



MINUTES OF SPECIAL COUNCIL MEETING HELD 27 OCTOBER 2009

I hereby certify that the Minutes of the Special Meeting of Council held 27 October 2009 at Kununurra Council Chambers are a true and accurate record of the proceedings contained therein.

Shire President Confirmed

TABLE OF CONTENTS

Item No	Description	Page No
1.	DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS	2
2.	RECORD OF ATTENDANCE / APOLOGIES / LEAVE OF ABSENCE (PREVIOUSLY APPROVED)	2
3.	DECLARATION OF INTEREST	2
4.	BUSINESS OF MEETING	3
4.1.	RE-BRANDING PROJECT – CONSIDERATION OF CREATIVE BRIEF(8895)	3
5.	MEETING CLOSURE	14

SHIRE OF WYNDHAM-EAST KIMBERLEY

MINUTES

**OF THE SPECIAL COUNCIL MEETING
HELD ON TUESDAY 27 OCTOBER 2009 AT 6.00 PM**

1. DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS

The Shire President declared the meeting open at 6:02pm

**2. RECORD OF ATTENDANCE / APOLOGIES / LEAVE OF ABSENCE
(PREVIOUSLY APPROVED)**

Cr F Mills	Shire President
Cr J Moulden	Deputy Shire President
Cr D Ausburn	Councillor
Cr J Parker	Councillor
Cr K Wright	Councillor

A Douglas	Acting Chief Executive Officer
J Ellis	Executive Manager Corporate Services
M Alchin	Acting Executive Manager Community Services
F Kuiper	Acting Executive Support Officer /Minutes

APOLOGIES

Cr R Addis	Councillor
Cr K Torres	Councillor
Cr J McCoy	Councillor

3. DECLARATION OF INTEREST

• **Financial Interest**

Nil

• **Members Impartiality Interest**

Nil

• **Proximity Interest**

Nil

4. BUSINESS OF MEETING

4.1. RE-BRANDING PROJECT – CONSIDERATION OF CREATIVE BRIEF(8895)

DATE:	27 October 2009
PROPONENT:	Shire Of Wyndham East Kimberley
LOCATION:	Shire of Wyndham East Kimberley
AUTHOR:	Alex Douglas, Acting Chief Executive Officer
REPORTING OFFICER:	Alex Douglas, Acting Chief Executive Officer
FILE NO:	60.04.01
ASSESSMENT NO:	N/A

PURPOSE

To consider the Creative Brief for the development of a new brand for the Shire of Wyndham East Kimberley.

BACKGROUND

Council resolved to accept Jack in the Box as the consultant firm for the development of a new brand for the Shire at its Ordinary Meeting held on 18 August 2009: -

Minute No. 8786

Moved:Cr R Boshammer

Seconded:Cr R Addis

That Council accept the quotation as submitted by Jack In The Box Corporation Pty Ltd being for the development of a new brand for the Shire of Wyndham East Kimberley in accordance with the Specification and Scope of Work for the sum of \$40,343.45 inclusive of GST.

CARRIED: (6/2)

For: Cr F Mills, Cr R Addis, Cr D Ausburn, Cr K Wright, Cr R Boshammer and Cr J Moulden

Against: Cr J Parker and Cr K Torres.

STATUTORY IMPLICATIONS

No strategic implications apply.

POLICY IMPLICATIONS

No specific policy applies.

FINANCIAL IMPLICATIONS

The budget allocation for the project is \$40,000.

The amount does not include allowances for the changeover of letterhead, signs etc. Where necessary the changeover process would take place as part of re-stocking, replacement of signs etc, new uniforms. These circumstances occur as a regular process throughout any financial year.

The current uniform was embroidered with the name only to manage costs and avoid dating the shirts should a change of logo take place. If a name change was to occur the changeover of uniforms would be staged with higher profile staff such as outdoor, recreation and reception staff would be first and other staff progressively over a 12 month period or sooner.

STRATEGIC IMPLICATIONS

The way in which the whole of the district is presented is an aggregation of many elements.

To name a few and in no particular order, it is how it is marketed by the tourist industry, the quality and branding of the agricultural produce, the landscape, the people, the history and the climate.

The Shire as an organisation is part of the mix of these elements and the 'brand' comprises a logo, a positioning statement (statement) and its name. The unstated elements are how it conducts its business and the range and quality of services it provides.

COMMUNITY CONSULTATION

Community and Stakeholder consultation has been undertaken.

COMMENT

The consultants have prepared a Creative Brief that will set the parameters of how they will develop the logo and statement.

The Brief is provided as an attachment.

The Consultants propose that the name change be excluded from the current process to enable the rumours and false representations to not detract from the importance of the two key aspects of the project to be considered, namely the logo and statement.

With respect to the logo and statement the consultants have interpreted the feedback they received as follows: -

1. Water

Water was identified by almost every person as the element which attracted them to, and kept them in the area. By water, we do not only mean the rivers, oceans, lakes, dams, flood plains and waterfalls that dominate the landscape, but the all important rain, or wet season, which brings the landscape to life.

The water was described as a source of life, fun, entertainment, relaxation, tranquillity, prosperity, growth and development. Many people described it with a sense of pride and ownership - 'we have it and no-one else does'. People spoke passionately and emotionally about water, and it is clear it is the one element which unites all of the people of the Shire of Wyndham East-Kimberley. It brings people together through a common source of life, sustenance and enjoyment.

2. Contrast

The Shire of Wyndham East-Kimberley is a land of contrast. It is an expansive mass of land, housing pockets of population in varying locations. We were informed that there were 12 different Aboriginal language groups in the area the shire encompasses. It is also dominated by a climate of contrast and extremes, which changes the landscape dramatically, often in a matter of hours. The landscape itself changes from flat plateaus to jutting escarpments in the space of only a few kilometres. We were astounded by the inability of people to describe the shire with a few key words - but we understand why. It is truly a unique place, which cannot be compared to any other area and accurate visual description is difficult to put into words. It is a moving, changing, evolving part of the earth which operates by the hand of Mother Nature. In our opinion is that it cannot be adequately represented by a single colour, shape, word or feeling.

3. Unity

Another overwhelming theme identified within the consultation was an immense sense of community and unity. People within the shire are friendly, helpful and welcoming. They care for and support each other and they work together to achieve their goals. They are proud of their communities and what they have achieved. Energy and excitement emanated from every community member and it was rare to find someone who did not speak passionately about the area. This unity is further reinforced by the use of the word 'Wunan' to describe the area of land the shire encompasses and is also taken to mean coming together or a meeting place.

4. Opportunity

The final common theme was the essence of opportunity within the shire. Some of the most common key words mentioned were 'opportunity', 'prosperity', 'growth' and 'freedom'. Opportunity in this sense should not only be related to jobs, growth, or industry, but rather the opportunity to be who you want to be and do what you want to do. Words such as 'adventure' and 'explore' were also mentioned.

It was felt that people came to the area to experience something new and different and felt no restriction to how far they could travel, what they could do or who they could be. There is also no question that the area has immense growth potential and industries such as mining, agriculture and tourism will impact the area significantly in the future. It is important that the new branding for the Shire represents not only what currently exists, but acts as a beacon or guide for the Shire's future direction.

The Acting Chief Executive Officer attended all three meetings and agrees that these were the common themes that came through.

On the basis that Council agrees with the Brief, the consultants will proceed to develop the logo and positioning statement and it is anticipated that their recommendation will be presented to the 15 December Council Meeting.

So as to limit the extent of speculation on how Council will deal with the next phase, the following options/scenarios are listed for discussion:

1. Council declines the consultant's recommendation
 - a. Consultant is requested to assess changes and re-submit
The amended design would be presented at the next appropriate Council Meeting – Option 2 would then apply
 - b. Project is suspended
Council would continue to use the existing brand
A public notice would be prepared to advise of the decision.
2. Council accepts the consultant's recommendation
 - a. Council undertakes marketing of the new logo and statement
The marketing could be in the form of a newspaper article, public notices and mail-out.
Based on assessment of costs the introduction of the new brand is rolled out over a 6 to 12 month period for documents, stationary and style guide; other uses of the logo (e.g. signs) will take place over several years based on priority.
 - b. Council invites comment on the proposed logo and statement
The new brand is advertised for comment for a period of 2 to 4 weeks and Council considers submissions.
Based on assessment of costs the introduction of the new brand is rolled out over a 6 to 12 month period for documents, stationary and style guide; other uses of the logo (e.g. signs) will take place over several years based on priority.

The one constant in the above listed options is that there will be mixed views within the community; at no point should Councillors consider that any one option or brand will achieve unanimous support within the community. Council makes decisions all the time on matters that will engender differing views. The function of the Council is to make decisions based a range of assessments to suit the topic being considered with the interests of the broader community being the prime objective.

The most contentious point to come out of the recent meetings is the naming of the Shire. If Council consider that this should remain part of the Brief the process of

seeking further community feedback is considered to be different to the logo and statement.

Some options for the Shire's name are listed as follows:

1. Suspend any discussion
2. Request the consultant to make a recommendation
3. Seek public comment on the merits of a name change
4. Invite submissions for a name change

Options 3 and 4 could be seen as the most inclusive processes however the responses will still require a decision by the Council. By way of example, it is plausible to assume that a large portion of the Wyndham community will voice a view that Wyndham should remain within the Shire's name. Should a large portion of the balance of the Shire agree to a name change then the quandary is to which group is the Council to listen/take account of views.

The Officer Recommendation is prepared on the basis of the name change being omitted from the Creative Brief.

ATTACHMENTS

Attachment 1 - Jack in the Box Creative Brief

VOTING REQUIREMENT

Simple Majority

RECOMMENDATION

That Council:

1. accept the Creative Brief as presented;
2. adopt a marketing approach in presenting a new logo and positioning statement when adopted.

COUNCIL DECISION

Minute No 8895

Moved: Cr K Wright

Seconded: Cr D Ausburn

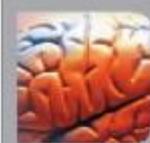
That Council:

- 1. accept the Creative Brief as presented;***
- 2. adopt a marketing approach in presenting a new logo and positioning statement when adopted.***

Carried Unanimously 5/0

| brief and summary |

Shire of Wyndham East-Kimberley - Community
Consultation Summary and Creative Brief



Summary and Creative Brief

Notes

A most sincere thanks is extended to the Shire councillors, Shire personnel (notably, Alex and Fiona) and the residents of the Shire of Wyndham East-Kimberley for hosting our team members, Scott, Vaughan and Vickie, for the duration of the Community Consultation visit in early October 2009. The assistance and cooperation of the people of the community ensured our stay was not only enjoyable, but highly rewarding both professionally and personally. The shire as a whole should be commended for their immense, unwavering community spirit.

This document will serve as a summary of the findings from the various types of community consultation sessions and research carried out during our visit. It is also designed as a creative brief document, that will be used by the Jack in the box creative team to shape the branding design process. It will guide the creative process, noting the important factors which impact on the brand, as well as defining the scope of the creative boundaries.

Please note that this is a summary of **common themes** which were translated from all forms of community consultation and research. We liken this process to that of prospecting (for the sake of relevance, let's say for diamonds). We sift through all of the material presented, looking for those 'gems' that shine through. Therefore the document is a concise summary of those 'gems' that were able to be extracted from the exploration process.

Task Summary

As commissioned by the Shire of Wyndham East-Kimberley, the first phase of the brand redevelopment was a series of community consultation sessions which have now been conducted and completed. Three Jack in the box team members spent four days in the Shire, implementing the various consultation tasks along with a general familiarisation process. Below is a summary of the various tasks that were undertaken:

Shire Councillor and staff Focus Group Session - Monday 12th October, 6:00pm - 8:30pm
Approximately 10 people were in attendance

Indigenous Community Focus Group Session - Tuesday 13th October, 10:00am - 11:00am
Unfortunately only 1 person attended (representing the Wunan organisation)

Key Stake holder Focus Group Session - Tuesday 13th October, 3:00pm - 5:30pm
Approximately 12 people were in attendance

Kununurra street surveying - residents and business owners
Approximately 45 responses were received



Wyndham Community Focus Group Session - Wednesday 14th October 3:30pm - 5:30pm
 Approximately 30 to 40 community members were present. Note that this session was carried out in place of a community and business owner street surveying.

Observation and geographic study - over 550kms were travelled during the visit, exploring major tourism icons, including Kelly's Knob, the Diversion Dam, Ivanhoe Crossing, Lake Kununurra and Elephant Rock, The Hoochery Distillery, Zebra Rock Gallery, Lake Argyle, the Grotto, the Boston, the Crocodile Farm, and the Wyndham Port.

Analysis of the Status Quo

As a starting point to much of our research, we sought people's feelings on the current shire logo, name and 'The Last Frontier' statement. Relative to the logo device, the vast majority of people commented that it was bland, crumbly, out-dated, not vibrant enough, old fashioned, and that the colonial or heraldic style was inappropriate. Comments regarding colour focused on the fact that currently the colours did not accentuate the life and energy that is generated in the wet season. It is our opinion that the majority of people with whom we spoke did not believe the current logo represented them as a community or the area in which they lived. A minority who indicated that they wanted the logo to remain as is, indicated their reasoning as 'mundane' in that the Shire's money should be spent elsewhere.

In regards to the Shire's positioning statement, 'The Last Frontier', opinion was divided. Many people believed it was an accurate reflection of the isolation and untouched appeal of the area. Others identified with it due to the connotations of exploration and linkages with the rugged landscape. Some people indicated a real level of affection with the statement. However, there was also a strong body of opinion which found the statement somewhat offensive, due to the connotations and perceptions of dominance, conquering and destroying something that was once untouched. Many agreed that the statement also sounded American. Others commented on feelings of war and conflict, and in particular, it was our impression that the Indigenous community was most deeply affected by the statement. It is this latter perspective that requires respectful contemplation. It is unhealthy for a prominent population grouping to feel negatively disposed to the statement. Our conclusion is that a better and more inclusive solution should be considered.

Consequently as part of the new brand creation, we are presenting a proposed new statement - a statement carefully constructed, fully investigated and well rationalised.

Notes

The Shire's name is addressed separately below.

The Name of the Shire

Names are a tenuous business and in this case our findings do not differ from other similar processes in which we have been engaged. Change is hard for many people and the variance of views is usually accompanied by very passionate debate.

Our findings indicate that the community is not currently ready for such a change and while it is not part of our brief we offer the following opinion.

Commercially and in line with the growing needs of a shire such as Wyndham East-Kimberley it would be advantageous, appropriate and ideal if the name could be more encompassing. Such an approach would assist in ridding the community of any parochial issues brought about by individual town names and would attract a different perception of the shire from an outer perspective.

That, of course is reserved for the 'ideal' world, where objectivity rules and logic prevails. We do not believe that a transition to another name is currently possible without dividing the community and that is neither desirable or constructive.

We recommend that the Shire engage in a significant community consultation on this matter over time, allowing for individual submissions and quiet debate. It may then be possible to find a commonality of view to engage in the implementation of name change.

Mean time we are briefing to utilise the current name and seeking to create a brand which can be so flexible in its design as to facilitate a new name change in the future without significant disruption.

Common themes

As mentioned above, our process of investigation and research was to seek out themes; icons, feelings, emotions and perceptions that were common to all. We have been able to identify four significant themes or linkages that dominated above all else:

1. Water:

Water was identified by almost every person as the element which attracted them to, and kept them in the area. By water, we do not only mean the rivers, oceans, lakes, dams, flood plains and waterfalls that dominate the landscape, but the all important rain, or wet season, which brings the landscape to life. The water was described as a source of life, fun, entertainment, relaxation, tranquillity, prosperity, growth and development. Many people described it with a

Notes

sense of pride and ownership - 'we have it and no-one else does'. People spoke passionately and emotionally about water, and it is clear it is the one element which unites all of the people of the Shire of Wyndham East-Kimberley. It brings people together through a common source of life, sustenance and enjoyment.

2. Contrast:

The Shire of Wyndham East-Kimberley is a land of contrast. It is an expansive mass of land, housing pockets of population in varying locations. We were informed that there were 12 different Aboriginal language groups in the area the shire encompasses. It is also dominated by a climate of contrast and extremes, which changes the landscape dramatically, often in a matter of hours. The landscape itself changes from flat plateaus to jutting escarpments in the space of only a few kilometres. We were astounded by the inability of people to describe the shire with a few key words - but we understand why. It is truly a unique place, which cannot be compared to any other area and accurate visual description is difficult to put into words. It is a moving, changing, evolving part of the earth which operates by the hand of Mother Nature. In our opinion is that it cannot be adequately represented by a single colour, shape, word or feeling.

3. Unity

Another overwhelming theme identified within the consultation was an immense sense of community and unity. People within the shire are friendly, helpful and welcoming. They care for and support each other and they work together to achieve their goals. They are proud of their communities and what they have achieved. Energy and excitement emanated from every community member and it was rare to find someone who did not speak passionately about the area. This unity is further reinforced by the use of the word 'Wunan' to describe the area of land the shire encompasses and is also taken to mean coming together or a meeting place.

4. Opportunity:

The final common theme was the essence of opportunity within the shire. Some of the most common key words mentioned were 'opportunity', 'prosperity', 'growth' and 'freedom'. Opportunity in this sense should not only be related to jobs, growth, or industry, but rather the opportunity to be who you want to be and do what you want to do. Words such as 'adventure' and 'explore' were also mentioned. It was felt that people came to the area to experience something new and different and felt no restriction to how far they could travel, what they could do or who they could be. There is also no question that the area has immense growth potential and industries such as mining, agriculture and tourism will impact the area significantly in the future. It is important that the new branding for the Shire represents not only what currently exists, but acts as a beacon or guide for the Shire's future direction.

Notes

In conclusion, the shire of Wyndham East-Kimberley is a wondrous, diverse and exciting place with a bright future. It has the backing of a wonderful community, whose passion and energy for the place they call home is unprecedented. It is dominated by nature's forces which are beyond human control, which contributes to the attitudes of freedom and opportunity. It is an unpredictable, beautiful, rugged and truly magic place. We are privileged to be charged with the task of creating a united identity for the region.

Notes

5. MEETING CLOSURE

The Shire President declared the meeting closed at 6.03pm.