



## South Gippsland Branding Review

South Gippsland Shire Council has recently commenced a review of place-based branding arrangements.

The review, to be delivered by branding consultants Copy Transmission, is an annual plan initiative of Council due to be completed by the middle of the year.

Council's Manager of Economic Development, Tourism and Customer Services, Danny McDonald said the review will culminate in a report containing expert recommendations for Council to consider.

"This project is about providing Council with expert advice on the most effective way to integrate South Gippsland branding, marketing and promotional activities into the future, having regard for tourism, new residents and investment.

"To achieve this, the project will initially involve extensive consultation, analysis and evaluation of Council's investment in existing branding arrangements, before developing a recommended approach to more effectively integrating place-based branding into the future.

"Over the coming months, Copy Transmission will be consulting with consumers, key tourism bodies, local tourism businesses and local community groups to help inform the development of recommendations for Council to consider," Mr McDonald said.

Two information sessions will be held in May for local community groups, business and residents to find out more about how they can get involved:

When: Tuesday 17 May 2016

Where: Foster War Memorial Arts Centre, Main Street, Foster

Time: 5.30pm to 7.30pm

When: Thursday 19 May 2016

Where: Council Chambers, Michael Place, Leongatha

Time: 5.30pm to 7.30pm

To RSVP, contact Danielle Todaro on 5662 9200 or [daniellet@southgippsland.vic.gov.au](mailto:daniellet@southgippsland.vic.gov.au) by Thursday 12 May.

**PR1838 27/4/16**

For media enquiries, please contact the Communications team on 5662 9200  
South Gippsland Shire Council, 9 Smith St. (Private Bag 4), Leongatha 3953  
[communications@southgippsland.vic.gov.au](mailto:communications@southgippsland.vic.gov.au)  
[www.southgippsland.vic.gov.au](http://www.southgippsland.vic.gov.au)