



BRAND PARTNER PROGRAM

Since its launch in 2018, the West Coast Tas brand has been embraced by the community, helping local businesses to improve their marketing and communications, tourists to find their way to the West Coast and investors to understand and appreciate the West Coast region.

These are the broad objectives of the West Coast Tas brand:

1. Unite and reignite the region through the West Coast Spirit, connecting place, people, and stories
2. Celebrate the individuality of each West Coast town, while uniting us on the West Coast
3. Position the West Coast as a premier destination to work, live and visit
4. Promote awareness and value for the West Coast region, its products and experiences
5. Put the brand in the hands of the community, building a platform for collaboration and partnership

This Brand Partner Program is part of that West Coast branding system owned on behalf of the community by West Coast Council, it aims to help those who want to demonstrate to the world the value of the West Coast region, including by making access to the brand free of charge in many cases for West Coast based businesses and groups. The program offers support in using the West Coast Tas brand, ensuring the authenticity and high standards of the brand are maintained.

Brand partners have access to the brand toolkit (logos, typeface, iconography, photography, and the 'West Coast Made' endorsement logo), usage coaching, and listings on the regional website (www.westcoasttas.com) and Guide to Getting Lost regional map (where applicable).

This form must be completed by the business owner, organisation chair, or other person authorised to act on their behalf. The West Coast Tas brand and associated brand partner program is run by the West Coast Council for the primary purpose of supporting the economic development of the West Coast of Tasmania.

Successful approval allows access to West Coast Tas brand assets, brand guidelines and where applicable the West Coast Made endorsement logo. The guidelines will tell you everything you need to know to get things started and you will be supported through your brand journey.

This program is subject to change and use of the brand by partners will be reviewed by West Coast Council, and appropriate coaching or direction to professional agencies provided if required. Approval to use the brand can be withdrawn if the user is found to be using the toolkit against guidelines/terms and conditions.

* Required responses

ABOUT YOU

1. Business or organisation name where the brand will be used

If you're not associated with a business or organisation, please write "applying as individual"

2. Contact Person *

This is the person West Coast Council will contact to discuss use of the brand. Please include first and last name

3. Phone Number *

4. Email

*This should be a secure email that is checked regularly - we will send access to the brand assets here **

5. Postal Address

*Please provide the best address to send mail **

6. Business/Organisation location *

Which West Coast town are you located in? If you have a shopfront, please let us know the address. If you work/create from a private address, please write "no public location"

7. Website address

If you don't have one, write 'no website'

8. Social Media

If you have a Facebook, Instagram, LinkedIn or other social media profile, please let us know. If you don't have any, please write "no social media"

9. Tell us a little about your business/organisation *

i.e., what services do you offer

10. How do you intend to use the brand? *

You don't need to be super specific, but just enough for us to get an idea. For example:

- *logo design including font, icon, and colours*
- *a tagline for my social media posts*
- *signage*
- *unsure, I like what I see of the brand and would love to learn more about how I can use it with my business/organisation*

THIRD PARTY BRAND PARTNERS

This section is for applicants who have clients who may want to use the brand, for example (but not limited to):

- *consultants*
- *designers*
- *wholesalers*
- *retail agents*
- *web designers*
- *content creators*

If this section is not relevant to you, move to the following question.

11. I understand that any clients that express an interest in utilising the West Coast Tas brand for their business or organisation should provide proof that they are a West Coast Tas brand partner **before** I develop any work with them using the brand assets:

- I understand
- I do not understand and would like to discuss this further

BRAND KNOWLEDGE & EXPERIENCE

This information will help us to know the level of support you may need

12. How much experience have you had with Brand Guidelines previously? *

Brand guidelines explain the brand and how its fonts, colour palettes and logos can be used together.

- I've worked with brand guidelines before and am confident I will understand the West Coast Tas brand guidelines
- I have a little experience or think I could figure it out
- I have had no experience using brand guidelines
- Other

13. West Coast Tas brand assets (font, icons, images etc) will be provided electronically: *

Your responses will help us know how much support you may need - it's okay if you're unfamiliar with the terms below or not confident in completing the tasks, we will provide assistance

- I am confident in opening a ZIP folder and saving its contents to my computer
- I am confident in accessing files from a Dropbox link, downloading the files and saving to my computer
- I can confidently install a font onto my computer
- I will need assistance in downloading the brand files to my computer

14. What exposure to the development of the West Coast Tas brand have you? *

e.g. participated in workshops or exhibitions during brand development in 2018, have seen the short films

15. Have you spoken to someone from West Coast Council or the West Coast Visitor Information Centre about using the brand? *

- Growth & Change Team Leader
- Team Leader – West Coast Visitor Information Centre
- No I haven't spoken to anyone
- Other

PROMOTING THE WEST COAST

As a collective the West Coast community has agreed on the need to promote the West Coast as an ideal place to live, work and visit.

Social media is an important tool in promoting the region and we encourage those on social media to follow and tag these profiles when posting West Coast content on your own accounts:

Instagram:

<https://www.instagram.com/westcoasttas/>

<https://www.instagram.com/westcoastvisitorinfocentre/>

<https://www.instagram.com/westcoasttasmtb/>

Facebook:

<https://www.facebook.com/westcoastvisitorinformationcentre>

<https://www.facebook.com/westcoasttas>

<https://www.facebook.com/westcoasttasmtbtrails>

Websites and print media can also include links to the regional website –

www.westcoasttas.com.au

Reposting

Images posted on the above accounts can be reposted – however we encourage everyone to follow social media etiquette and credit the account where the image has been shared from (i.e. @westcoasttas)

Brand Images & Footage

As a brand partner you will have access to images and footage that has been captured as part of the West Coast Tas brand project. West Coast Council owns these assets on behalf of the community and use must be in line with West Coast Tas brand guidelines. Brand partners may choose to use these assets in a variety of ways, including but not limited to:

- on their business/organisation website
- on their social media accounts
- on printed media (e.g. brochure or ad)

Any use of specific brand images and footage should include credit to @westcoasttas (and @westcoasttasmtb if using MTB assets) unless specific exemption is provided in writing by West Coast Council. West Coast Council will provide reminders of crediting processes when giving access to images and footage to brand partners.

Hashtags

These are used on social media to identify content on a specific topic. We encourage those on social media to use the following hashtags when posting West Coast content:

#westcoasttas #westcoasttasmtb (for MTB content) #tasmania

relevant town name - #zeehan #tullah #rosebery #queenstown #gormanston

#linda #trialharbour #granvilleharbour #strahan

relevant brand phrase - #justoutsideyourcomfortzone #notforthefainthearted

#adventurewestcoasttas #leaveonlyfootprints #gravelnotgrass #westcoasttough

#welcometotherainforest

16. I have read and understood the processes relating to crediting of West Coast Tas brand images and footage *

I agree to follow the crediting process

I do not agree to follow the crediting process

TERMS OF USE

17. I understand that the West Coast Tas brand follows a specific system that will be provided as guidelines upon successful application to the Brand Partner Program. *

- I understand I do not understand and would like to discuss this further

18. I understand that the West Coast Tas brand and associated assets should only be used to promote the region of West Coast Tas, its businesses, organisations and other bodies as intended. *

- I understand I do not understand and would like to discuss this further

19. I agree that I, and the business/organisation approved as a brand partner, must follow the West Coast Tas brand guidelines (which will be provided upon application approval), and will seek assistance when unsure about the guidelines or how to use the brand assets to the standard required of the brand. *

- I agree I do not agree and would like to discuss this further

20. I understand that upon successful application West Coast Council will provide 2 hours of coaching - guiding me through the brand guidelines, accessing brand assets and specific queries I may have about my brand usage (or potential brand usage). This assistance will be free of charge.

I understand that West Coast Council may advise I seek further assistance and advice from qualified professionals experienced with use of brands and meeting brand guidelines. This assistance is likely to incur a cost to me/the business or organisation I represent.

I agree to participate in West Coast Tas brand coaching programs should they be offered, or to seek relevant advice from a professional familiar with brand application, in order to enhance my knowledge of the West Coast Tas brand and its application in relation to my business, organisation or work. *

- I agree and understand
 I do not agree or understand and would like to discuss this further

21. I understand that approval to use the West Coast Tas brand may be withdrawn if use is not to the required high standards or if brand guidelines are not being followed. *

- I understand I do not understand and would like to discuss this further

22. I agree to be contacted by West Coast Council or its representative in relation to this application and my (or the business or organisation I represent) use of the brand. I also understand that I can contact West Coast Council with queries relating to the West Coast Tas brand and that Council will provide appropriate guidance, or referral to relevant professionals as required. *

I agree

I do not agree and would like to discuss this further

23. I understand that by submitting this application and becoming a West Coast Tas brand partner that the details provided in this application will be included in West Coast Tas brand partner records and may be shared with the West Coast Visitor Information Centre. I understand that Council will not provide details provided in this application with external parties without obtaining my prior approval *

I understand and agree with the above information

I do not understand nor agree with the above and would like to discuss this further

24. I acknowledge that I have read and understand the information presented in this application form and agree to its terms. *

By submitting this form, I acknowledge that I have read and understand the information presented in this form, and agree to its terms.

Signature

Name

Date