

## Council Briefing Meeting Minutes

**Date:** Thursday, 12 April, 2018  
**Time:** 2:00 p.m.  
**Location:** Council Chamber  
 Forum North, Rust Avenue  
 Whangarei

### **In Attendance**

Her Worship the Mayor Sheryl Mai  
 (Chairperson)  
 Cr Stu Bell  
 Cr Tricia Cutforth  
 Cr Shelley Deeming  
 Cr Sue Glen  
 Cr Phil Halse  
 Cr Cherry Hermon  
 Cr Greg Innes  
 Cr Sharon Morgan  
 Cr Anna Murphy

### **Scribe**

**N. Pestana**

### **1. Apologies**

Cr Benney – leave of absence. Apologies received for Cr's Christie, Cocurullo and Martin.

Her Worship the Mayor opened the briefing at 14h00 and welcomed members of the media.

Tim Conn and Tristan Tuckey led the presentation and facilitated discussion.

### **2. Brand Briefing**

Areas covered by the presentation

- How do we brand the Whangarei District Council?
  - For 'Love it here' and Botanica, we cannot change too much as they are well loved brands. We cannot move too much away from that, must add value to these brands.
  - Brand needs to be able to be executed on a variety of platforms. It must be simple, must respect cultural ideals for example it will take away mana from Manaia if this image is put on a rubbish bin.
- How to we elevate the brand?
  - Leaving the negative associations with Council behind.
  - Dropping the word "Council" from our brand.
- Engagement process to date
- The Whangarei District is the brand.
- Brand Architecture, fonts and title case, Maori translation, origins of our place, colours palette and draft Brand Concept presented to Elected Members.

#### Comments from Elected Members on proposed brand

- Logo
  - There were varied views on the logo. Some of the Elected Members felt that the mountain logo was a bit stylised. Most felt a connection to the strong cultural message behind the twin bird logo."
  - The library logo is viewed as a logo which presents well. Staff advised that the library logo could not be used as council's logo.
  - There was a query as to whether an update to the current logo been considered. Staff advised that it would be better to start afresh in order to align the vision of the brand.
- Font
  - Elected Members liked the lower-case letters and the rounded edges of the lettering.
- Maori Translation
  - Mixed reactions to the literal Maori translation of Whangarei District but the bicultural aspect was favoured.
- Origins of our place
  - Very reflective of where we live, simplistic and stylised.

- Colours palette
  - A question was asked about the colours to be used. Staff advised that this is not the final artwork. Once feedback has been received and there is sign off on the project, further artwork will be completed.
  - Elected Members liked the colours on the vehicles.
- General comments
  - Brand brings district and Council together.
  - The new branding does not do a lot to elevate council's functions eg regulatory.

There was general agreement amongst Elected Members that they need to be given the opportunity to engage with the community and advisory groups on the proposed rebrand.

### Communications

Ann Midson advised that media representatives would be given a range of different art work, including the new logo so that this could be put out in the media to gauge the public's response to the new logo. The rebranding would also be presented to Te Karearea. Rob advised that the cost for work to date is included in existing budgets and all work done to get the brand rolled out will be done on existing budgets.

### Possible next steps

The branding project will be presented to Te Karearea forum on 18 April. There will be some press and social media coverage to gauge the public's response.

## **3. Closure of Meeting**

The briefing closed at 15.12pm.