

South Gippsland Branding



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Destination Overview

South Gippsland has so much to offer! Visitors can enjoy a spectacular coastline and beaches, boutique food and beverage experiences, rail trails, a vibrant arts community and, unique towns and villages that are scattered throughout the region. The industry is fast growing in South Gippsland, largely due to its key natural assets, in particular Wilsons Promontory National Park.

Tourism is a valued and growing industry in South Gippsland, contributing over 100 million dollars to the local economy annually. Approximately 1 million people visit the region each year, staying an average of 3.3 nights. Visitation to the region is predominantly during the warmer months from September to April. South Gippsland has an opportunity to grow the visitor economy during the traditionally quieter months by adopting a strategic approach, that focuses on increased infrastructure, activities, and business to support the whole industry.



South Gippsland Tourism Stakeholders



Other
Agencies

DESTINATION GIPPSLAND

Other Regional
Tourism
Boards (RTBS)

Local Business
& Tourism
Associations
(LTAS)



History of the Gippsland Brand

‘Inspired by Gippsland’ has been Gippsland’s brand platform for over ten years.

Although it has been successful, consumer expectations of regional destinations are changing. Research has shown that consumers demand more from a destination and have reservations about Gippsland’s ability to satisfy their needs. A new brand platform will position Gippsland away from a ‘nature only’ destination to a region that can easily showcase ‘nature plus food, wine, culture and events’.

In 2017, Destination Gippsland commenced a full brand review, which included an audit of all tourism assets, stakeholder survey, qualitative research and a brand workshop. The research identified that Gippsland is misunderstood as a region featuring wilderness and landscapes.

A brand shift from “wilderness/big nature” to a holistic view of nature as a provider can change the perception of Gippsland from a featureless, vast region into a world respected, diverse, colourful place of tranquillity and temptation.

The final document will enable South Gippsland Shire Council and Prom Country Regional Tourism to align with the broader Gippsland brand. By leveraging from the Gippsland brand it will strengthen the capacity of the region to promote itself from towns, to products and events. It will enable localised marketing programs, encourage media interest and opportunities to promote key events.

Destination Brand

Our Task

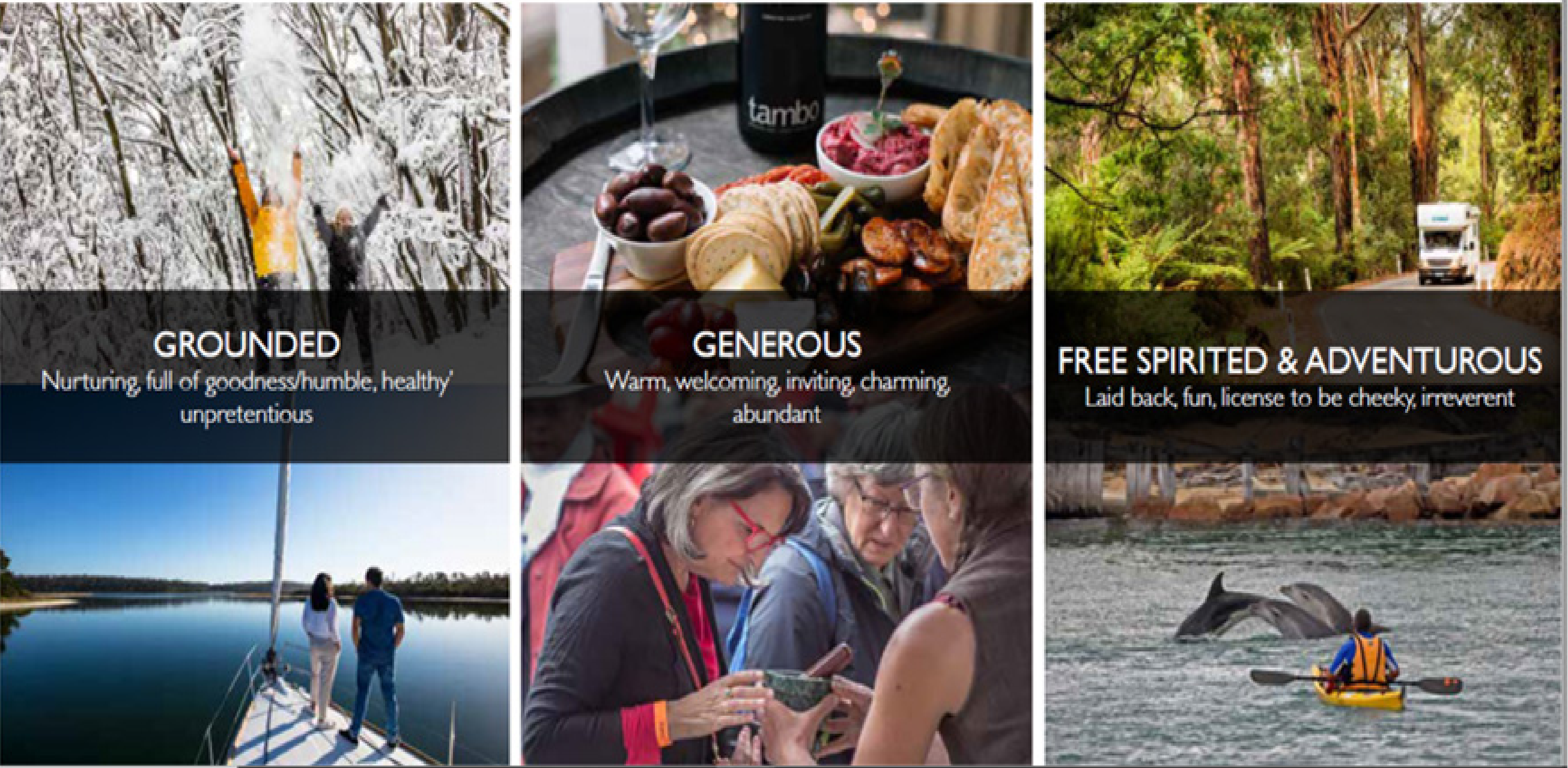
Create a new brand platform, messaging and visual identity for South Gippsland which speaks to all of the other experiences in South Gippsland, as well as nature.

What this branding will achieve



Brand Personality

South Gippsland reflects the overall Gippsland brand personality. The region is warm and welcoming, and is laid back and unpretentious. The free spirited and adventurous traveller can immerse themselves in the South Gippsland experience.



GROUNDED

Nurturing, full of goodness/humble, healthy/
unpretentious

GENEROUS

Warm, welcoming, inviting, charming,
abundant

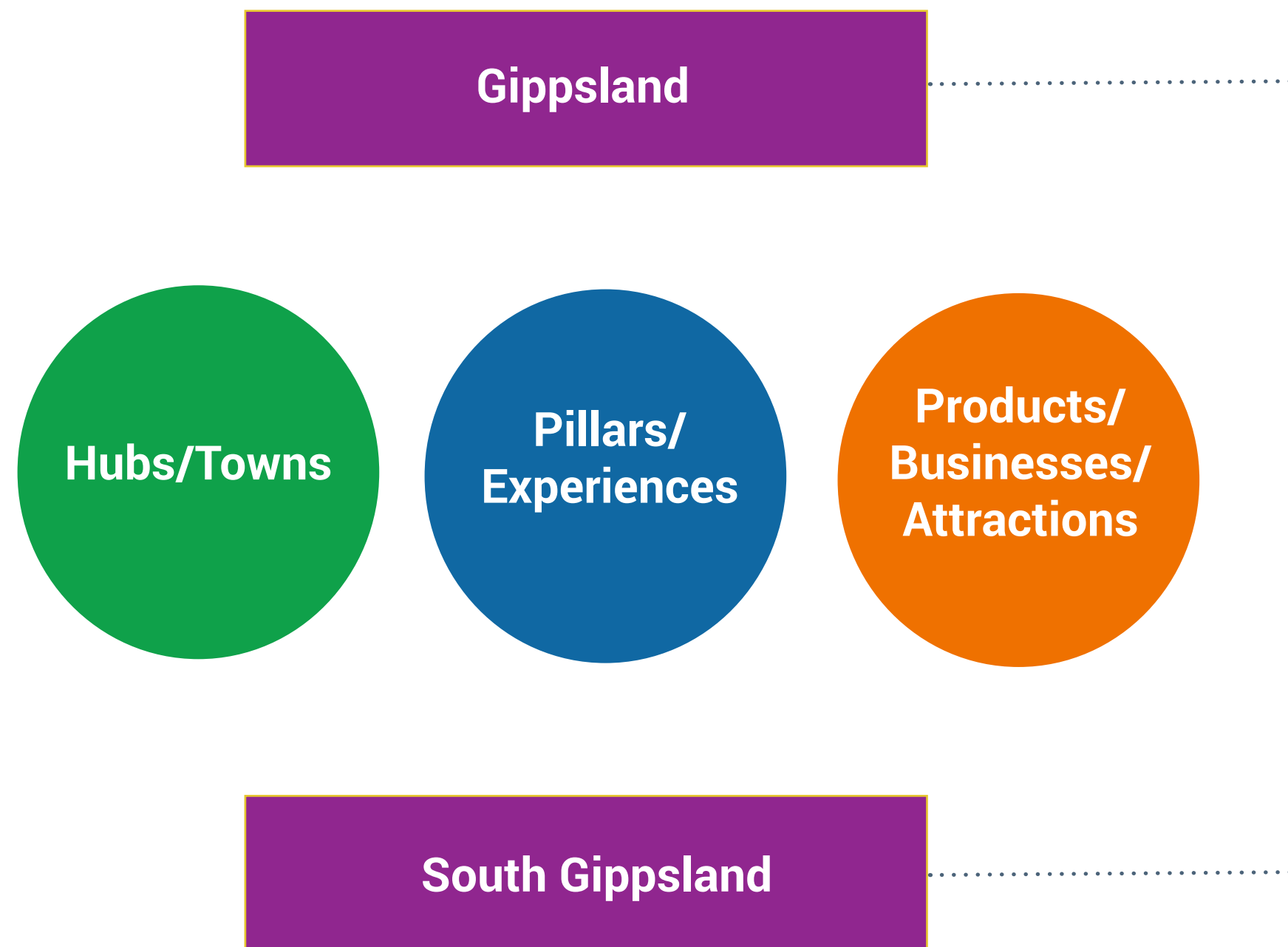
FREE SPIRITED & ADVENTUROUS

Laid back, fun, license to be cheeky, irreverent

Developing a flexible brand platform

This brand platform is confident in promoting and increasing awareness of Gippsland and its alignment with the South Gippsland visitor experience.

It is flexible and can be used in promoting hero Products, Pillars and Hubs. The brand will enable a consistent message by industry and businesses.



South Gippsland Brand Pillars



Pillars & Experiences

World Class Natural Sanctuaries

South Gippsland is home to some of the Victoria's most beautiful natural attractions and spectacular scenery. Visitors can immerse themselves in the lush green rolling hills, pristine waters and world class National and State Parks. The region is home to the beautiful Wilsons Promontory National Park, affectionately known as 'the Prom'. It features over 30 self-guided walking tracks and is home to abundant wildlife and native birdlife.

The region is also home to Agnes Falls, the highest single span waterfall in Victoria. Water flows into a deep gorge all year round and is particularly spectacular after heavy rains.

Cape Liptrap Coastal Park stretches from Venus Bay to the sheltered waters of Waratah Bay. It transforms from a peaceful haven to wild, windy and awe inspiring in stormy weather. The coastal park includes a range of walks suited to all fitness levels, stunning beaches, an operational lighthouse with extensive views along the coast and remnants of historic lime kilns in Walkerville.

Water Lovers Paradise

Famous for beaches, coastal walks, fishing, windsurfing and boating, the region is a relaxing seaside destination.

Visitors can discover the coastal diversity with a visit to one of many beaches. Sandy Point and Waratah Bay offer visitors safe surf beaches framed by the majestic mountains of the Prom. Venus Bay also has five superb surf beaches with golden sands. The sheltered waters of Shallow Inlet provide a secluded setting for a variety of water-based activities such as wind surfing and are ideal for those with young children.

Visitors can spend hours exploring rock pools and sandy coves at Walkerville. The fishing villages of Port Welshpool and Port Franklin are appealing. Corner Inlet and the Tarwin River are also popular locations for fishing and other water activities such as kayaking.



Pillars & Experiences

Paddock & Ocean to Plate

South Gippsland is home to some of Victoria's freshest and tastiest produce.

Visitors can tantalise their tastebuds at one of the many cafés, pubs or restaurants throughout the region. Visitors are spoilt with the variety of local produce in many of the regions eateries.

The increasing development of farm gate experiences is growing the regions agritourism sector. Goods can be purchased from retail outlets or regular farmers markets. The region boasts wineries producing cool-climate Pinot Noir and quality whites.

Scattered throughout the region are boutique breweries, distilleries and a cidery which has magnificent views overlooking The Prom.

Intimate Local Towns

The region is host to a number of charming villages and towns, bursting with colour and country hospitality.

Coastal towns of Sandy Point, Waratah Bay, Walkerville and Venus Bay are home to some of the most beautiful beaches in Victoria. Visitors can swim, paddle, surf or simply grab a towel and relax on the beach. Fishing is popular at many of the great fishing spots, including on the banks of the Tarwin River.

The towns of Nyora, Poowong, Loch, Korumburra, Leongatha, Koonwarra, Mirboo North and Meeniyan are nestled amongst the rolling green hills, each with their own distinct charm.

Brand Guidelines

A brand toolkit will be developed by Destination Gippsland to demonstrate a consistent approach to the platform, branding and messaging.

It will provide clarity and will allow Destination Gippsland, Council and industry to identify with a singular look, feel, and identity.

The toolkit will ensure there are clear guidelines in relation to logo integrity and a consistent use of typography, colour and imagery.

This will assist in the promotion of Gippsland and South Gippsland via:

- Social Media
- Printed collateral for region
- Digital Display
- Trade shows
- Online video
- Content partnerships
- Conversion partnerships



***South Gippsland
Shire Council***

Ordinary Meeting of Council No. 435 - 26 June 2019

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