



City of **Perth**

Urgent Business

Ordinary Council Meeting

22 February 2022

To the Lord Mayor and Councillors

Please find enclosed a report of urgent business for the Ordinary Council Meeting to be held on Tuesday, 22 February 2022 in the Council Chamber, Level 9, 27 St Georges Terrace, Perth commencing at 5.00pm.

Michelle Reynolds
Chief Executive Officer
21 February 2022

Table of Contents

19. Urgent Business	3
19.1 City of Perth Brand.....	3

19. Urgent Business

In accordance with Clause 4.14 of the City of Perth Standing Orders Local Law 2009, the Lord Mayor (as the Presiding Member) has consented to the following item being raised as urgent business.

19.1 City of Perth Brand

Responsible Officer	Kylie Johnson – General Manager Community Development
Voting Requirements	Simple Majority
Attachments	Nil.

Purpose

To endorse the City of Perth municipal brand that has been developed, which will be implemented with the existing City of Perth crest.

Recommendation

That Council:

1. ENDORSES the City of Perth municipal brand that has been developed to operate in addition to the existing City of Perth crest.
 2. NOTES development of the brand style guide and rollout across digital collateral in 2021-22, with rollout of the brand across City of Perth branded assets to be planned through the 2022-23 budget.
-

Background

1. At its Ordinary Meeting held 21 October 2021 Council resolved to amend the Signature Events Plan 2021/22 to include the City of Light 60th anniversary.
2. As part of the focus of this anniversary, a new municipal brand concept was developed and was officially launched on 19 February 2022 to align with the City of Light 60th Anniversary.

Discussion

3. Currently the City uses the traditional crest as both an organisational and municipal brand identity. There is an opportunity to apply a modern brand that can be used to enhance the existing crest and provide flexibility in representation of the City.
4. Capital cities across Australia have a separate municipal logo to their traditional crest to represent their City, and the City of Perth brand project is an opportunity to be progressive and produce a united and purposeful municipal logo.
5. Embracing light as the key theme, the brand has been inspired from a range of engagements including the City's Elders Advisory Group and the Brand Perth Forum.
6. The brand identity draws inspiration from Ngangk (the sun), Kaarta Moodjar Tree (Banksia), Gar-up (Kings Park), Derbarl Yerrigan (Swan River) and more.
7. Following Council endorsement of the brand, a style guide will be developed to ensure the City has a cohesive brand system, with clear application for how and when it is used. It will also be implemented across the City's website and social media assets.
8. Further implementation will be scoped as part of the 2022/23 annual budget and include transitional rollout of the brand and logo across City assets. In-line with the City's sustainable strategic pillar, the brand rollout will begin across digital assets and end-of-life printed materials.



Stakeholder Engagement

9. The Perth Brand Forum held on 9 July 2021, attended by 54 industry leaders and professionals, identified that the theme of 'light' represents Perth in many aspects such as safety, sunshine, night time economy, vibrancy and more.
10. This theme of the City of Light, and the opportunity to strengthen the City's identity with a new brand, has been discussed with a range of stakeholders including various State Government Ministers and Departments.
11. Significant Aboriginal engagement has occurred through the Elders Advisory Group and their nominees, as well as through creative brand agency consultants.

Decision Implications

12. If Council does not support the recommendation for endorsement of the new municipal brand, the City will continue to use the City crest as the key brand.

Strategic, Legislative and Policy Implications

Strategy	
Strategic Pillar (Objective)	Liveable
Related Documents (Issue Specific Strategies and Plans):	Evolution to Excellence 2025 Events Strategy

Legislation, Delegation of Authority and Policy	
Legislation:	<i>City of Perth Act 2016</i> – Section 8 (1)(g) to maintain and strengthen the local, national and international reputation of the Perth metropolitan area as an innovative, sustainable and vibrant global city that attracts and welcomes everyone.
Authority of Council/CEO:	Not applicable.
Policy:	Nil.

Financial Implications

13. The budget to support actions for brand development and implementation for 2021/22 are within the current operational budget. Further brand rollout for 2022/23 will be finalised as part of the budget process.

Further Information

Nil.