

# BRAND IMPLEMENTATION STRATEGY

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**The Tasmanian story began over 60,000 years ago. The West Coast Council acknowledges the ancient history of the Tasmanian Aboriginal People of lutruwita/ Tasmania. For over 2000 generations, Tasmanian Aboriginal peoples' culture and language have been, and continue to be, based on a deep and continuous connection to family, community, land, sea and waterways.**

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# FIND A WAY OR MAKE A WAY

The mission driving the West Coast brand has always been to embody the ‘find a way or make a way’ spirit and help locals, tourists and investors grow the West Coast into a healthy and sustainable place to live, work and visit. Since the brand’s inception in 2018, the West Coast brand has been embraced by the community, helping local businesses to improve their marketing and communications, assisting tourism providers to attract visitors to the West Coast, and investors to understand and appreciate the West Coast region and the unique assets it has to offer.

For the West Coast brand to continue to deliver returns for the region and community, we must ensure the brand continues to be implemented by the community, small business and key stakeholders. This document has been designed to provide a roadmap for future brand implementation. It acknowledges the West Coast place brand as an asset; one that requires time

and investment to ensure it is optimised effectively to deliver for the West Coast region, today and into the future. This document will introduce you to the West Coast brand and provide a number of strategic recommendations to ensure the brand continues to drive the reputation of the West Coast as a premier destination to work, live and visit.

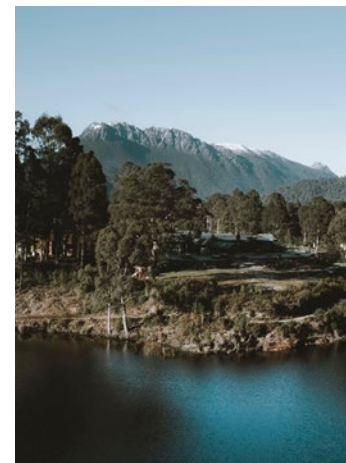
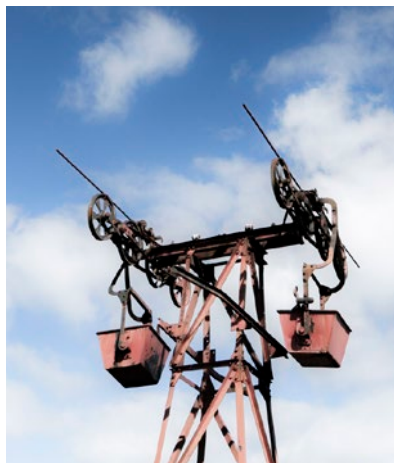
**UNITE** and reignite the region through the West Coast spirit, connecting place, people and stories

**CELEBRATE** the individuality of each West Coast town, while uniting us on the West Coast

**POSITION** the West Coast as a premier destination to work, live and visit

**PROMOTE** awareness and value for the West Coast region, its products and experiences

**BUILD** a platform for collaboration and partnership by putting the brand in the hands of the community



# PROJECT BACKGROUND



## The history of the West Coast brand

The West Coast brand project commenced in 2015, following the development of the *West Coast Community Plan 2025* (WCCP2025). This Plan was the result of extensive collaboration between the community and Council to explore what the future of the West Coast region could look like. Despite the region's many assets, the remoteness of the region, the closure of primary industries and a declining population had resulted in a lack of profile and an uncertain future. Community consultation revealed a need to strengthen the region's competitive advantages, diversify its industry sectors and unite the West Coast through the region's unique spirit.

A major outcome of the WCCP2025 was the community's desire to develop a regional brand for the West Coast to stimulate tourism and support a major economic shift in the region. The brand was to position the region as a premier destination to live, work and invest – drawing on the unique history, spirit, community and environment that creates such a distinctive experience on the West Coast. From the beginning, the brand was understood as a tool for the community – to connect people, place and environment and provide local businesses and enterprising locals with a brand to help share the West Coast with the world.

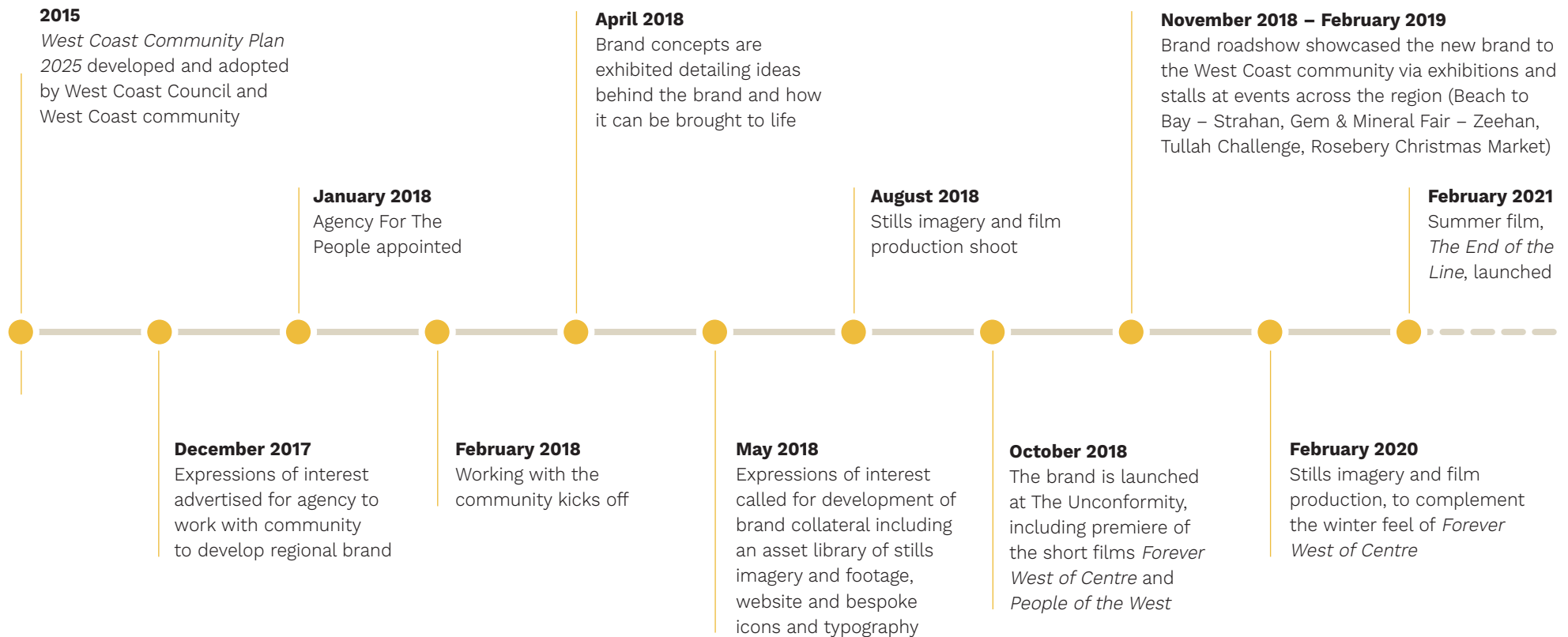
## What the brand project set out to do:

- Uncover everything that's awesome, unexpected and unique about the place we call home
- Define a new way of talking about ourselves to the world and creating a toolkit to get the word out
- Build something that the people who live and work here can use
- Draw on the unique West Coast spirit to create an identity that belongs to every West Coaster

## How the community was involved:

- Key site visits
- 40hr formal interviews
- 100+ informal chats
- 5 community sessions
- Brand concept exhibitions
- Ongoing dialogue via radio, print and social media

# TIMELINE



# THE ROLE OF THE WEST COAST COUNCIL

From commencement to delivery, the West Coast brand project has been managed by the West Coast Council. During this time, the Council has fulfilled the role of project manager, funding provider and community partner – implementing the brand across its core business where appropriate and funding further implementation activities including photoshoots and film productions.



Looking forward, the role of the Council is set to transition from project manager and funding partner to brand advocate.

This will require the Council to demonstrate best practice when it comes to using the West Coast brand, and support community, business and key stakeholders to continue to implement the brand across their marketing and communications.

This implementation strategy has been created with the revised role in mind. Whilst some recommendations put forward in this document do require a level of investment on behalf of the Council, these actions are considered imperative to the sustainability and effectiveness of the brand to continue to provide a return for the Council, community and region moving forward.



# A COMMUNITY-LED BRAND FUTURE

The West Coast brand was developed in consultation with the community as a regional place brand. It is important to note the West Coast identity is not the property of the Council, rather it is owned by the West Coast community. The identity has been developed for the community with the brand toolkit available for use by local business and community organisations, allowing stakeholders to tell a multitude of distinctively West Coast messages. This includes a custom typeface, iconography and a photography and film series.

Local brand implementation by businesses and tourism operators has exceeded expectations. Whilst the future of the brand will continue to rely on the quality of implementation by our brand partners, the West Coast Council will need to continue to support and guide participating stakeholders on best-practice implementation to ensure the region's brand is reinforced effectively.



# IMPLEMENTATION ROADMAP

## 2021–26 implementation

The continued success of the West Coast brand requires the ongoing participation from the West Coast Council, our community, businesses and key stakeholders. By coming together to share what’s on offer in the West Coast, under a clear identity of what it means to be a West Coaster, we can continue to confidently and coherently express what this place is, and what it means to live, work and visit the West Coast.

The following framework shows how each initiative connects to the overall brand objectives. It is important to note, all objectives that live beneath the mission have been optimised to ensure the brand continues to deliver a return on investment for the region through increased visitation, investment and local business diversification. Actions detailed for each initiative are put forward to Council to ensure the continued effective implementation of the West Coast brand.

# MISSION

Position the West Coast as a premier destination to live, work and visit

### OBJECTIVE 1

Put the brand in the hands of the community, building a platform for collaboration and partnership

### INITIATIVE

- Brand Partner Program

### OBJECTIVE 2

Promote awareness and value for the West Coast region, its products and experiences

### INITIATIVE

- Social Media
- Regional Website
- Screen Production

### OBJECTIVE 3

Unite and reignite the region through the West Coast Spirit, connecting place, people and stories

### INITIATIVE

- Signage
- Regional Website
- Social Media

### OBJECTIVE 4

Celebrate the individuality of each West Coast town, while uniting us on the West Coast

### INITIATIVE

- Signage
- Brand Partner Program
- Regional Website

## RECOMMENDED BRAND INITIATIVES

The following section breaks down the priority activities that need to be undertaken by the Council and community to ensure the brand continues to be optimised to deliver for the West Coast region.

This roadmap is designed to ensure we capitalise on the investment we have made in the West Coast brand and continue to build our positioning as a premier destination to live, work and invest.

This section looks at improvements to existing initiatives, recommended actions to be taken by the Council and key stakeholders, as well as best in class case studies to guide implementation moving forward.

# INITIATIVE: BRAND PARTNER PROGRAM

## OBJECTIVE

Provide brand support and the necessary tools to empower the West Coast community to implement the brand across their own operations.

## AUDIENCE

- West Coasters, including local business, community organisations and entrepreneurs
- Brand partners, including businesses, agencies and stakeholders based outside the West Coast

## RATIONALE

The **West Coast Made** program was launched in 2019 to encourage West Coast businesses, community groups, makers and creators to utilise the brand assets and to empower West Coasters to become advocates for the brand and the region.

With the guidance of the West Coast Council, brand implementation has exceeded expectations, with over seventy brand partners as of December 2021, and an increased enthusiasm from out-of-region organisations such as production companies and state

agencies to leverage the brand. Over time, the program has also provided an avenue for West Coast Council to monitor brand usage (quality assurance) and return on investment.

In 2021 a review of the West Coast Made program commenced to assess if it remained the correct fit for the evolving brand use. It is recognised that greater implementation of the brand will in turn solidify the reputation of the West Coast and further stimulate visitation and investment moving forward.

The revised program – **West Coast Brand Partner Program** – was finalised in February 2022. The program objective remains, however, partner tiers have been developed to differentiate between types of brand use and to ensure the community and Council see return on investment from those agencies external to the West Coast wanting to leverage the brand.

Clarity is also given to matters such as coaching in using the brand, use of the brand to promote the West Coast and conditions of use for brand images and film (i.e. crediting processes).

## BRAND PARTNER PROGRAM TIERS:

### West Coast Businesses & Community Groups

- Must be based/operating on the West Coast
- May have clients who want to use the brand to develop websites, signage, retail products, marketing etc
- Cost: Free

### West Coast Made

- Artisans, makers & creators living on the West Coast
- Some or all of their products are produced on the West Coast
- Cost: Free

### Growth Partner

- Don't want to use the brand to sell a product
- Want to leverage the brand to promote the region as a place to live, work and/or visit
- Cost: negotiated

### Commercial Partner

- Based outside the West Coast
- Want to leverage/use the brand use the brand to enhance or develop products for commercial gain
- May have clients who want to use the brand to develop websites, signage, retail products, marketing etc
- Detailed proposal and approvals process
- Cost: negotiated

**GOVERNANCE:** West Coast Council

## BRAND PARTNER PROGRAM BEST PRACTICE LOGO EXAMPLES



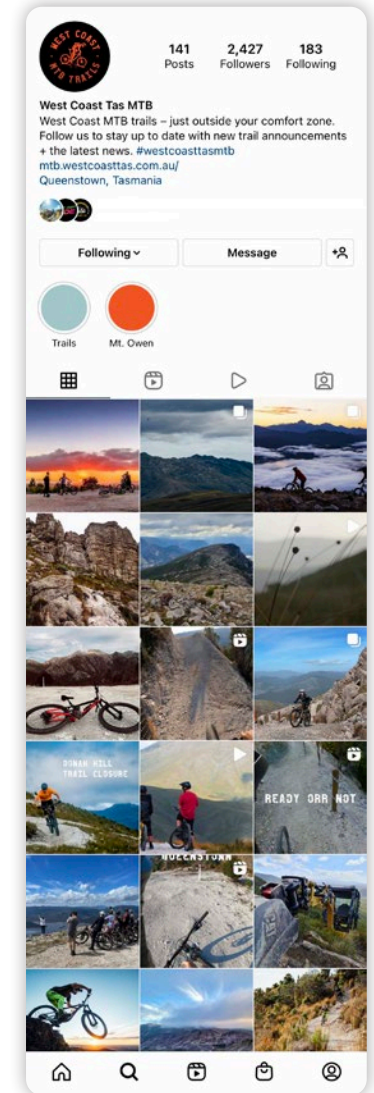
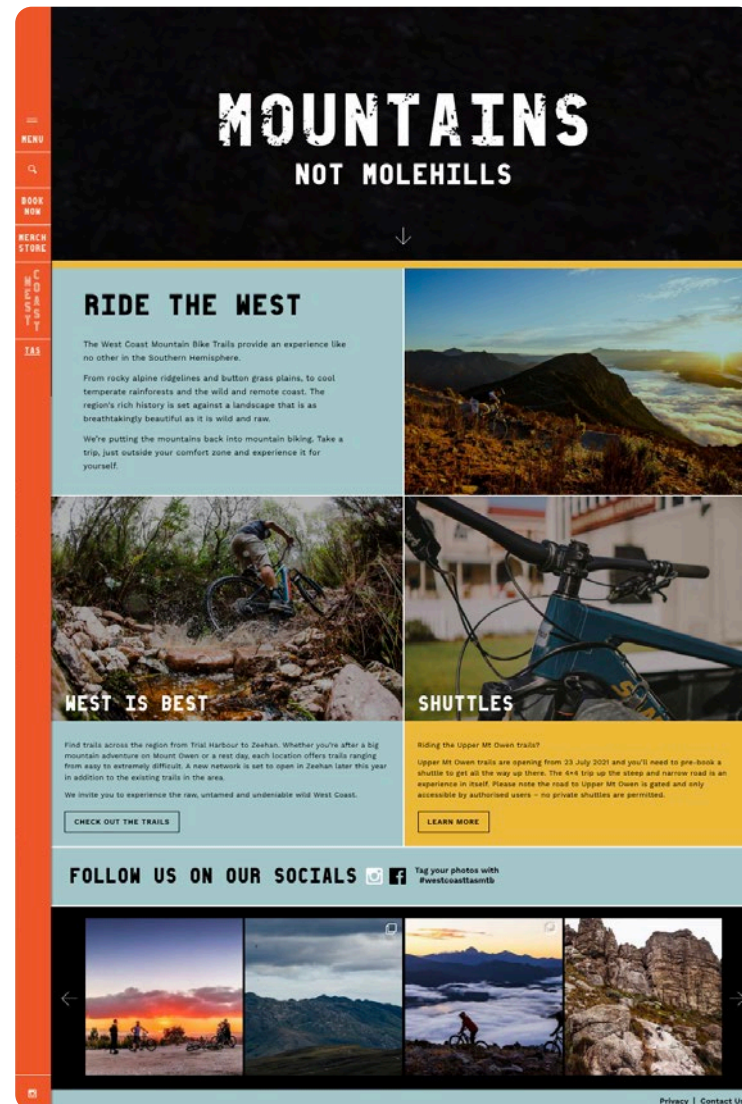
## BRAND PARTNER PROGRAM BEST PRACTICE EXAMPLES

The following examples serve as proof-points of the brand partner program success to date and the need for this program to continue to be supported moving forward. All case studies show high quality implementation and work to reinforce the West Coast brand and story.

### PARTNER: West Coast Council – West Coast Tas MTB

**OVERVIEW:** West Coast Council leveraged the existing brand assets (typography, icons, colour palette) to develop a quality brand for new MTB trails in the region, including a bespoke typeface variant that is not available as open source.

**RESULTS:** As trail owners, Council provided the MTB brand style guide and assets to the West Coast Visitor Information Centre who, in turn, worked with suppliers to create a range of merchandise that is available in-region and online. A microsite for the West Coast Tas MTB trails was also developed, linking off the westcoasttas.com regional website, and separate social media profiles created.



Best practice examples by Sam Moffat, Studio Decade

## BRAND PARTNER PROGRAM BEST PRACTICE EXAMPLES

### BUSINESS:

#### Evans IGA Supermarket, Queenstown

**OVERVIEW:** Senior staff participated in the Brand Coaching Workshops in 2019 after which the business engaged a local designer to develop a refreshed brand for the supermarket that maximised both the IGA and West Coast Tas brands.

**RESULTS:** As a member of the IGA network, Evans had strict parameters to follow with regards to use of the IGA brand. The West Coast Tas brand provided enough flexibility within its guidelines and asset structures to enable the designer to incorporate the Sidetrack font seamlessly into the IGA brand framework.

In 2021 new exterior signage was installed at the supermarket and the new brand rolled out with items such as calendars, social media posts, shopping bags, a bespoke delivery van icon, and email signatures. Overall Evans IGA Supermarket's use of the West Coast Tas brand is an example of best practice by professionally incorporating the regional brand with existing brand parameters.



## BRAND PARTNER PROGRAM BEST PRACTICE EXAMPLES

### BUSINESS:

#### Buttongrass Brewery

**OVERVIEW:** A small brewery based in Strahan, Buttongrass Brewery became a brand partner in 2020 with the aim of using West Coast Tas brand assets to build their overall brand. The business engaged a local designer to develop the brand, which was launched in 2021.

**RESULTS:** Along with utilising the West Coast Tas typography and colour palette, a series of bespoke icons were designed for the business' logo and for each product. Buttongrass Brewery has built a brand that incorporates a strong narrative that connects well with the storytelling and connection to place that is core to the regional brand. Each of the beers produced by Buttongrass Brewery has a story that is distinctly West Coast and as the business grows, the professionally designed suite of brand assets including logos, labels and flyers, will enable Buttongrass Brewery to stand out from the crowd.



All aboard! Dubbil Barril stout is our homage to the hard working men who constructed and operated the Abt railway. 'Labor Omnia Vincit' we find a way or make it, was their motto and that's what they did through strength of will, and depth of character. Wet your whistle on this strong and deeply delicious beer before it leaves the station.



Named after the huon pine row boats used by the Strahan Piners of old, this single hopped pale would have been a very welcome treat to those men after a month or more up the river. Just like those simple row boats, this uncomplicated ale is as easy to grasp as an oar. So grab on and enjoy the ride.



The former town of Pillinger, located at Kelly Basin, was a major site of brick production on the West Coast and home to the Shamrock Hotel. This strong amber ale celebrates Pillinger's industry and the hotel, showcasing a colour and a smooth, balanced finish similar to the bricks made in Pillinger.



## BRAND PARTNER PROGRAM BEST PRACTICE EXAMPLES

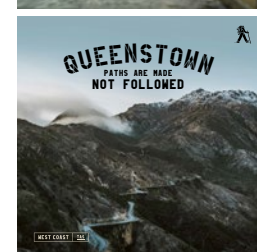
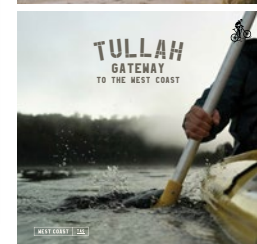
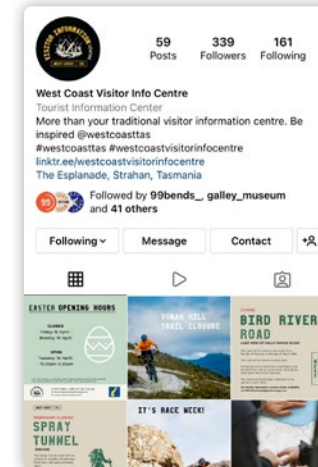
### BUSINESS:

#### West Coast Visitor Information Centre (WCVIC)

**OVERVIEW:** The WCVIC is the only yellow *i* accredited visitor information centre on the West Coast and is operated by West Coast Council. The WCVIC was an integral member of the West Coast Tas brand development team and provided the initial platform to showcase how the new brand could be implemented.

**RESULTS:** The ability of the WCVIC team to engage with visitors – and locals – to explain the brand concepts helped build the reputation of the West Coast Tas brand right from launch in October 2018. Over 40 retail items using the West Coast Tas brand were developed for the brand launch and since then an online store has been created ([www.westcoastmade.com.au](http://www.westcoastmade.com.au)) with over 100 West Coast Tas branded products available and being sold to customers worldwide. Additionally, the suite of West Coast Tas brand assets has enabled the WCVIC to incorporate the brand across their operations in areas such as:

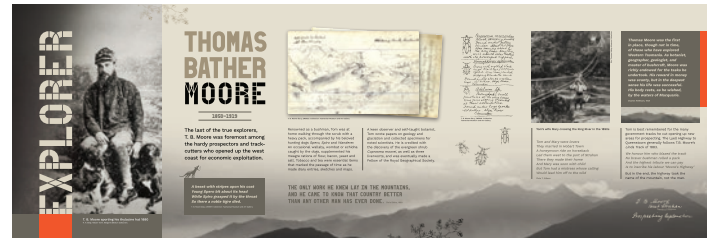
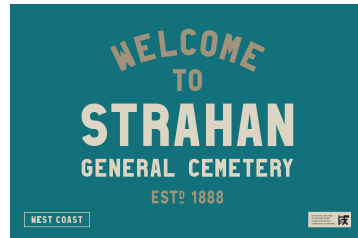
- development of a business logo
- printed ads and social media
- an update to the regional map, now the Official Guide to Getting Lost
- exterior signage and sandwich boards
- new team uniforms
- interior refresh of the Centre including utilising the brand colour palette for interior paint selection and installation of a montage utilising imagery from brand shoots



## BRAND PARTNER PROGRAM ACTION PLAN

INITIATIVE	RESPONSIBILITY	WCC ACTION (if required)
<b>Program resource allocation</b> Allocate people and resources within the West Coast Council to oversee and approve Brand Partner applications, onboard and coach potential partners and coordinate access to the brand assets.	WCC	<b>Ongoing</b> <ul style="list-style-type: none"> <li>• Develop clear internal processes and allocate resources within budgets and staff position requirements</li> <li>• Ensure adequate staff have appropriate high level understanding of the brand and its implementation</li> </ul>
<b>Brand workshops</b> Run a yearly Brand Partner workshop as a way to welcome new partners, train new small businesses and increase community advocacy. This could be run by a designated team within West Coast Council looking after the Brand Partner program, or in partnership with brand agencies and/or ambassadors with appropriate level of knowledge and understanding of the West Coast Tas brand. These workshops could be funded from revenue obtained from commercial brand partners	WCC	<b>Annually</b> <ul style="list-style-type: none"> <li>• Schedule and coordinate workshops</li> <li>• Seek partnerships for facilitation and hosting to minimise cost and resourcing requirements from Council</li> <li>• Ensure revenue received from commercial brand partners is allocated to brand workshop budgets</li> </ul>
<b>Brand Partner Program refresh communications</b> Communicate revised brand partner program, process and information to existing brand partners.	WCC	<ul style="list-style-type: none"> <li>• Allocate appropriate resources to enable assistance to those brand partners who may be required to change tiers</li> </ul>
<b>Brand Partner Program Engagement Plan</b> Undertake refreshed promotion of the Brand Partner Program across key channels to increase awareness of the offer.  The strategy should cover social media, community radio, local print outlets and information should be readily available on the Council and regional website.	WCC	<ul style="list-style-type: none"> <li>• Allocate appropriate resources to ensure engagement plan is developed and implemented to the required standard</li> </ul>

# INITIATIVE: WEST COAST SIGNAGE



## OBJECTIVE

- Update existing signage in line with the West Coast brand to unify the region's identity and provide a coherent place experience for residents and visitors.
- Leverage signage as a key touchpoint to interact with residents and visitors, tell the West Coast story and raise awareness of attractions including bypassed towns and locations.

## AUDIENCE

- Visitors
- Residents
- Business, organisations and government agencies seeking to develop/upgrade signage

## RATIONALE

It is recognised that signage that is designed to function together helps to remove confusion and creates a united messaging system. With the strong West Coast Tas brand framework, branded township and key attraction signage has been identified by Council and the community as critical to providing a coherent experience for visitors and residents.

Signage plays a critical role in assisting with navigation and must be designed to communicate clearly and create a unified messaging system that speaks to the personality and spirit of a region. Regional wayfinding can also play an important role in communicating the West Coast

story and its unique assets: from key townships, historical facts, to directing visitors to often bypassed attractions.

To date, there have been some success in the upgrading of town and key attraction signage. However, such upgrades have been adhoc, and a lack of uniformity and standard in using the West Coast brand remains. It is important that the West Coast Council continues to work alongside towns, businesses and government agencies to create a usable and robust signage system that is guided by the principles of hierarchy, legibility, context and content to enable more meaningful interactions between visitors, residents and the West Coast region.

**GOVERNANCE:** West Coast Council

## WEST COAST SIGNAGE BEST PRACTICE EXAMPLES

The following examples serve as proof-points of successful use of the West Coast brand to date and the value of involving partners experienced in signage best practice and brand use in the design process. These case studies show high quality implementation and work to reinforce the West Coast brand.



### CEMETERY SIGNAGE

**OVERVIEW:** West Coast Council engaged a designer to develop cemetery signs for West Coast towns utilising the brand assets.

**RESULTS:** Based on the same style as other town signage, the cemetery signs sit tastefully in their environment and welcome people to each cemetery.

### ENTRY AND EXIT SIGNAGE

**OVERVIEW:** West Coast Council engaged a designer to develop entry and exit signs for West Coast towns utilising the West Coast Tas brand assets. In 2019/2020 West Coast Council installed town entry & exit signs in several West Coast towns.

**RESULTS:** Utilising West Coast Tas brand typography, icons and colour palette the signs have been very well received by locals and visitors, who recognise the visual identity present across the region, connecting each individual community. The designs grab attention and welcome people to each community. Photos of the signs are also shared regularly on social media, particularly instagram, providing promotion of the region.



### FACILITY SIGNAGE: Macquarie Heads and Lake Burbury Camping Grounds

**OVERVIEW:** Offering campsite accommodation on the edge of Macquarie Harbour (thirty minutes from Strahan) and at Lake Burbury (twenty minutes from Queenstown) these facilities are popular locations great for camping, fishing and exploring. Both facilities are managed by West Coast Council and with increasing visitation Council engaged a designer to develop signage for installation at the campground entrances.



**RESULTS:** The entrance signs build the West Coast Tas brand through attitude and design to create functional, effective signs that clearly communicate the intended message in a concise way. The signs give confidence to visitors, providing practical information whilst use of the bespoke brand icons gives immediate visual cues to the activities and environment to be encountered. The addition of the phrases “where the wild west meets the wild sea” and “made by man, powered by nature” connect the brand narrative with a sense of adventure and hints to the history and stories of the sites. Reception to the signs has been positive, with feedback noting the professional, fresh designs and appreciation shown to having updated signage installed.

## WEST COAST SIGNAGE BEST PRACTICE EXAMPLES

### INTERPRETIVE SIGNAGE:

#### TB Moore sign – Miners Siding, Queenstown

**OVERVIEW:** Thomas Bather (T.B.) Moore was the last of the true West Coast explorers, cutting tracks that would eventually become the Lyell Highway. An illegible, weather-worn sign detailing his pioneering feats had been installed many years ago at Miners Siding in Queenstown. To acknowledge 100 years since his passing in 2019, West Coast Council funded the design and installation of an updated sign.

**RESULTS:** This sign builds on the West Coast Tas brand through storytelling and professional design to inform readers of a key West Coast pioneer. Subtle use of bespoke brand icons, typography, colour palette, and the incorporation of imagery, gives strong visual cues to encourage people to stop and read the sign, engaging them in stories of the past.



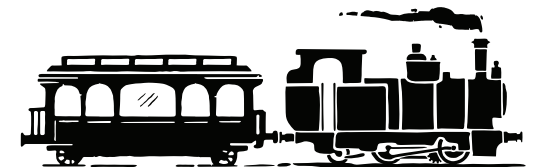
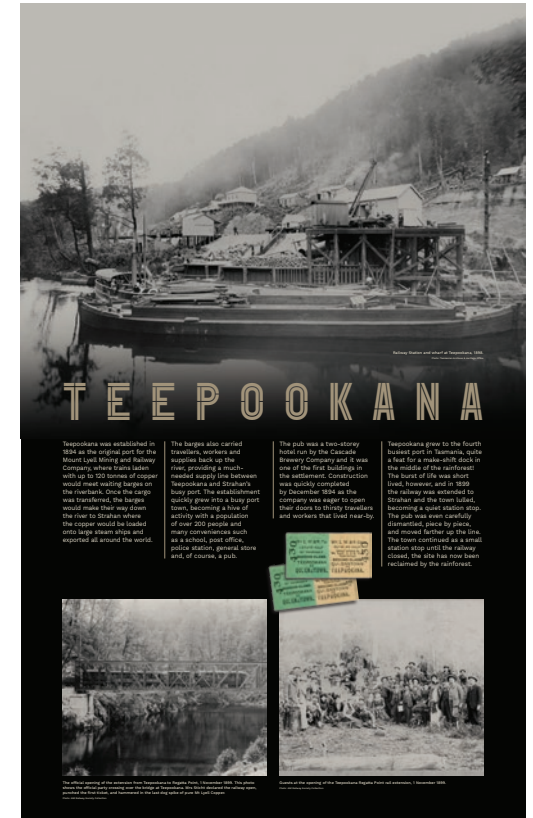
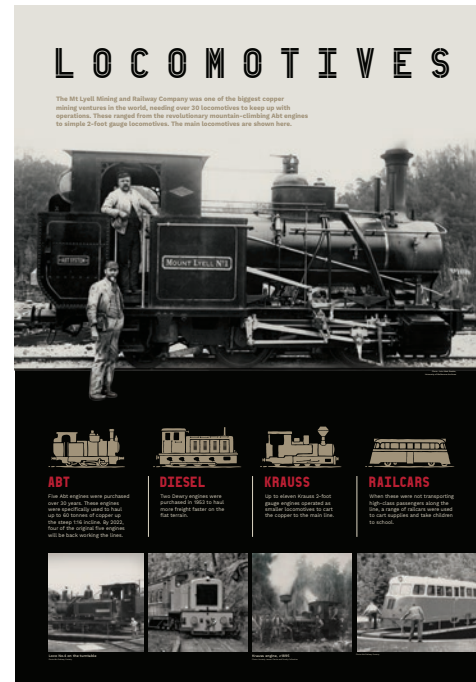
## WEST COAST SIGNAGE BEST PRACTICE EXAMPLES

### COMMERCIAL:

#### West Coast Wilderness Railway (WCWR)

**OVERVIEW:** an historic railway journey, the West Coast Wilderness Railway is a premier tourist attraction for the region with stations located in Queenstown and Strahan. The story of WCWR is connected strongly with the overarching West Coast Tas brand with a variation of the bespoke Sidetrack typography based on railway tracks and the resilient, *find a way or make a way* narrative aligned with the history of the railway. The WCWR became a brand partner in 2019 and has worked with a marketing professional and local designer to migrate all visual communication to the West Coast Tas brand.

**RESULTS:** Utilising West Coast Tas brand assets has enabled WCWR to build upon their already-successful brand, providing a refreshed look and feel that further connects the railway to the stories of the West Coast as part of an engaging experience. New signage includes exterior Station and cafe signage, wayfinding, flags, sandwich boards, cross-promotion tourism posters, Strahan booking carriage, augmented reality, Regatta Point museum and primary and remote station interpretation panels.



## WEST COAST SIGNAGE ACTION PLAN

INITIATIVE	RESPONSIBILITY	WCC ACTION (if required)
<p><b>Signage review</b></p> <p>West Coast Council to facilitate a signage review of all Council managed signage across the region to prioritise where signage needs to be installed, upgraded or removed. This has been partly done by For The People and internally at West Coast Council, but will need to be revisited and updated.</p> <p>It is recognised that whilst an audit and initial signage concepts can be completed internally by West Coast Council, to ensure a robust, high-standard signage system is developed, an external partner appropriately qualified in signage systems, relevant standards, design and best practice will need to be engaged.</p>	WCC	<ul style="list-style-type: none"> <li>• Revisit and update signage audit</li> <li>• Engage with appropriately qualified external partner to finalise/ assess proposed signage system to ensure best practice standards are met</li> </ul>
<p><b>Signage best-practice cheat sheet</b></p> <p>To encourage uniformity of signage and information provided, the West Coast Council will develop a cheat sheet to guide private and commercial signage, directional signage and community facility signage.</p> <p>This will be based on the broader brand cheat sheet that is provided to Brand Partners during their introduction to the program.</p> <p>The signage cheat sheet could be made available through the Brand Partner Program to assist local business and community facilities to update signage in line with brand guidelines as well as to individuals/ businesses making queries to Council around signage.</p>	WCC	<ul style="list-style-type: none"> <li>• Develop cheat sheet and distribute accordingly</li> <li>• Ensure West Coast Council staff across relevant departments are aware of, and advocate for, signage best practice</li> </ul>
<p><b>Signage upgrades</b></p> <p>Work with design and signage partners to update region entry and exit signage in line with the West Coast brand (i.e Lyell Highway and Murchison Highway boundaries). It is also recognised that Queenstown did not receive new entry/exit signs as there are existing markers, and that some within the Tullah community wished for a variation in sign design.</p> <p>Whilst acknowledging these points it is strongly recommended that the signs are installed to ensure the visual identity is present across the whole region, remembering that the West Coast community helped build the brand identity and noting the brand objectives to uniting the West Coast region through connecting place.</p>	WCC	<ul style="list-style-type: none"> <li>• Install entry and exit signage at Queenstown and Tullah with designs previously developed and in line with other West Coast town entry/exit signs which were installed during 2019/2020</li> <li>• Replace existing Lake Burbury intersection sign (on Lyell Highway) with sign as initially intended (as per new sign installed within the campground in 2020)</li> <li>• Allocate resourcing to liaise with relevant government agencies to meet state roadside signage guidelines and to obtain relevant permits</li> <li>• Investigate funding assistance via grants and/or partners</li> </ul>

# INITIATIVE: REGIONAL WEBSITE

## OBJECTIVE

- Promote the West Coast as a place to work, live and visit
- Provide information for people wishing to travel, businesses looking to establish themselves or investors looking to invest on the West Coast
- Provide a promotional platform for West Coast Visitor Information Centre to guide and direct consumer information requests and make booking accommodation and experiences a seamless experience

## AUDIENCE

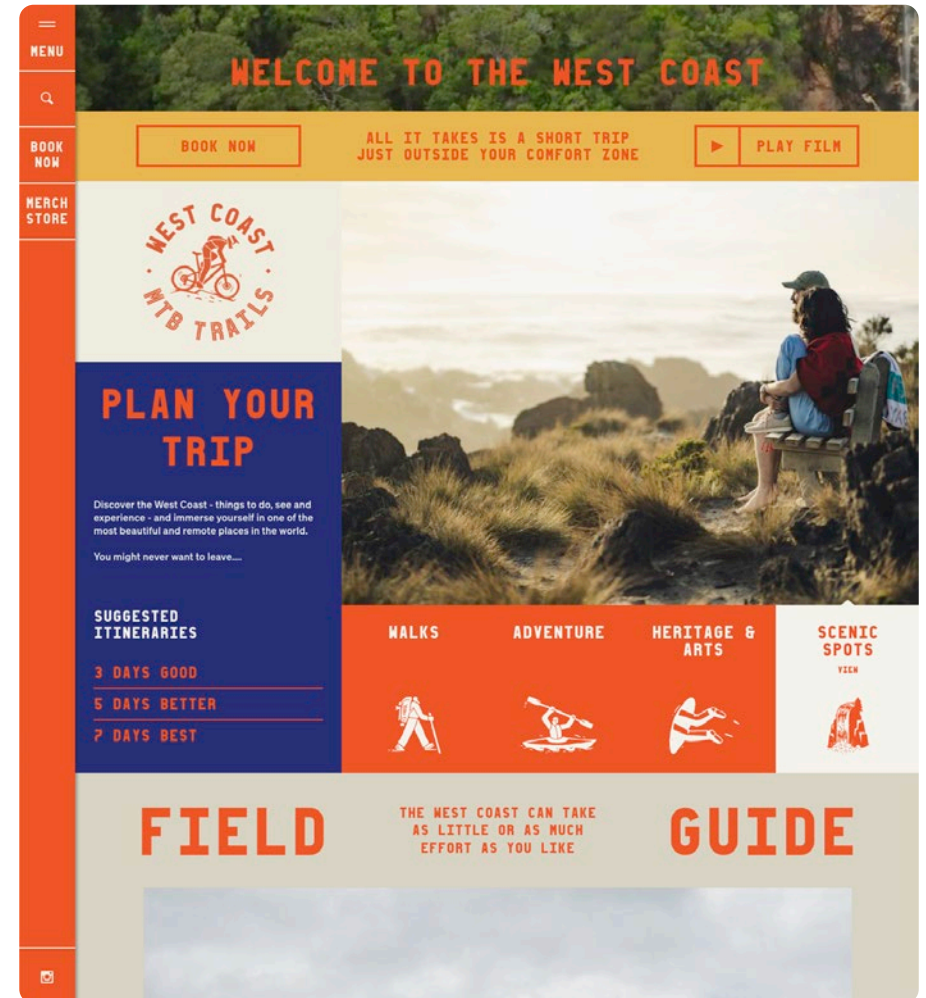
- Visitors
- Residents
- Existing and prospective businesses and residents

## RATIONALE

The West Coast regional website (www.westcoasttas.com) was launched in 2019 to position the region as a place to work, live and visit. The website is managed by the West Coast Visitor Information Centre and is used as a key touchpoint in the visitor journey, providing information on the region, its stories, activities and communities.

Whilst the website continues to serve as a helpful promotional tool, its effectiveness moving forward requires regular updating to ensure information provided is recent. A site review in June 2021 highlighted a number of opportunities to drive traffic and ultimately stimulate visitation and investment. These include the development of 'guides' for doing business, living and working on the West Coast to increase the number of people relocating, visiting and investing in the region.

**GOVERNANCE:** West Coast Visitor Information Centre



## REGIONAL WEBSITE ACTION PLAN

INITIATIVE	RESPONSIBILITY	WCC ACTION (if required)
<b>Website review updates</b> Continue to work through the review document to implement updates as agreed, including completion of appropriate tasks by WCVIC and WCC staff and by web designers Sons and Co where needed.	WCVIC WCC	<b>Complete by 30 June 2022</b> <ul style="list-style-type: none"> <li>• allocate resources to schedule and complete site updates as per review</li> </ul>
<b>Destination Marketing website promotion</b> Any destination marketing material for the West Coast will include reference to the website (westcoasttas.com) as the “call to action” and conversion mechanism, unless there is a reasonable cause not to include this reference.	WCVIC WCC DWC WXNW	<b>Ongoing</b> <ul style="list-style-type: none"> <li>• as per MOU with DWC. Destination marketing to be monitored accordingly</li> </ul>
<b>Regional ‘guide’ development</b> West Coast Council to develop ‘regional guides’ around living, working and doing business on the West Coast to embed onto the regional website and the West Coast Council website. These guides should be informative, including key facts about the region, the business environment and grants/funds available for potential businesses looking to relocate. Ultimately, they should work to simplify the decision making process for potential residents and investors. Guides should be made readily available online, and in print at the WCVIC.	WCC	<b>Commence 2022-2023</b> <ul style="list-style-type: none"> <li>• allocate resources to enable one guide per financial year to be completed and marketed</li> <li>• investigate funding assistance via grants and/or partners, including partners to assist in content development</li> </ul>
<b>Reporting parameters</b> Develop comprehensive reporting parameters via Google Analytics to ensure objectives relating to the website are met, including using analytics to identify areas for opportunities and improvements within the website. As detailed in the WCC/DWC memorandum of understanding, DWC will report on Google Analytics for the website to the MOU parties at an agreed frequency. Metrics for reporting are to be agreed between the MOU parties. Analytics relating to the online store and accommodation/tour booking facilities of the website are to be shared between WCVIC and WCC only as these relate to specific operations of the WCVIC as a business.	WCVIC WCC DWC	<b>Complete by 30 June 2022:</b> <ul style="list-style-type: none"> <li>• grant DWC access to Google Analytics</li> <li>• agree with parties regarding reporting frequency, recommended monthly to coincide with broader WCC reporting</li> <li>• agree with parties on metrics for reporting</li> <li>• establish reporting metrics with Google Analytics</li> <li>• ensure WCVIC are trained and able to set analytics metrics relating to online store and booking aspects of the website</li> </ul> <b>Ongoing:</b> <ul style="list-style-type: none"> <li>• reporting as per agreed frequency</li> </ul>

## REGIONAL WEBSITE ACTION PLAN *CONTINUED ...*

INITIATIVE	RESPONSIBILITY	WCC ACTION (if required)
<b>Partner promotion strategy</b> West Coast Visitor Information Centre to work with local business and brand partners to promote the West Coast regional website and drive site traffic. This could include blog posts, itineraries and highlighted listings for promotion across partner social media accounts.	WCVIC	
<b>Content development</b> A plan for review, update and adding content to the website has been developed by WCC and WCVIC staff, with quarterly goals set to provide structure and short term goals. Primarily the plan will involve reviewing existing listings, expanding the offerings provided for “adventure”, reviewing images and scheduling areas for updating.	WCVIC WCC	<b>Complete by 30 June 2023</b> <ul style="list-style-type: none"> <li>• allocate resources to ensure the quarterly targets can be met</li> <li>• develop further content development plan for 2023-2024</li> </ul>
<b>West Coast TAS MTB microsite</b> With the launch of mountain bike trails on the West Coast, a microsite ( <a href="https://mtb.westcoasttas.com.au/">https://mtb.westcoasttas.com.au/</a> ) was developed that sits separately to the main westcoasttas.com site, with links across both sites to each other. MTB content was removed from westcoasttas.com with all MTB information now linked to the microsite pages. These sites can be viewed separately via their individual URLs however once on the site/s movement across the two is seamless. From the consumer perspective they are the one site and it is vital that content on both compliment each other, is correct and on brand.	WCVIC WCC	<b>Complete by 30 June 2022</b> <ul style="list-style-type: none"> <li>• ensure WCVIC staff are aware of, and have contact with, those responsible for the MTB site content with capacity to liaise and advise regarding content as required</li> </ul>

# INITIATIVE: SOCIAL MEDIA

## OBJECTIVE

- Build awareness of the West Coast and attract visitors to the region by promoting the brand and region across key social media accounts such as Instagram and Facebook.
- Promote local activities, businesses and industries
- Position the West Coast as a premier destination to live, work and visit.
- Drive traffic to the regional website (westcoasttas.com)
- Support the work of Council across the region through cross promotion and sharing of aligned content (e.g. West Coast Tas MTB content).

## AUDIENCE

- Visitors
- Residents
- Brand partners e.g. West Coast Visitor Information Centre, Destination West Coast
- Existing and prospective businesses

## RATIONALE

The official West Coast Tas Instagram account (@westcoasttas) was launched in December 2018 and has been the primary avenue to promote the brand and region. Since its launch, the account has experienced a consistent growth in followers and engagement and continues to be a critical driver of awareness among visitors to the region.

Whilst formerly owned by the West Coast Council, a memorandum of understanding was signed with Destination West Coast in 2021 which will see the West Coast Tas social media accounts administered in partnership with Destination West Coast.

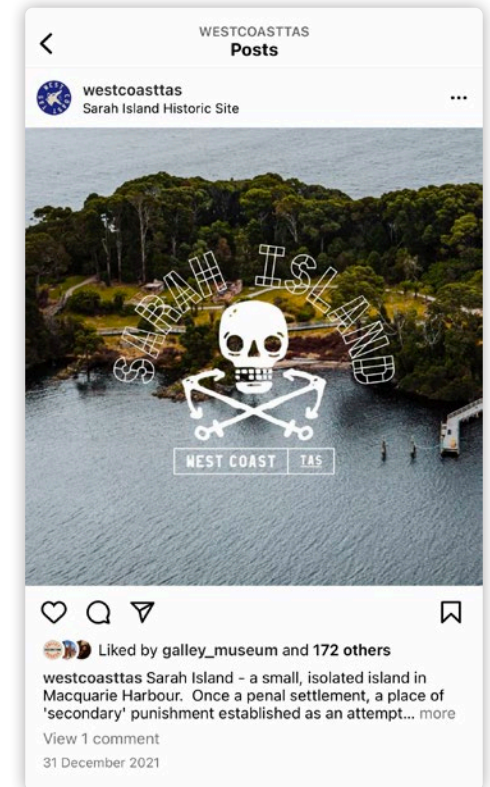
It is expected this partnership will help to streamline the customer journey, avoiding duplicate accounts and reducing strain on West Coast Council resources.

It is accepted that the style of content to be distributed via the social media profiles will be primarily destination marketing and tourism focused however the flow-on effect of this style of content will also promote West Coast Tas as an attractive place to live, work and invest.

It is therefore critical that the West Coast Tas social media profiles continue to be looked after as a critical promotional tool for the region with the success of the channel dependent on regular and meaningful on-brand content being posted.

## GOVERNANCE:

West Coast Council  
West Coast Visitor Information Centre  
Destination West Coast



## SOCIAL MEDIA ACTION PLAN

INITIATIVE	RESPONSIBILITY	WCC ACTION (if required)
<b>Confirmation of account ownership</b> West Coast Council to finalise MOU with Destination West Coast and confirm account ownership of Instagram and Facebook accounts.		<b>Complete by 30 June 2022</b> <ul style="list-style-type: none"> <li>• WCC and WCVIC staff to assist DWC with transition as required</li> </ul>
<b>Destination marketing and social content plan</b> A 4–6 month social strategy and content plan to ensure channels remain active and the accounts following continue to grow. Given the emphasis on community generated content, it is recommended this could include behind the scenes content relating to specific activities, events or local legends to show their perspective of the West Coast.	DWC WCVIC WCC	<ul style="list-style-type: none"> <li>• as agreed in MOU, ensure WCVIC staff have access to shared marketing/content calendar to maximise opportunities around content and to avoid duplication or disjointed social content from the consumer perspective</li> <li>• appropriate representatives attend the annual meeting between MOU parties to review destination marketing activity and contribute to planning future activity</li> </ul>
<b>Community and business engagement</b> The West Coast Tas social media profiles will lead the way in best practice examples of promoting the region and what it offers. All West Coast businesses, community groups and individuals should be encouraged to utilise a core group of hashtags when posting, and be aware of which accounts to tag in posts. This will promote unity across the region at a local level and increase reach and engagement with visitors and residents (old and new), further strengthening the brand proposition.	DWC WCC	<ul style="list-style-type: none"> <li>• encourage DWC to engage with the West Coast community to educate and inform around hashtags and profile tagging</li> </ul>

# INITIATIVE: SCREEN PRODUCTION (FILM & TELEVISION)

## OBJECTIVE

- Utilise the photography and video assets created during brand development to promote the West Coast as an ideal place for screen production
- Leverage recent successes to attract more production opportunities to the West Coast
- Work with stakeholders to promote West Coast as a desirable location
- Create a streamlined response to screen production enquiries

## AUDIENCE

- Arts and cultural events and organisations (e.g. The Unconformity, Rosebery Festival, local galleries)
- Industry stakeholders e.g. Screen Tasmania, Screen Australia
- Production companies

## RATIONALE

The development of the West Coast photography and video assets has been formative in positioning the West Coast as a desirable location for screen production as they provided Council with high quality assets to showcase the region to production companies.

Since 2020, the West Coast has welcomed production crews from TV series 'The Tailings', photoshoots for 'The Iconic' and Jeep, and has been designated the primary location for Archipelago Productions' first major television series, *Bay of Fires* which will commence filming in 2022. This eight-part series is expected to be the largest production ever filmed in regional Tasmania, providing a significant boost to the regional economy and job opportunities for locals.

The last decade has seen a burgeoning arts culture begin to thrive, with successful events such as The Unconformity and the Rosebery Festival encouraging locals to embrace new experiences. Coupled with artists in residence programs, music events, and the opening of galleries and studios, West Coast Tas now has a strong arts and cultural presence that is drawing people to move to the region, and people to visit.

The West Coast Council has a role to play in ensuring we leverage the arts and screen production opportunities that are coming for the region. There is an opportunity to take a more proactive approach to new business enquiries and providing information, utilising the West Coast Tas brand assets to develop a streamlined approach to arts and screen production requests that come through to the Council.

**GOVERNANCE:** West Coast Council



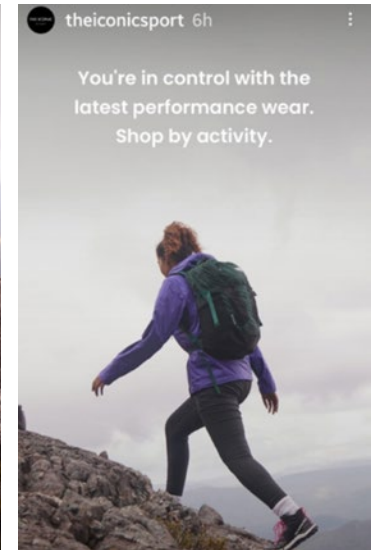
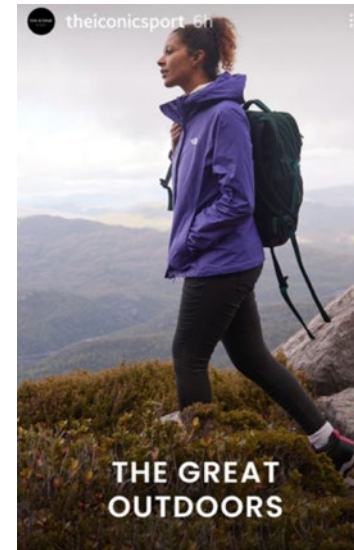
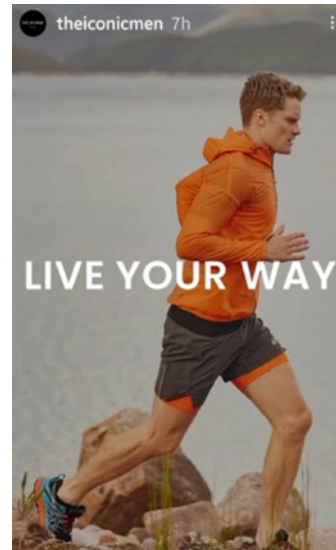
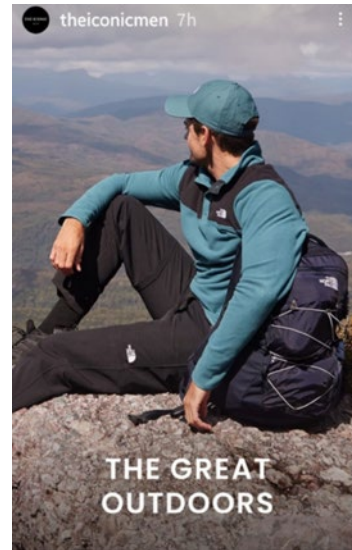
The Unconformity's UNTV production, 2021.



Jeff Lang performing at The Paragon Theatre.

## SCREEN PRODUCTION BEST PRACTICE EXAMPLES

The following examples serve as proof-points of the brand partner program success to date and the need for this program to continue to be supported moving forward. All case studies show high quality implementation and work to reinforce the West Coast brand and story through their communication.



“  
*go to the edge of  
your comfort zone  
and keep on going*”

### CASE STUDY: The Iconic

**OVERVIEW:** In February 2021 staff from West Coast Council and the West Coast Visitor Information Centre assisted leading national brand The Iconic in filming a campaign for The Iconic Sport.

The *Live Your Way* campaign featured West Coast locations such as Iron Blow Road, Mount Owen, Mount Murchison and the Henty Dunes. Australian Paralympian Sarah Walsh was among the talent in the stills and footage campaign.

**RESULTS:** The campaign aligned with the West Coast Tas brand, highlighting the outdoors and to “go to the edge of your comfort zone and keep on going”.

The production cast and crew stayed several days in the region (economic benefit from accommodation, meals, petrol etc), with the West Coast featured in their individual social media engagement during and after the visit. The final ad can be viewed online at [https://www.youtube.com/watch?v=moyO\\_VH4cD8](https://www.youtube.com/watch?v=moyO_VH4cD8) and stills imagery can be seen on various The Iconic social media accounts.

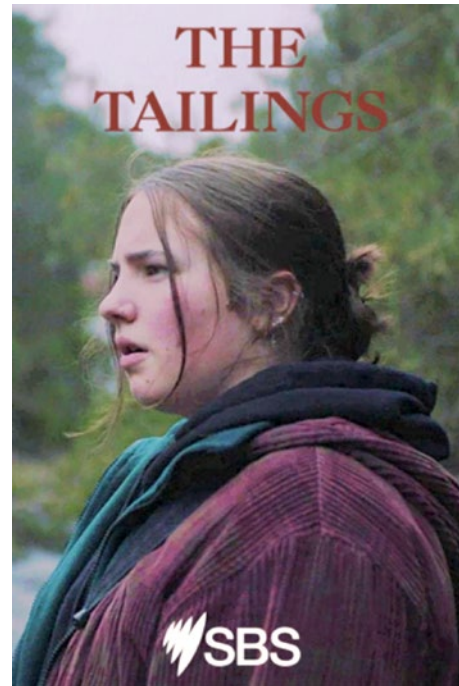
Feedback from the production team was very positive, including noting that West Coast Council was good to work with for their assistance with organising permits, road closures and potential filming sites. Word of mouth from other production teams in the industry was that the West Coast as a region and West Coast Council as a community leader were positive to work with and supportive of filming opportunities.

## SCREEN PRODUCTION BEST PRACTICE EXAMPLES

### CASE STUDY: The Tailings

**OVERVIEW:** A fictional TV drama series for SBS, The Tailings was filmed on the West Coast in 2020 – the biggest production filmed in the region at that time. West Coast Council provided support to the production team by assisting in provision of facility usage, road closures and traffic planning, sourcing of locations, communicating production details with the broader community and connecting the production with locals.

**RESULTS:** Locals were involved as extras and employed behind the scenes in a variety of roles, with the entire production filmed in locations across the region. The Tailings premiered on SBS in 2021, with a premiere event held locally at the Paragon Theatre in Queenstown. The production received widespread community support, with filming occurring as Tasmania was coming out of COVID-19 lockdown. Although a relatively small production, The Tailings used over 900 bed nights on the West Coast, with this accommodation alone providing much-needed economic stimulus following the COVID lockdown.



The Tailings has received several high-profile awards, including best Short Form Drama at the 2021 AACTA Industry Awards, and can be viewed on SBS On Demand.



## SCREEN PRODUCTION ACTION PLAN

INITIATIVE	RESPONSIBILITY	WCC ACTION (if required)
<p><b>West Coast location pitch deck</b></p> <p>Development of a West Coast pitch deck for incoming enquiries.</p> <p>The pitch deck should include locations, video footage (when provided/ accessed electronically), case studies of previous productions completed on the West Coast, along with details of what the West Coast – and then specifically the WCC – has to offer.</p> <p>This pitch deck and associated internal WCC processes will streamline communications, increase WCC staff awareness and knowledge around productions and the regional brand, and provide improved opportunities to involve ourselves in future conversations.</p>	WCC	<ul style="list-style-type: none"> <li>• allocate resources to develop the pitch deck</li> <li>• ensure the pitch deck is available to appropriate staff, and online via WCC and westcoattas.com websites</li> <li>• share the pitch deck with stakeholders such as DWC, Screen Tasmania, Tourism Tasmania, Arts Tasmania etc</li> </ul>
<p><b>Partnership strategy</b></p> <p>Build partnerships with Screen Tasmania and other screen production partners to further promote West Coast location. This could include sponsorships of film festivals and events and/or sponsorship opportunities to be featured on the Screen Tasmania website.</p>	WCC	<ul style="list-style-type: none"> <li>• continue strengthening these relationships</li> <li>• consider sponsorship opportunities as they arise</li> <li>• utilise the new pitch deck to build relationships</li> <li>• nurture relationships with West Coast professionals who are working in screen production. This could strengthen the West Coast's position when seeking funding opportunities and attracting production partners.</li> </ul>
<p><b>Information &amp; enquiries processes</b></p> <p>To help facilitate enquiries, create a designated page on the WCC website to promote arts and screen production opportunities on the West Coast.</p> <p>This page should include links to the pitch deck, as well as initial request forms and information around licences and permits that may be required (i.e. road closure permits and associated timeframes and costs) in order to provide support to make it easier for people to bring productions to the region.</p>	WCC	<ul style="list-style-type: none"> <li>• allocate resources to develop and maintain webpage</li> </ul>

## SCREEN PRODUCTION ACTION PLAN *CONTINUED ...*

INITIATIVE	RESPONSIBILITY	WCC ACTION (if required)
<p><b>West Coast short film festival</b></p> <p>Work in conjunction with organisations such as The Unconformity, Rosebery Festival and The Paragon Theatre to host the “Mountain Film Festival” (name as example). There is evidence worldwide of film festivals creating opportunities and economic stimulus to remote/regional locations and the West Coast should draw on these successes when developing a unique, West Coast festival that would attract national and international audiences.</p> <p>Key personnel involved in the production of The Tailings have indicated a willingness to assist with organising such a festival.</p>	<p>WCC</p> <p>The Unconformity</p> <p>Rosebery Festival</p>	<ul style="list-style-type: none"> <li>• coordinate a meeting of key stakeholders to progress discussions of this concept</li> <li>• indicate that restricted WCC resources would require other stakeholders to take the lead, with WCC to support where possible</li> <li>• draw on the experience and offer of help from key The Tailings personnel</li> </ul>
<p><b>West Coast Production Development Incentive</b></p> <p>Providing a positive incentive for production companies to select the West Coast as their primary location, WCC will work with Screen Tasmania to create an initiative that would provide funding assistance (cash and/or in-kind) for creative filmmaking projects.</p> <p>A commitment of \$15k by WCC over a three-year period, matched by Screen Tasmania, to create a West Coast program would attract significant filmmakers from across Australia, with the program able to be marketed throughout the industry.</p>	<p>WCC</p>	<ul style="list-style-type: none"> <li>• investigate avenues to create and fund such a program, including partnering with other stakeholders</li> </ul>

# MEASURING SUCCESS

## The West Coast Tas success story to date:

Since the West Coast Tas brand launched it has been embraced by the Council and the community. The brand has been implemented across a diverse set of industries including hotels, guest houses, museums, schools, cafes, supermarkets and various local products and merchandise.

Within the first 12 months from launch the brand coincided with an uplift in investment and economic development in the region. In early 2019, a major proposal Tasmania's Next Iconic Walk was put forward to the Tasmanian State Government, written based on the principles of the brand. In July 2019 the Tasmanian Government announced that the bid had been successful and a \$20 million investment for its planning and development confirmed.

The brand has also been formative in stimulating tourism to the region, with the Western Wilds, a scenic drive route across the broader West Coast geography adopting the West Coast brand system, and bringing visitors to the region.

The regional brand identity has been critical in driving awareness of the region, receiving global attention across social media platforms and enjoying media coverage across design blogs and magazines as well as Tasmanian newspapers. In 2019, the brand picked up the Premier's Award at the Design Tasmania Awards and donated the \$6000 prize money back into the West Coast to help local youth enter creative pathways via the 2020 West Coast Photography Competition.

Other awards received by the West Coast Tas brand:

- top spot in the BrandNew Annual Review Best of 2018
- a finalist in the 2019 Local Government Awards for Excellence
- Adobe Creativity Government Awards 2019: Winner for Multi-Channel Campaigns, Citizen-Facing campaign and Special Designation for Best Storytelling Multi-Channel Campaigns, Citizen-Facing campaign
- New Zealand Best Awards 2019: Silver for brand identity, Silver for design communication, Bronze for design craft and Bronze for brand identity
- AGDA Australian Designs Awards 2020: Pinnacle Award for Effectiveness and Merit Award for Design for Good

- Transform Awards 2020: Grand Prix winner, Gold for best place or nation brand. Gold for best creative strategy and Gold for best implementation of a brand development
- Good Design Awards 2020: Gold for branding

## Measuring success going forward:

The investment by West Coast Council and the community into the West Coast Tas brand has been very significant – financially and in time, resources and energy. With such investment comes a need to demonstrate the success, or otherwise, of the brand. Measuring the success of a place brand is not as simple as analysing sales figures or detailing a direct cause and effect connection.

Some aspects of place branding successes are harder to measure than others – how will we know the West Coast Tas brand is successful? What does success for the West Coast Tas brand look like? We can track analytics for websites and engagement on social media, but how do we measure what people are saying about the West Coast? Has the perception of the West Coast changed, and has the brand played a part in this?

Whilst some short-term successes can be evident, the success of a place brand should be measured across longer periods of time, such as months or years. To enable this to occur, parameters need to be set and resources allocated to ensure regular assessment or reporting is completed.

Primarily when measuring the success of the West Coast Tas brand we will look at **interaction, engagement and participation** across four areas: **economic uplift, brand health/awareness, community engagement and un-measurables.**

It is recommended that West Coast Council coordinate the reporting, seeking data and information from key partners such as Destination West Coast, event organisers and government agencies as required. Dedicated West Coast Tas brand reports would then be provided quarterly in the Council meeting agenda and annually in the Council Annual Plan.

Importantly, we will learn and adapt as we further implement the West Coast Tas brand, adjusting actions as required to ensure the overall mission and objectives of the brand can be achieved and the brand remains relevant and true to place.

# MEASURING SUCCESS

## INTERACTION

How individuals, business, and organisations express initial interest in utilising the West Coast Brand.

Understand their emotional rationale behind using the brand.

## ENGAGEMENT

The depth of value in how the West Coast Brand is used.

Understand brand partners goals and how they believe their brand choices can help them achieve this goal.

## PARTICIPATION

How businesses, organisations, and community members engage with Council and brand partner advocates.

Understand the industries, interests etc of brand partners and consider if one industry or demographic is more present, if so why? What is being missed and what are the opportunities to broaden brand partner program participation?

## ECONOMIC UPLIFT | MEASURED ANNUALLY

	RESPONSIBILITY
Visitation numbers	WCVIC
Government investment	WCC
Number of new residents	WCC
Business investment – number of businesses opening/closing in the region across all industries	WCC
Festivals and events: size of existing events, number of new festivals & events, economic benefit	WCC
Film production: number of productions and economic benefit to the region	WCC

## AWARENESS | BRAND HEALTH QUARTERLY MEASUREMENTS

Number of followers and engagement on social media channels	DWC/WCVIC
Website traffic and engagement	DWC/WCVIC
Brand merchandise product sales	WCVIC
Number of articles/press about the West Coast in mainstream media	WCC
Destination marketing campaign analysis	DWC

## COMMUNITY ENGAGEMENT | QUARTERLY MEASUREMENTS

Number of businesses and organisations using the brand	WCC
Brand partner program retention numbers	WCC
Participation in brand partner coaching and mentoring programs	WCC

## UN-MEASURABLES | QUARTERLY MEASUREMENTS

Community spirit: participation in activities, volunteering	WCC
Anecdotal feedback: reviews, correspondence	WCC

# APPENDIX

## To be read with this strategy where applicable

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*West Coast Community Plan 2025* | [westcoast.tas.gov.au](https://westcoast.tas.gov.au)

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*West Coast Brand Style Guide* | available to brand partners

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*West Coast Brand Partner application form* | [westcoasttas.com.au](https://westcoasttas.com.au) and from WCC

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*West Coast Tas MTB brand style guide* – 2021 | available on request from WCC

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