



Brand Review Received

At its meeting yesterday, South Gippsland Shire Council received the *South Gippsland Brand Review* report.

The report—funded as a priority from Council’s 2015/16 annual plan—provides expert recommendations for developing a place-based branding approach to attracting tourism, new residents and business investment into the shire.

Council will refer the report to its Economic Development and Tourism Steering Committee or its successor, which will examine the 33 recommendations; advise Council on potential responses to each and develop a proposed implementation program.

Substantial consultation was undertaken to help inform the report, with over 360 submissions received from visitors, prospective visitors, residents, local tourism and business operators, township associations, Councillors and Council staff, and interviews held with representatives from relevant state government departments and tourism bodies.

Recommendations cover five main themes including brand assets; promotion; online; organisational and grass roots initiatives.

It is expected that Council will consider its response to the report in 2017.

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