

SLG Taupo Rebranding Memo

28 January 2010

In November last year, Destination Lake Taupo (DLT) requested support from Councillors to undertake rebranding the Taupo District visitor destination brand. During a workshop Councillors expressed their support for DLT to begin this process.

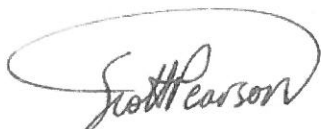
In anticipation of a positive response, DLT identified a range of potential brand agencies, both local and national. From this list four were selected as best fitting our requirements. An expression of interest was sent out and following receipt of the proposals, a number of phone conversations were held. Two contenders were then selected for face to face meetings with the DLT General Manager and Marketing Manager.

Cato Partners stood out as the preferred choice, due to their significant brand development experience and creative approach, which has included major visitor destination brands. This agency was also selected for its ability to work within our budget and for having an in-house design team. The contract was awarded in early December following the Council workshop.

Brand development is currently well underway with contributions being received from the community and stakeholders. Cato are developing several brand positioning concepts based on gathered information and will work through the next stages of the brand process with a steering committee (to be selected from stakeholder groups).

Please contact me should you wish to discuss this process in more detail.

Kind Regards,

A handwritten signature in black ink that reads "Scott Pearson". The signature is written in a cursive style and is enclosed within a hand-drawn oval shape.

Scott Pearson
General Manager
Destination Lake Taupo

ITEM 12

- THE WITHHOLDING OF INFORMATION IS NECESSARY TO ENABLE THE LOCAL AUTHORITY HOLDING THE INFORMATION TO CARRY OUT, WITHOUT PREJUDICE OR DISADVANTAGE, COMMERCIAL ACTIVITIES

ITEM 13

- THE WITHHOLDING OF INFORMATION IS NECESSARY TO ENABLE THE LOCAL AUTHORITY HOLDING THE INFORMATION TO CARRY ON, WITHOUT PREJUDICE OR DISADVANTAGE, NEGOTIATIONS [INCLUDING COMMERCIAL AND INDUSTRIAL NEGOTIATIONS]

ITEM 14

- THE WITHHOLDING OF INFORMATION IS NECESSARY TO ENABLE THE LOCAL AUTHORITY HOLDING THE INFORMATION TO CARRY OUT, WITHOUT PREJUDICE OR DISADVANTAGE, COMMERCIAL ACTIVITIES

ITEM 15

- THE WITHHOLDING OF INFORMATION IS NECESSARY TO PROTECT THE PRIVACY OF NATURAL PERSONS, INCLUDING THAT OF DECEASED NATURAL PERSONS

ITEM 16

- THE WITHHOLDING OF INFORMATION IS NECESSARY TO MAINTAIN LEGAL PROFESSIONAL PRIVILEGE
- THE WITHHOLDING OF INFORMATION IS NECESSARY TO ENABLE THE LOCAL AUTHORITY HOLDING THE INFORMATION TO CARRY OUT, WITHOUT PREJUDICE OR DISADVANTAGE, COMMERCIAL ACTIVITIES
- THE WITHHOLDING OF INFORMATION IS NECESSARY TO ENABLE THE LOCAL AUTHORITY HOLDING THE INFORMATION TO CARRY ON, WITHOUT PREJUDICE OR DISADVANTAGE, NEGOTIATIONS [INCLUDING COMMERCIAL AND INDUSTRIAL NEGOTIATIONS]
- THE EXCLUSION OF THE PUBLIC FROM THE RELEVANT PART OF THE PROCEEDINGS OF THE MEETING IS NECESSARY TO ENABLE THE LOCAL AUTHORITY TO DELIBERATE IN PRIVATE ON ITS DECISION OR RECOMMENDATION IN ANY PROCEEDINGS BEFORE THE LOCAL AUTHORITY WHERE A RIGHT OF APPEAL LIES TO ANY COURT OR TRIBUNAL AGAINST THE FINAL DECISION OF THE LOCAL AUTHORITY IN THOSE PROCEEDINGS
- THE WITHHOLDING OF INFORMATION IS NECESSARY TO PROTECT THE PRIVACY OF NATURAL PERSONS, INCLUDING THAT OF DECEASED NATURAL PERSONS

ITEM NO: 12

TO: COUNCIL
FROM: General Manager: DLT
SUBJECT: Destination Regional Brand
DATE: 27 April 2010
ID:

1. PURPOSE OF REPORT

Following on from the recent branding workshop with Council, the General Manager: DLT will present the proposed visitor destination brand direction. Changes have been made in response to feedback from the branding workshop and from subsequent Steering Group meetings with stakeholders.

SUGGESTED RESOLUTION

That Council approves the proposed brand direction in order for Destination Lake Taupo to apply the new brand in all areas of its operation.

Report Prepared by:

Report Reviewed by:

Scott Pearson
General Manager: DLT

Anne McLeod
Deputy Chief Executive

THIS RESOLUTION IS MADE IN RELIANCE ON SECTION 48[1][a] OF THE LOCAL GOVERNMENT OFFICIAL INFORMATION AND MEETINGS ACT 1987 AND THE PARTICULAR INTEREST OR INTERESTS PROTECTED BY SECTION 6 OR SECTION 7 OF THAT ACT OR SECTION 6 OR SECTION 7 OR SECTION 9 OF THE OFFICIAL INFORMATION ACT 1982, AS THE CASE MAY REQUIRE, WHICH WOULD BE PREJUDICED BY THE HOLDING OF THE WHOLE OR RELEVANT PART OF THE PROCEEDINGS OF THE MEETING IN PUBLIC ARE AS FOLLOWS:

AGENDA ITEM NO: 6 BRANDING WORKSHOP DEBRIEF

THE WITHHOLDING OF INFORMATION IS NECESSARY TO ENABLE THE LOCAL AUTHORITY HOLDING THE INFORMATION TO CARRY OUT, WITHOUT PREJUDICE OR DISADVANTAGE, COMMERCIAL ACTIVITIES

Blackwell/de Bievre

8 BRANDING WORKSHOP DEBRIEF

Discussion was sought relative to Council feedback and any issues arising from the DLT Branding presentation made to a Council workshop on 15 April 2010. The DLT General Manager updated members on the presentation made to Council.

He advised that the new logo had been presented 'Great Lake Taupo' and Councillors had been quite positive, with most of the comments being around the sensitivities of the macron. In response to a query from Mr Blackwell, he was advised that the Trust would pay for the artwork, designs, etc, and Council would have funding allocated towards the new sign.

Some discussion then ensued on the next steps in the process, including approval from Iwi and determining the brand launch date and related preparations.

8 RESOLVED

THAT THE REPORT ON THE BRANDING WORKSHOP DEBRIEF BE RECEIVED.

Blackwell/Frohlike

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13 DESTINATION REGIONAL BRAND

The General Manager: DLT was in attendance to present to Council the proposed Visitor Destination brand direction, which he proceeded to do by way of a datashow presentation.

A Council workshop to introduce the new branding had been held on 15 April 2010. However, since that time changes had been made in response to feedback from that workshop and from subsequent Steering Group meetings with stakeholders. He sought approval of the new branding.

Discussion ensued, particularly in relation to the colouring of the signage. Some constructive suggestions were made in regard thereto.

4376 RESOLVED

THAT THE PROPOSED BRAND DIRECTION BE APPROVED IN ORDER FOR DESTINATION LAKE TAUPO TO APPLY THE NEW BRAND IN ALL AREAS OF ITS OPERATION.

His Worship the Mayor/Blyth

Cr McElwee **abstained** from voting on the matter.

Cr Downard left the meeting during discussions on that item [4.12pm].

14 GEOTHERMAL ADVOCACY - CONTACT ENERGY LIMITED - TAUHARA II

[REDACTED]

[REDACTED]

[REDACTED]

15 ROLE OF COUNCIL AS A DEVELOPER

[REDACTED]

[REDACTED]