

Stawell Place Branding



Why do we need a story?

Stawell is an important destination in the Northern Grampians region, but the lack of a strong brand story means that the experiences and environment that we have on offer are not always noticed.

The aim of this project is to develop a distinct identity for Stawell, value propositions and an authentic and compelling brand story. By developing these, the individual qualities of the town and its surrounds will provide visitors and locals with the awareness and inspiration to appreciate, celebrate and build upon the unique tourism value that Stawell has to offer.

This project should also offer the opportunity to develop and align promotion alongside the Northern Grampians and Grampians as a whole.

Project Considerations

Council want to ensure that the work we do offers both longevity and flexibility for the future growth of Stawell and the wider Northern Grampians region. In order to achieve this, we must look beyond what Stawell can offer today and consider all future possibilities.

As a sub-region of the Grampians, is important to consider how the Stawell brand connects to and evolves alongside the story being told by Visit Grampians, both strategically and visually. Any potential audience should have a smooth and clear experience when learning about Stawell in the context of the broader region.

Our approach



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Discovery Workshop

To assist council to determine the brand positioning for Stawell, we would like to invite you to attend a facilitated Discovery Workshop.

The workshop will include:

- Sharing of all learning in regard to brand opportunities for Stawell, including how Stawell connects into the larger story for the Grampians and the Visit Grampians brand.
- Sharing of initial recommendations on brand positioning, value proposition, personality, and audience profiles for Stawell.
- Small group activities to build on and refine the recommended brand positioning and profiles for Stawell.
- Identification of areas for creative exploration for brand identity development.

Workshop Details

When: Monday, 28 November

Time: 11am – 12:30pm

Contact: Anna Hawkins

Please RSVP to:

anna.hawkins@ngshire.vic.gov.au

03 5358 0587



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