COMMUNITY SPACES & SERVICES

ATTACHMENT A

DESTINATION NAME - MIDCOAST
DESTINATION BRAND STRATEGY

ORDINARY MEETING

25 JULY 2018

MCC Destination Brand Strategy – Council Meeting

11 July 2018
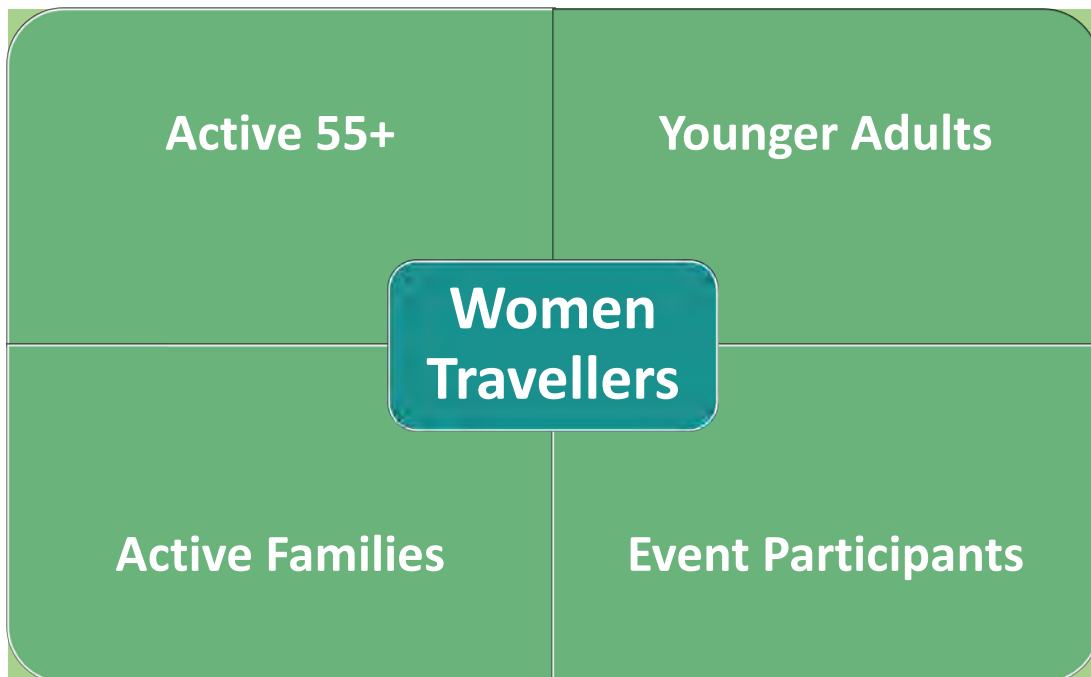
MIDCOAST council

HEATH AND HOFF.

DMS DESTINATION MARKETING STORE

Today's presentation

1. Brand strategy and architecture
2. Naming options
3. Insights from the Industry
4. Next steps - Creative Territories

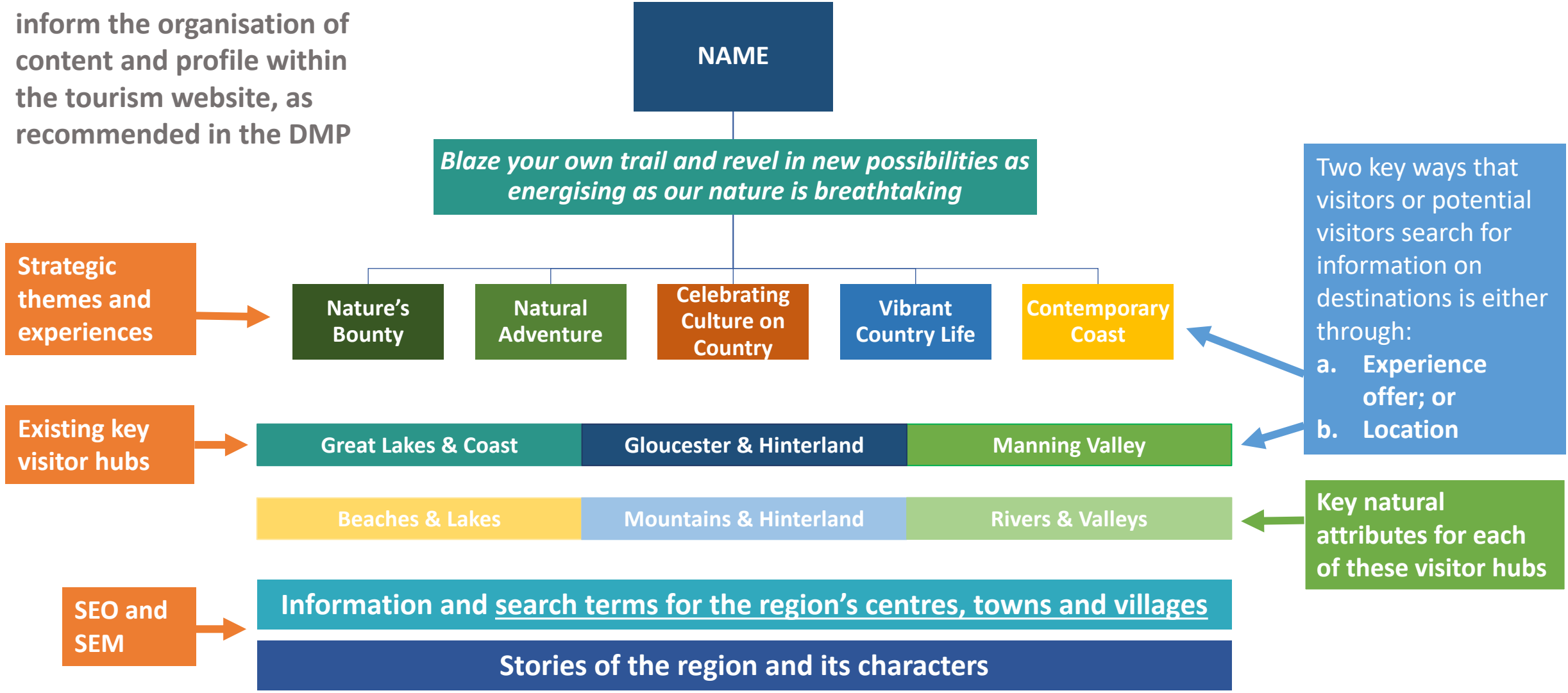## Target market

Brand archetype

Emotional territory

Active 55+	Younger Adults
Women Travellers	
Active Families	Event Participants

TRANSFORMATIVE

A HAPPY EXPLORER

In the throws of action and discovery they are ecstatically involved in the whirring movement of life.

Naming the region – destination brand architecture

The architecture should inform the organisation of content and profile within the tourism website, as recommended in the DMP
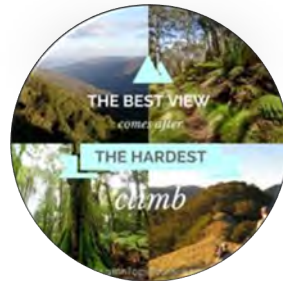
NAME

Blaze your own trail and revel in new possibilities as energising as our nature is breathtaking

Strategic themes and experiences

| Nature's Bounty | Natural Adventure | Celebrating Culture on Country | Vibrant Country Life | Contemporary Coast |

Two key ways that visitors or potential visitors search for information on destinations is either through:
a. **Experience offer; or**
b. **Location**

Existing key visitor hubs

| Great Lakes & Coast | Gloucester & Hinterland | Manning Valley |

| Beaches & Lakes | Mountains & Hinterland | Rivers & Valleys |

Key natural attributes for each of these visitor hubs

SEO and SEM

Information and search terms for the region's centres, towns and villages

Stories of the region and its characters

41,811

20,192

5,643

2,934

26,998

12,681

10,251

662,100

175,400

89,500

21,500

TOP 10 LOCATIONS		
Location	No.	% of Total Fans
Newcastle, NSW, Australia	4445	30.30%
Sydney, NSW, Australia	2882	19.65%
Taree, NSW, Australia	544	3.71%
Forster, NSW, Australia	491	3.35%
Muswellbrook, NSW, Australia	463	3.16%
Port Macquarie, NSW, Australia	442	3.01%
Singleton, NSW, Australia	436	2.97%
Cessnock, NSW, Australia	419	2.86%
Maitland, NSW, Australia	412	2.81%
Gloucester, NSW, Australia	318	2.17%

Total Fan Numbers by Region		
Region	Total No.	Total %
MidCoast	1617	11.02%
Outside MidCoast	13051	88.98%

BY AGE

Age	%
13-17	0.6%
18-24	9.3%
25-34	30.7%
35-44	30.8%
45-54	17.8%
55-64	6.9%
65+	3.9%

BY GENDER

34% MALE

66% FEMALE
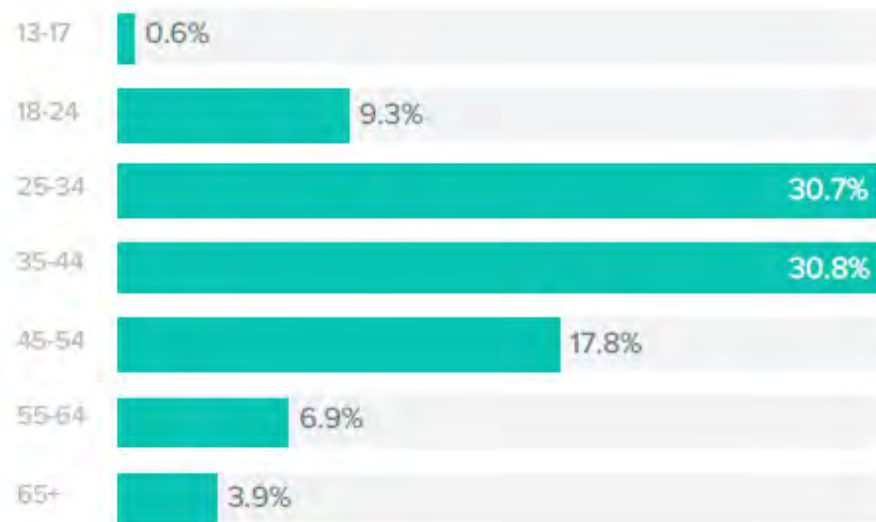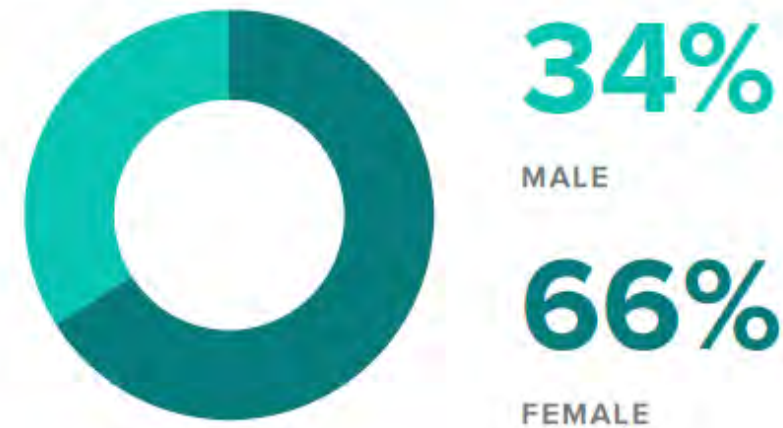
Women between the ages of **35-44** are leading force among Barrington Tops Tourism fans.

TOP 10 LOCATIONS		
Location	No.	% of Total Fans
Sydney, NSW, Australia	16200	20.34%
Newcastle, NSW, Australia	11600	14.57%
Taree, NSW, Australia	3049	3.83%
Gloucester, NSW, Australia	2996	3.76%
Maitland, NSW, Australia	2777	3.49%
Forster, NSW, Australia	2584	3.24%
Port Macquarie, NSW, Australia	2381	2.99%
Brisbane, QLD, Australia	1970	2.47%
Muswellbrook, NSW, Australia	1868	2.35%
Cessnock, NSW, Australia	1690	2.12%

Engagement Rates by Region (Top 100)		
Region	Total No.	Total %
MidCoast	11448	14.38%
Outside MidCoast	**68188**	**85.62%**

HEATH
AND
HOFF.

DMS
DESTINATION
MARKETING
STORE

BY AGE

Age	
13-17	0.8%
18-24	6.3%
25-34	17.9%
35-44	23.8%
45-54	22.7%
55-64	17%
65+	11.5%

BY GENDER

29%
MALE

71%
FEMALE
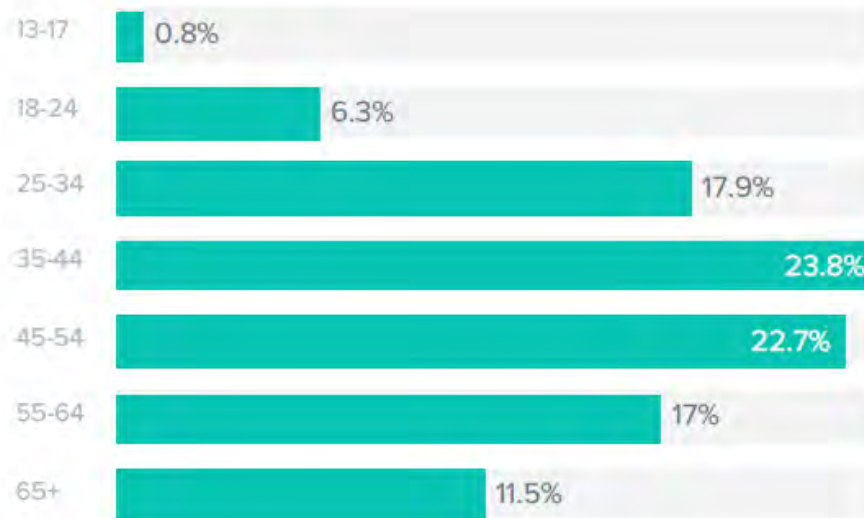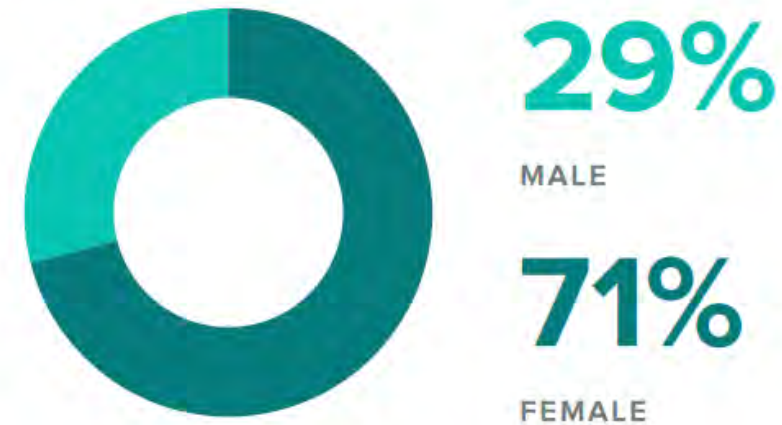
Women between the ages of **35-44**
are most likely to engage with
Barrington Tops Tourism.

Love The Great Lakes **Barrington Tops Tourism**

Note: Impressions are the number of times your content is displayed in someone's feed

Naming the region – seasonal trends
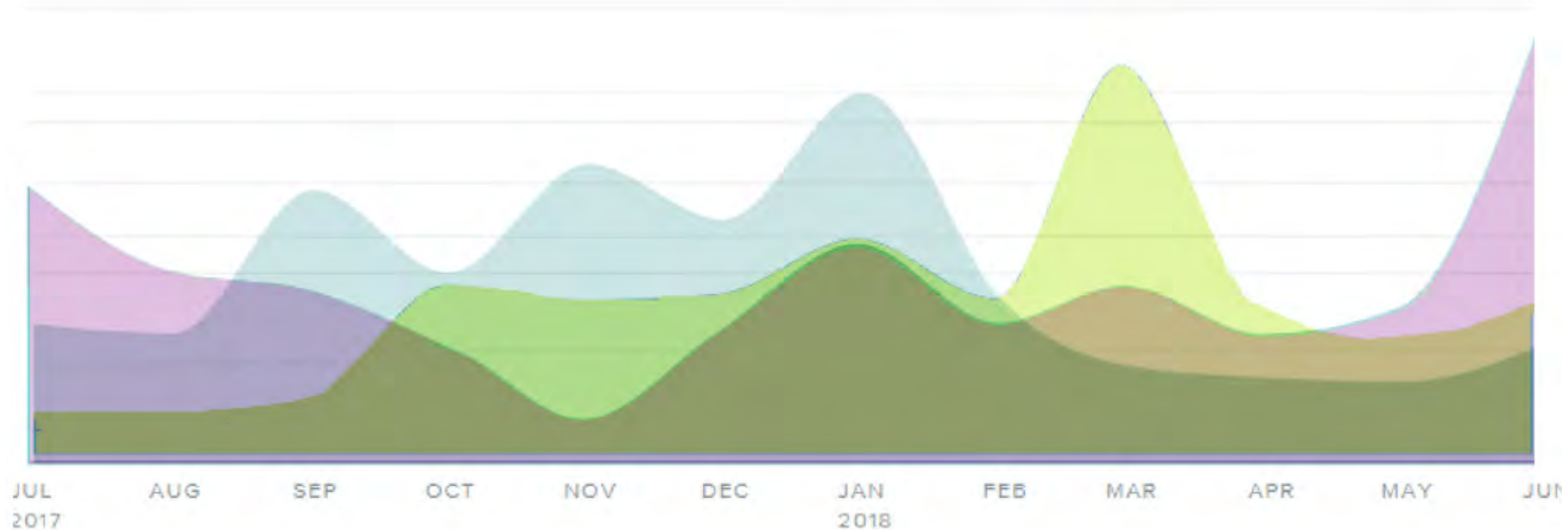
Love The Great Lakes   **Barrington Tops Tourism**   **Visit Manning Valley**

Note: Impressions are the number of times your content is displayed in someone's feed

DMS and Heath & Hoff have tested the following naming options:

1. Nature Coast

2. Adventure Coast

3. Lakes Coast

4. NSW Mid North Coast or NSW Mid Coast

5. Barrington Coast

The following tables summarise the advantages and challenges relating to the first three options.

Two names have then been presented with 'story-boards' to enable a potential feel for the name that would be taken through to the Creative Territories phase.

Nature Coast	
Advantages	Challenges
It positions the attributes that the region has to offer in a more evocative context	The term 'Nature Coast' has been used by Eurobodalla Coast on the NSW South Coast for over 20 years. The Sunshine Coast and Frazer Island use the Australia's Nature Coast. They also have a URL with that name. Eurobodalla has registered and uses the Nature Coast. This would mean that SEO would be a challenge and Adwords (SEM) would be very expensive to purchase.
The name also identifies what makes the region different from other destinations (other than those destinations that are already using the term)	Nature Coast is a generic term. There would still be a need to geographically locate where the Nature Coast is. This would add complexity to the communication for all audiences
While generic, the name doesn't suggest any preference for a specific location within MCC	Building awareness of the name and 'buy in' from the community
	Has the potential to limit the perceived relevance of the broader regional offer ie beyond nature based tourism products and experiences (although to a lesser degree than Adventure Coast)

Adventure Coast	
Advantages	Challenges
Adventure Coast indicates what type of experience a visitor could expect when visiting the destination	There already is an Adventure Coast owned by Florida. This would cause issues with SEO and also make Adwords (SEM) more expensive
It also identifies a competitive advantage of the region	There would still be a need to geographically locate were the Adventure Coast is. This would add complexity into the communication to the market and complicate the messaging in the market place. The more time spent explaining the location of a destination the less opportunity you have to capture the imagination and inspire a visitor to choose a destination
The URL www.adventurecoast.com is available. However, com.au is not available (although not currently used)	Building awareness of the name and 'buy in' from the community
While generic, the name doesn't suggest any preference for a specific location within MCC	Adventure Coast could also be misinterpreted as being far more 'hard core' style adventure activities than is offered in the destination and could be a deterrent to some market segments
	Has the potential to limit the perceived relevance of the broader regional offer ie beyond adventure based tourism products and experiences

Lakes Coast	
Advantages	Challenges
Lakes Coast identifies a major attribute of the region	East Gippsland uses the Lakes Coast and has its own website and URL registered under Lakes Coast. This would require a huge spend on Adwords (SEM)
Lakes indicate there is more to the coast line than just beaches.	There would still be a need to geographically locate were the Lakes Coast is in a NSW context. This would add complexity into the communication
	Building awareness of the name and 'buy in' from the community

Regional Naming Idea – Option 1:

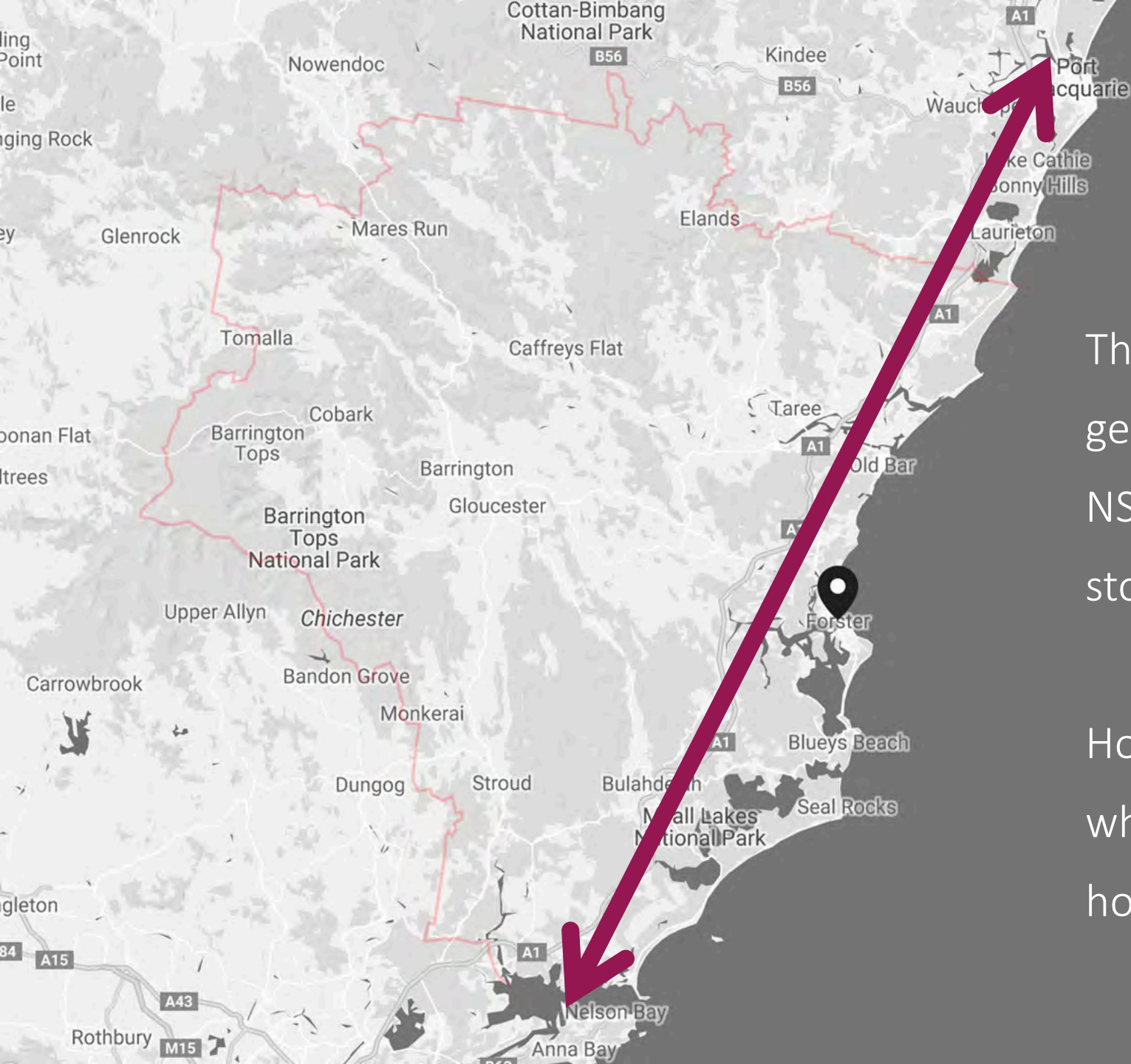NSW MidCoast /
NSW Mid North Coast

NSW MidCoast - Location.

Both NSW MidCoast and NSW Mid North Coast help to geographically place the region on the NSW coastline, telling a North/South story.

However, the name does not make reference to where the region's boundaries begin or end along the coast, or suggest how far inland they stretch.

Further to this, Port Macquarie and the Coffs Coast are both associated with being on the NSW Mid North Coast, muddying the waters of which places are and aren't within our region.

The name NSW MidCoast helps geographically place the region on the NSW coastline, telling a North/South story.

However, it's unclear from the name where the region starts or ends, and how far inland it stretches.

NSW MidCoast - Location.

Wikipedia states the following:

The Mid North Coast is a country region in the north-east of the state of New South Wales, Australia. The region covers the mid to north coast of the state, beginning at Seal Rocks, 275 km (171 mi) north of Sydney, and extending as far north as Woolgoolga, 562 km (349 mi) north of the city, a distance of roughly 400 km (250 mi).

And to confuse things further, Destination NSW suggests that our region is in fact in the North Coast of NSW, an area that stretches from Newcastle to Tweed Heads. You can imagine the confusion from a tourist's perspective.

NSW MidCoast - Location.

By naming our region NSW MidCoast we will always need to start our conversation by explaining our position on the eastern seaboard (between Newcastle and Port Macquarie/Coffs Harbour) to provide visitors with context, therefore referencing our competitors in every conversation.

In addition, this makes the job of tourism to push these visitors inland to explore more of our region that much harder.

NSW MidCoast – Manifesto:

Indulge in a journey across the NSW MidCoast and revel in adventure at every step.

Follow the path less trodden as you travel our breathtaking coastline from Tea Gardens in the South to Crowdy Bay National Park in the North, then inland to the World-Heritage listed Barrington Tops mountain range that stretches the length of our remarkable region...

NSW MidCoast – Manifesto:

A visit to the NSW MidCoast is a journey of discovery. Dive in and explore beautiful beaches and untouched lakes and wetlands; wander fertile valleys and charming rural townships; relish in local produce and welcoming smiles; trek dense subtropical rainforest and scale rugged mountain peaks.

Explore the NSW MidCoast and delight in the wonder of nature, at every turn.
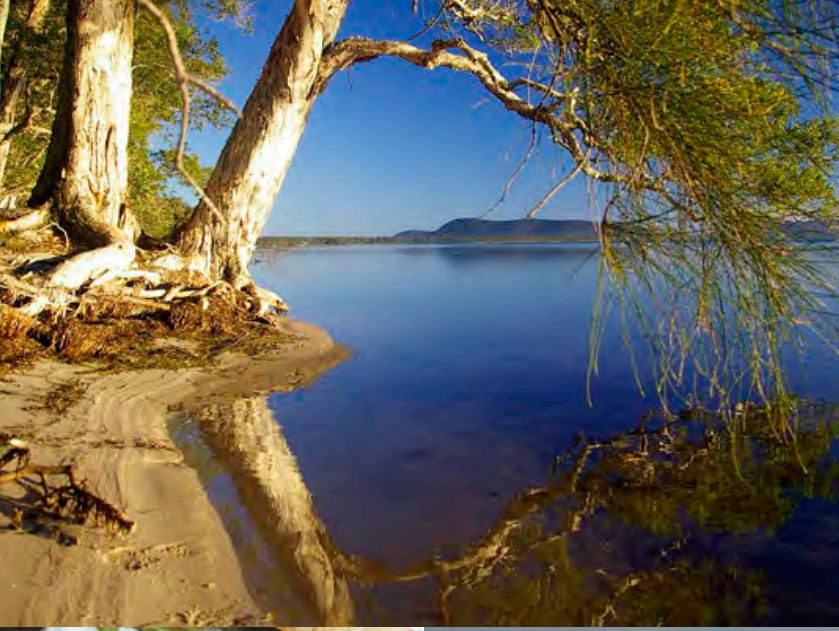
NSW MidCoast - Summary.

In conclusion, with NSW MidCoast, a concise explanation is needed to define the region's boundaries and to demonstrate that the region is more than just a coastline. From a storytelling point of view, the name lacks in imagination and in terms of appealing to our target audience, it lacks romanticism and intrigue.

On somewhat of a positive note, we are not introducing anything new using NSW MidCoast - the local government and services are all MidCoast and locals are now well versed in being part of the MidCoast region.

NSW MidCoast - Summary.

In terms of SEO, NSW MidCoast is competing with multiple adword and keyword competitors on a destination, government and business level. This means that from a tourist point of view they are having to work harder to find the information they need amongst the myriad of search results for 'MidCoast'.

It also means that our local competitors (Port Macquarie and Coffs Harbour) will also appear in every Google search result for 'NSW MidCoast/Mid North Coast).

# Regional Naming Idea – Option 2:
Barrington Coast.

Barrington Coast - Location.

The 'Barrington Coast' cleverly positions the region geographically, doing so in two key ways:

1. As a geographical place marker, showing the region's location within NSW.

2. The Barrington Range clearly marks the region's boundary inland from West to East. Further to this, the Barrington Range stretches the entire length of the region, giving full context to the North and South boundary as well.

The 'Barrington Coast' clearly defines our region, showing tourists, visitors and locals that our destination is more than just a coastline, it's inclusive. It embodies Tea Gardens and Hawks Nest, The Great Lakes, Gloucester, Manning Valley, and every other location sandwiched between the World-Heritage listed mountains in the West and the breathtaking coastline in the East.
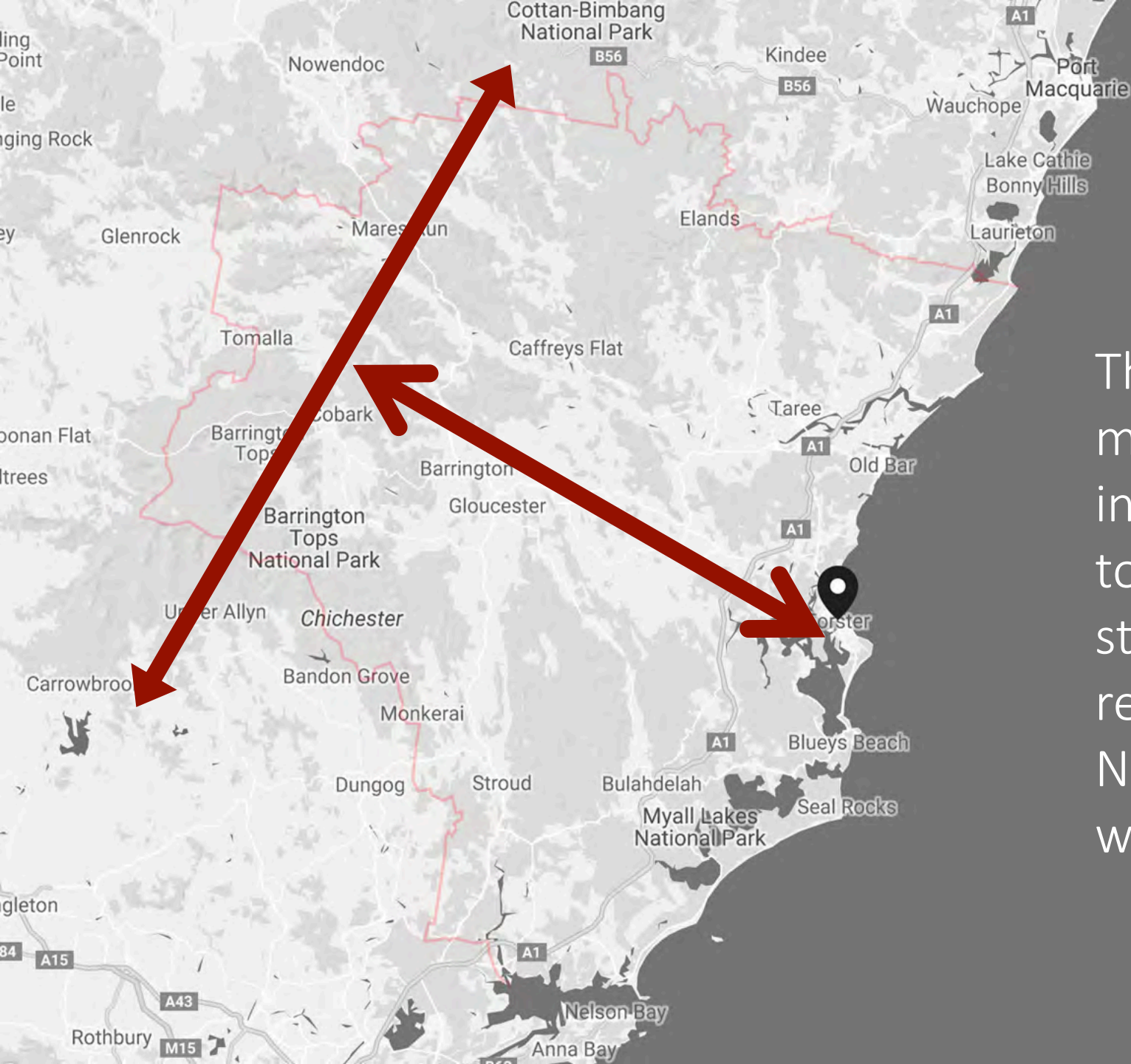
The Barrington Range clearly marks the region's boundary inland from West to East. Further to this, the Barrington Range stretches the entire length of the region, giving full context to the North and South boundary as well.

Barrington Coast – Manifesto:

As crystal clear water trickles from the rugged peaks, it breathes life into our land; for this is the Barrington Coast – A place where the leaves touch the waters from the mountains to the sea…

Barrington Coast – Manifesto:

We invite you to pursue a path less trodden, to wander wild highlands into ancient Gondwana rainforests, where nature abounds at every turn. Watch peaceful creeks pour over towering waterfalls, forming fertile valleys rich in agriculture and abundant with fresh produce, rural charm and welcoming smiles...

© Marc Andre

Barrington Coast – Manifesto:

Follow meandering rivers that ebb through bustling towns and delightful retreats; and bathe in the beauty of our untouched lakes and estuaries.

Complete your journey at the place where the path ends, swept away by the ocean waves that shape our breathtaking beaches. For this is The Barrington Coast – A place where the leaves touch the waters from the mountains to the sea.
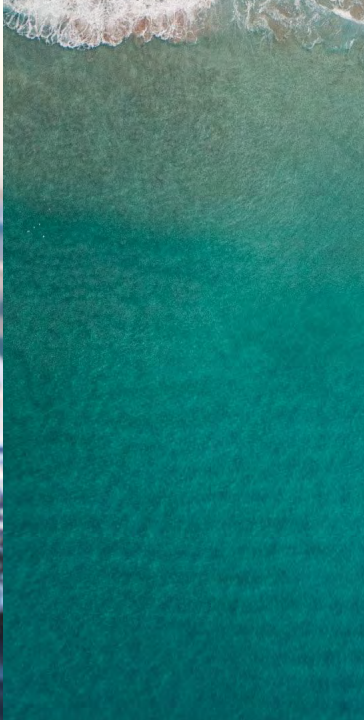
Barrington Coast - Summary.

'Barrington Coast' feels inspirational. It provides an opportunity to create rich stories that encompass a vast array of themes and locations within the region, helping us to showcase everything that's on offer; from hiking to wine tasting, mountain biking to whale watching.

Stories of the Barrington Coast bring a cultural perspective to the area, as it was known to the Aboriginal custodians as 'a place where the leaves touch the waters from the mountains to the sea' – a prime example of how the name can add a deeper significance to our destination, especially in regards to the DMP's goal of recognising the region as a centre for cultural significance.

Barrington Coast - Summary.

Ultimately, we feel that the 'Barrington Coast' inspires curiosity and invites visitors to experience more than a holiday, it's a journey of discovery.

One major positive that a new name brings is significant benefits in terms of SEO. This is because there are no competitors vying for Barrington Coast adwords or keywords; therefore, digital spend is more efficient and search success increased.

Barrington Coast - Summary.

The Barrington Coast is however, an unknown location. No region has ever made reference to being the Barrington Coast and this brings both positives and negatives. For example the launch campaign will need to work hard to build awareness with tourists and local community alike, but will ultimately be an inclusive name locals can be proud to stand behind.

Discussion & questions ...

Thank you.