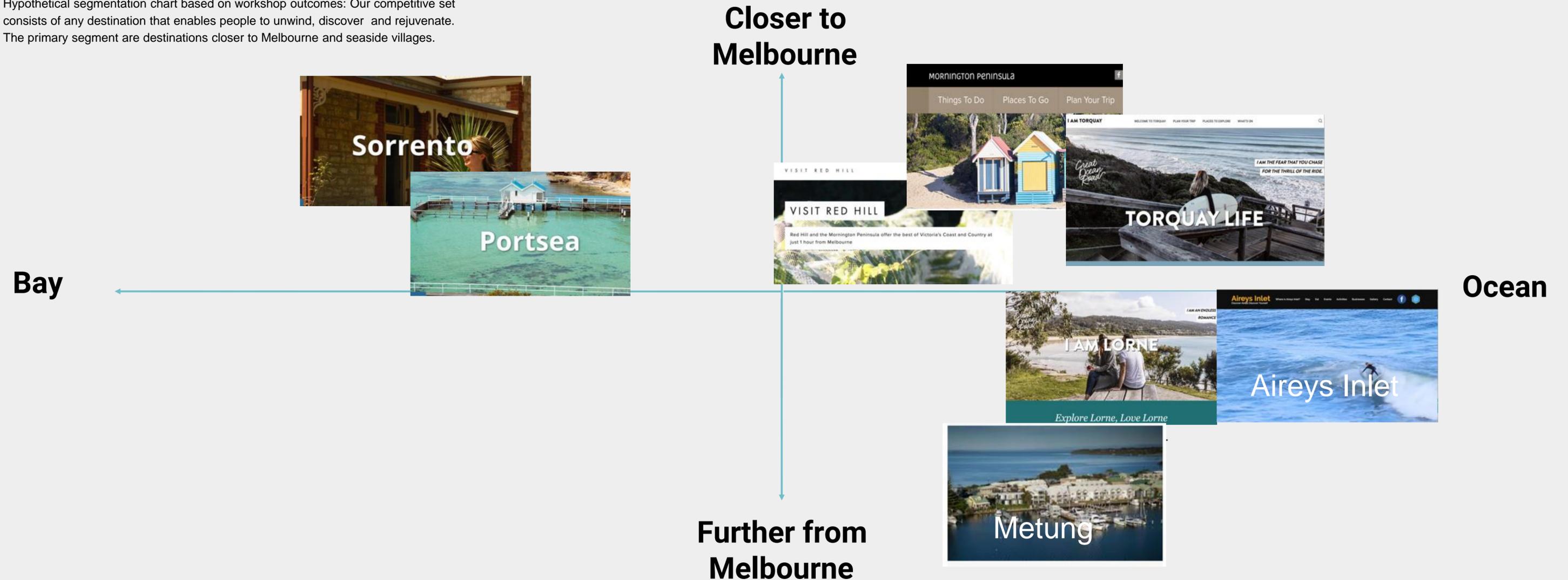
What do they value?

- Connection with the cleansing properties of saltwater
- Coastal village vibes: Choice. The ability to enjoy both raw, earthy surf experiences and understated beachy sophistication
- Provenance
- Good food and wine
- The ocean, estuary and beach ecology
- Energy, marine activities, nature
- Adventure and family time

This page shows the competitive arena and has been derived from reviewing stakeholder survey and agreed in the workshop.

Brand Basics: Our competitive set

Hypothetical segmentation chart based on workshop outcomes: Our competitive set consists of any destination that enables people to unwind, discover and rejuvenate. The primary segment are destinations closer to Melbourne and seaside villages.

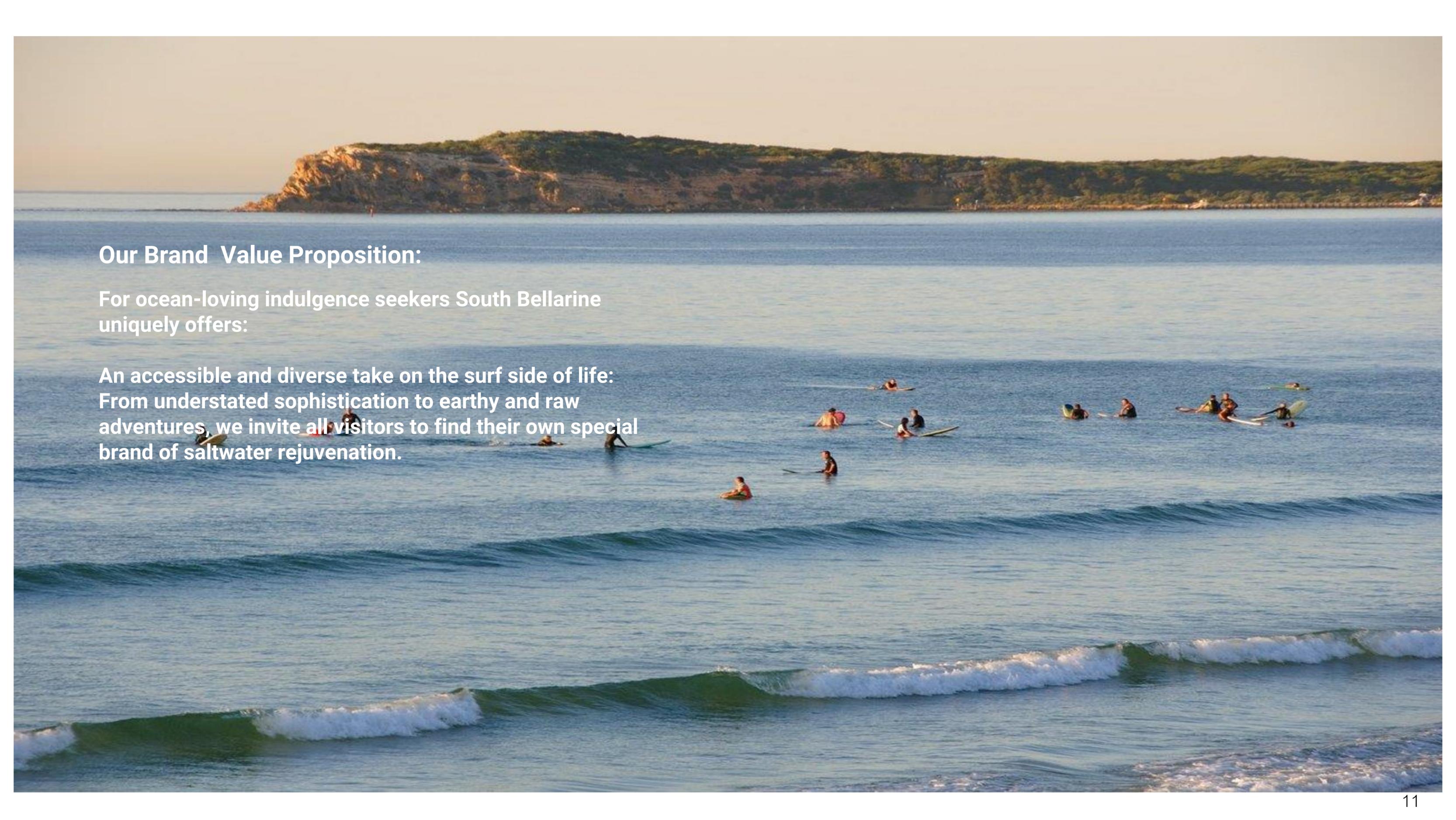


Our points of difference:

South Bellarine is unique because it is the Bellarine's sweeping ocean side and boasts a more independent, less commercialised (chain/overdeveloped) offering than places like Torquay or Portsea and Sorrento, yet is bigger, more diverse and urbane than places like Airey's Inlet or Metung. It offers all the benefits of being ensconced in a surf and saltwater lifestyle without leaving the little luxuries of the city behind.

The Brand Framework





Our Brand Value Proposition:

For ocean-loving indulgence seekers South Bellarine uniquely offers:

An accessible and diverse take on the surf side of life: From understated sophistication to earthy and raw adventures, we invite all visitors to find their own special brand of saltwater rejuvenation.

Your **signature experiences** are the things that consumers can do and experience that supports your brand proposition. Competition will find them difficult to replicate (due to the fact that they are built from our brand truths.) These form the basis of the brand's key narrative content and stories. They should also inspire events, promotions and collaborations with like-minded brands.

Why can we claim 'saltwater rejuvenation your way'? Our signature experiences

These key experiences provide the answer to 'what makes us different?' And help prove the Brand Value Proposition. They provide memorable sound-bytes for marketers to use to stimulate messaging and promotional ideas.

Overarching truth: The diversity of the Bellarine's long stretch of accessible surf coast and waterways



The surf-side of life

South Bellarine is the surf side of the Bellarine Peninsula. Where other areas of the Bellarine offer the gentle tides of Port Philip Bay, South Bellarine offers the swell, the ocean tides and the ten kilometre stretch of sandy beaches and rolling surf, all of which are essential to a surf lifestyle. The coastal towns and villages all offer something a bit different but are relaxed and unpretentious; the only airs and graces you'll find there are the ones provided by the salt and the sea.



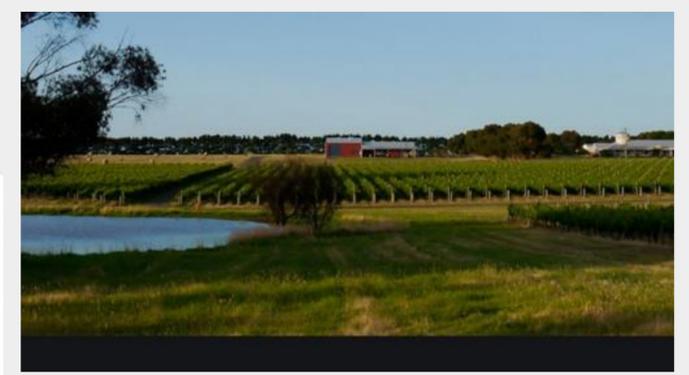
Choose your own type of surf or salt-water indulgence.

This is saltwater anyway you like it. From the rough and tumble of thirteenth beach to the inviting rolls of Ocean Grove to the gentle tidal flow of Barwon Heads, the inlet, the river and the Estuary, offering many and different ways to connect with nature and feel the rejuvenating effects of saltwater.



Brings together natural adventure and relaxed indulgence.

The iconic, Barwon Heads bridge joins the twin towns of Ocean Grove and Barwon Heads. It connects the relaxed vibe of the terraces of Ocean Grove to the intimate avenue of eclectic indulgences in Barwon Heads. On their own, they fulfil every need but together they cater to every mood from understated sophistication to bare feet and boardies. It's all within easy access, on foot, two wheels, four wheels or by kayak, boat or SUP.



The original surf and turf. A region of culinary choice

A maritime region of modern culinary choices: From award winning wineries in the turf of Wallington Hills to the restaurants of the towns and fish and chips on the beach. There are over twenty cafes, restaurants, provedores, hotels and a cidery. Most open seven days a week. And the choice is vast from multicultural to modern Australian, all set in chilled out, beautiful beachy surrounds.

Your support experiences are 'reassurance factors' for consumers. They are unlikely to be the reason people differentiate your destination but are likely to provide extra reasons to come, or to take day trips. Or to remind themselves of the diversity of activities and choices on offer. are the things that consumers can do and experience that supports your brand

Our support experiences

Fossick and explore: Indoor entertainment

Provides the visitor with an enticing breath of fresh air through the locally owned and independent boutiques, homewares, furnishings, bookstores, markets, galleries and fairs. For the visitor, it allows them the chance for some 'indoor entertainment' and the ability to find some quirky, unusual or bespoke pieces not often found in the city/chain stores.

Within easy reach of a host of complementary experiences

- Close to a network of towns and villages of the Bellarine.
- Within half an hour of Victoria's second city Geelong.
- Easy proximity to the food and wine of the North Bellarine (Bellarine Bay region) and the heritage and arts of Queenscliff.

Concentration of world class Golf courses.

- Three golf courses across Ocean Grove, Barwon Heads and Thirteenth Beach. (Barwon Heads can be referred to as a Golf Village)
- A range of options and styles.
- Highly rated courses.

A range of accommodation.

The area is famous for its easily accessible beach and riverside caravan parks, but is also growing in terms of its supply of relatively new and modern, good quality apartments, holiday homes and villas.

The active outdoors

- Water sports: Surfing, Snorkelling, wind-surfing, kayaking, paddling, sailing, boating, fishing, SUP-ing, swimming.
- Cycling and rail trails including the Bellarine Rail Trail
- Walks: beach, estuary, river, bridge.
- Bird watching
- Golf : Two of the top ten courses in Australia
- Adventure Park
- Adventure flights and sky-diving

Cultural exploration.

A growing appreciation of and connection to the indigenous culture of the area, its art and its significance.

Family friendly fun

- Adventure Park
- Mini golf
- Koala and Wildlife sanctuary
- Canoeing
- Kayaking
- Fishing
- Surf lessons
- SUP
- Horse-riding

Brand Values and Personality



Brand Values: The things we care about

Coastal integrity:

Is: Safe and clean, community and inclusion, moving toward environmentally and socially sustainable. **(Plastic free)**

Joy of family ritual

Is: Togetherness, sharing, generosity.

Isn't: Overbearing, forced.

Natural wellbeing and health

Is: Self care, vitality, energy

Isn't: Traditional, boring.

Equality

Is: Open to all.

Isn't: Judgmental.

Brand Personality: Who we are

Upbeat, vital, effortlessly stylish

We are a brand who is upbeat, healthy, easy-going, confident and effortlessly stylish.

Our personality words are:

Relaxed style

Active

Energetic

Creative

Confident

Worldly

Personable

Healthy



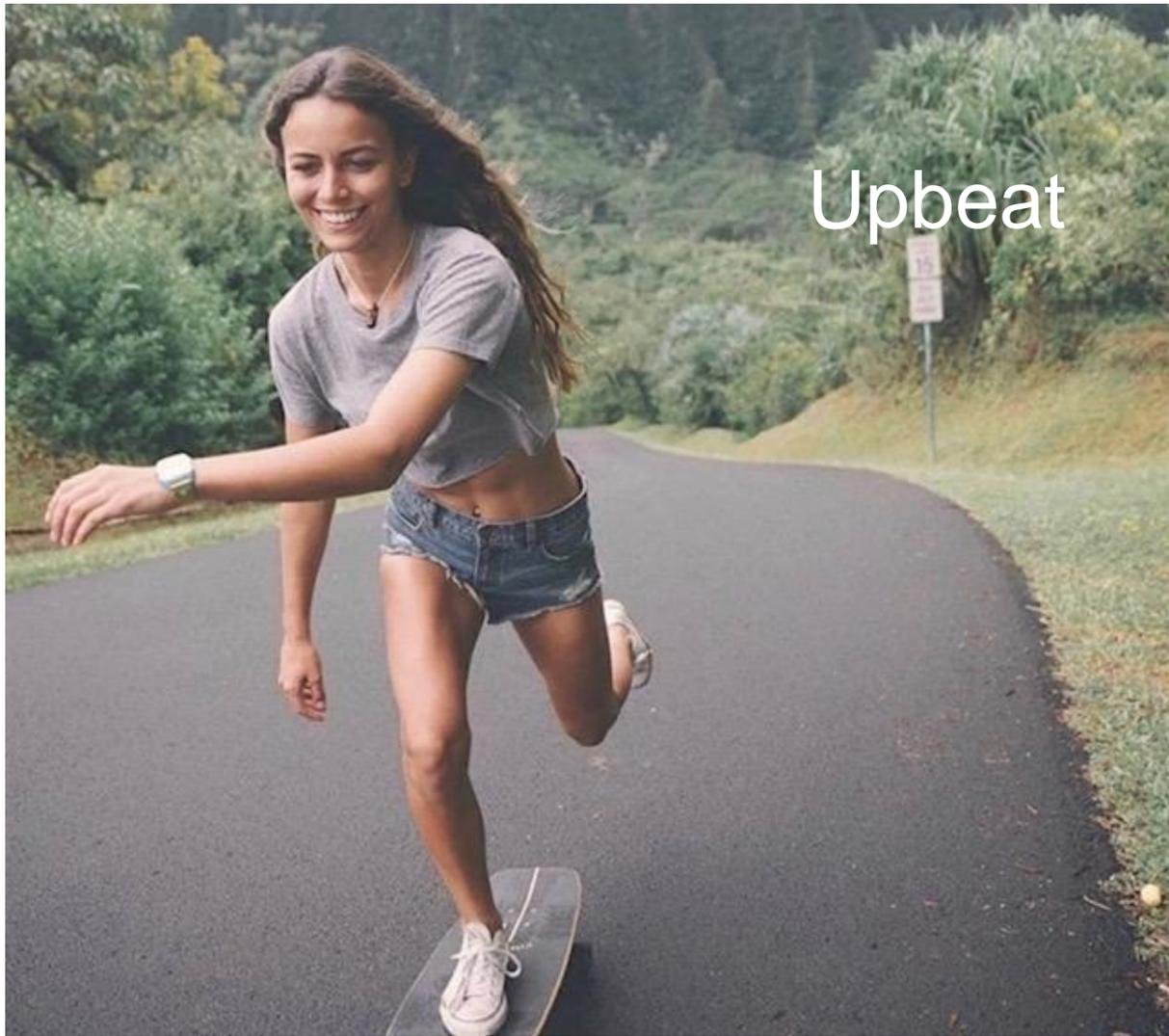


Effortlessly stylish



This is a 'flavour' of our brand and not a literal visual depiction. It's a mood.

Vital



Upbeat



And, after all this, how do we want people to feel?



Emotional Benefits: How we want our audiences to feel as a result of their experience



Rejuvenated

- **Re-energised, renewed, a sense of vitality**
This is about feeling the effects of our natural saltwater 'spa' options of the South Bellarine.



Inspired

- By the beauty and untameable spirit of the ocean and surf and the ease and accessibility of everything.



Free-flowing, easy going

- **This is about being unscripted and the calm and connection to nature, the ocean, the tides and the easy going glow of the surf-side lifestyle.**
Connect to friends and family.



Brand Summary



Brand Summary

BRAND VALUE PROPOSITION

An accessible and diverse take on the surf side of life: From understated sophistication to earthy and raw adventures, we welcome all visitors to style their own special brand of saltwater rejuvenation.

BRAND PERSONALITY/TONE

Upbeat, vital, effortlessly stylish

EMOTIONAL BENEFITS

Rejuvenated

Inspired

Free-flowing, easy going

EXPERIENCE BENEFIT

Melbourne's most diverse and accessible surf & saltwater rejuvenation destination.

SIGNATURE EXPERIENCES

1. The surf-side of life
2. Choose your own type of surf or salt-water indulgence.
3. Brings together natural adventure and relaxed indulgence.
4. **The original surf and turf. A region of culinary choice**

BRAND ASSETS & ATTRIBUTES

Overarching truth: The diversity of the Bellarine's long stretch of accessible ocean coast and waterways

10 km of sandy surf beach	River mouth	Barwon River	Barwon Estuary	Wallington Hills	Lake Connewarre Sanctuary	Indigenous culture
Surf beach	Diverse waterways and activities		Outdoor activities	Food, wine and culture	Adventure Park	
Connection to natural habitats and wildlife		Events	Indoor delights and bespoke boutiques		Concentration of world class golf courses in a compact area	

TARGET MINDSET

Ocean loving indulgence seekers: Seek the cleansing revitalisation of saltwater's touch to dissolve their city straight-jackets and then refuel with our village cafes, restaurants and other culinary and boutique delights or other tastes of adventure.

Appendices



Brand Propositions from the workshop

For those **seeking accessible salt water escapes and village vibes** South Bellarine offers community, understated sophistication, creating a sense of optimism relaxation and confidence.

For coastal dreamers, taste makers and relaxation seekers South Bellarine inspires through sun, surf, river estuaries and waves of **saltwater, anyway you want it.**

For seekers of **salt water infused indulgence**, South Bellarine distinctively offers high-quality local village vibes creating a sense of **upbeat relaxation.**

For those living their best life, South Bellarine offers the **best of the coast with indulgences of the city** creating a sense of balance within.

South Bellarine, the coast where you can be **re-energised invigorated with our welcoming relaxed beaches**, river, food and wine.

For seekers of **salt water escapes and village vibes** South Bellarine distinctively offers **beach, surf and calm** and boutique village experiences and a relaxed coastal get away, creating a sense of **revitalisation, relaxation and calmness.**

For coastal escape artists South Bellarine distinctively offers **village vibes next door to salt water bliss, anyway you like it.** Creating a sense of adventures had, connections made and **refreshed well-being**



Interesting historical pedigree

In 1887, Charles James and James Grigg purchased, surveyed and subdivided land into 2,500 blocks bearing the covenant "*no part of the above Land shall be used for the Manufacture or Sale of Malted Spirituous, or Vinous Liquors*". Due to this covenant, no bars or public houses could sell liquor within the town limits.

The Ocean Grove [Coffee Palace](#) was built for the Methodist and [Temperance Society](#), the first [church service](#) was held on 1 January 1888, and the population was such that a [post office](#) opened on 14 September 1888.^[2]

