GYMPIE TOWN CENTRE
BRANDING AND MARKETING
STRATEGY

FINAL
29 - 08 - 2014
# CONTENTS

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>01</td>
<td>INTRODUCTION</td>
<td>4</td>
</tr>
<tr>
<td>02</td>
<td>PLACE BRANDING &amp; MARKETING</td>
<td>6</td>
</tr>
<tr>
<td>PART A</td>
<td>ABOUT GYMPIE</td>
<td></td>
</tr>
<tr>
<td>A1</td>
<td>UNDERSTANDING THE PLACE</td>
<td>8</td>
</tr>
<tr>
<td>A2</td>
<td>GYMPIE TOWN CENTRE (CBD)</td>
<td>12</td>
</tr>
<tr>
<td>A3</td>
<td>LOCAL &amp; REGIONAL COMPETITION</td>
<td>14</td>
</tr>
<tr>
<td>A4</td>
<td>OUR AUDIENCES</td>
<td>16</td>
</tr>
<tr>
<td>A5</td>
<td>LOCAL VALUES AND ASPIRATIONS</td>
<td>18</td>
</tr>
<tr>
<td>A6</td>
<td>INFLUENCES ON GYMPIE’S IDENTITY</td>
<td>20</td>
</tr>
<tr>
<td>PART B</td>
<td>BRANDING AND MARKETING STRATEGY</td>
<td></td>
</tr>
<tr>
<td>B1</td>
<td>THE BRANDING AND MARKETING STRATEGY</td>
<td>25</td>
</tr>
<tr>
<td>B3</td>
<td>STRATEGY SUMMARY</td>
<td>26</td>
</tr>
<tr>
<td>B4</td>
<td>GYMPIE’S FUTURE PLACE BRAND</td>
<td>28</td>
</tr>
<tr>
<td>B5</td>
<td>KEY MARKETING MESSAGES</td>
<td>30</td>
</tr>
<tr>
<td>B6</td>
<td>MARKETING DIRECTIONS</td>
<td>31</td>
</tr>
<tr>
<td>PART C</td>
<td>2014-2017 ACTION PLAN</td>
<td></td>
</tr>
<tr>
<td>C1</td>
<td>OVERVIEW</td>
<td>36</td>
</tr>
<tr>
<td>C2</td>
<td>THREE YEAR TIMELINE</td>
<td>40</td>
</tr>
<tr>
<td>C3</td>
<td>DELIVERY FRAMEWORK</td>
<td>42</td>
</tr>
<tr>
<td>C4</td>
<td>EXISTING MARKETING PROGRAMS</td>
<td>45</td>
</tr>
<tr>
<td>C5</td>
<td>PLANNING FOR NEW ACTIONS</td>
<td>47</td>
</tr>
<tr>
<td>C6</td>
<td>QUICK WINS &amp; KEY ACTIONS</td>
<td>48</td>
</tr>
<tr>
<td>C7</td>
<td>EXTENSION TO EXISTING PROGRAMS AND EVENTS</td>
<td>60</td>
</tr>
<tr>
<td>C8</td>
<td>MARKETING ACTIONS</td>
<td>64</td>
</tr>
<tr>
<td>PART D</td>
<td>RESEARCH FINDINGS REPORT</td>
<td></td>
</tr>
<tr>
<td>D1</td>
<td>PLACE AUDIT</td>
<td>73</td>
</tr>
<tr>
<td>D2</td>
<td>STAKEHOLDER/BUSINESS WORKSHOP 1</td>
<td>74</td>
</tr>
<tr>
<td>D3</td>
<td>COUNCILLOR WORKSHOP 1</td>
<td>77</td>
</tr>
<tr>
<td>D4</td>
<td>INSTAGRAM ENGAGEMENT PROGRAM</td>
<td>79</td>
</tr>
<tr>
<td>D5</td>
<td>ONLINE/POSTCARD SURVEY</td>
<td>80</td>
</tr>
<tr>
<td>D6</td>
<td>COUNCILLOR WORKSHOP 2</td>
<td>88</td>
</tr>
<tr>
<td>D7</td>
<td>STAKEHOLDER/BUSINESS WORKSHOP 2</td>
<td>89</td>
</tr>
<tr>
<td>D8</td>
<td>PLACE LOGO FEEDBACK SURVEY</td>
<td>94</td>
</tr>
<tr>
<td>D9</td>
<td>MARKETING DIRECTIONS AND IMPLEMENTATION PRIORITIES SURVEY</td>
<td>105</td>
</tr>
<tr>
<td>PART E</td>
<td>PLACE LOGO DEVELOPMENT</td>
<td></td>
</tr>
<tr>
<td>E1</td>
<td>FINAL PLACE LOGO DEVELOPMENT</td>
<td>116</td>
</tr>
<tr>
<td>E2</td>
<td>PLACE LOGO APPLICATIONS</td>
<td>118</td>
</tr>
<tr>
<td>PART F</td>
<td>PROJECT MEDIA</td>
<td></td>
</tr>
<tr>
<td>F1</td>
<td>GYMPIE TIMES</td>
<td>124</td>
</tr>
<tr>
<td>F2</td>
<td>GYMPIE REGIONAL COUNCIL MEDIA RELEASE</td>
<td>130</td>
</tr>
<tr>
<td>F3</td>
<td>SOCIAL MEDIA</td>
<td>132</td>
</tr>
</tbody>
</table>

*Place Partners | www.placepartners.com.au*
01 INTRODUCTION

Place Partners has been commissioned by Gympie Regional Council (the Council) to deliver this Branding and Marketing Strategy for Gympie Town Centre, Queensland.

The development of a branding and marketing Strategy is one of five priority actions for 2013/14 outlined in the Gympie CBD Revitalisation Strategy. The other priorities being addressed as part of the revitalisation program include: development of an overall urban design palette; Smithfield Street and Mary Street concept designs; Memorial Park/Nelson Reserve Master Plan; and whole of Centre parking study.

The Revitalisation Strategy aims to reclaim the main street, which currently faces economic, environmental, social and cultural challenges, as the hub for retail and the community. While this Branding and Marketing Strategy focuses on activating the Town Centre and in particular the main street, it considers the wider geopolitical context that constitutes the vision for the Gympie Local Government Area.

The objectives of the Gympie Town Centre Branding and Marketing Strategy are to:

› Build on the unique identity and place characteristics of the Gympie Town Centre
› Engage with key stakeholders and the community to build capacity and ownership for the place brand
› Develop a marketing plan with a clear vision, goals, and a strategy to guide ongoing marketing activities
› Develop branding options to visually represent the marketing strategy vision
› Provide details of appropriate and achievable actions/activities to support the delivery of the agreed place brand

This document is the result of a collaborative process undertaken by Place Partners, Gympie Regional Council and members of the Gympie community. The process was designed to not only offer an opportunity to identify what aspects of Gympie are important to the community, but also build civic pride and the positive perception of the town.

Key stakeholders for this project include:

› Gympie Regional Council – This is the coordinating body and authority tasked with implementing strategies to revitalise the Town Centre. It is the client of Place Partners.
› Town Centre businesses – All Town Centre businesses are likely to benefit from a successful marketing strategy and therefore, have a financial interest in the project.
› Gympie residents – The predominant market for the users of the Town Centre, the Gympie residents have an interest in seeing it succeed. The marketing strategy also aims to engage the residents, to help them take ownership of their town.

DELIVERABLES

Place Partners have been engaged to deliver the following documents during the project.

› Context Report, Branding Brief and Strategy Framework
› Place Logo and implementation concepts
› Gympie Town Centre Branding and Marketing Strategy with 2014-2017 Action Plan

BACKGROUND RESEARCH
On site analysis and data collection

CONTEXT REPORT, STRATEGY FRAMEWORK & PLACE LOGO CONCEPTS
Confirmation of brief for place logo
Framework outline

PREFERRED PLACE LOGO CONCEPT MARKETING & BRANDING STRATEGY
Preferred concept refinement
Strategy development

FINAL PLACE LOGO AND MARKETING & BRANDING STRATEGY
With 2014-2017 Action Plan
PROJECT METHODOLOGY

This project has used a qualitative and quantitative research approach; utilising primary and secondary sources, to provide a thorough understanding of the Gympie Town Centre, its retail offer, user experience and function within the wider Gympie context.

Context Studies: Desktop review and analysis
A desktop review of all relevant documents provided an understanding of the history and current uses of the Gympie Town Centre, as well as the local characteristics of the surrounding area.

Place Audit
A place audit is an observational tool providing a qualitative analysis of the atmosphere, amenity, audience, access and activities. It provided an insight on how people use the space and also the internal and external influences on the site.

Community and Stakeholder Postcards and Online Surveys
The purpose of the surveys was to identify the community’s values and aspirations for the Town Centre and their perception of the current Town Centre experience. To reach out to diverse groups of people the surveys were conducted via two channels: reply paid postcards and an online survey tool.

On-Site Community Engagement
Face-to-face interviews were an opportunity to gain further insight into what values the Gympie community identify with, while getting people to share their stories.

Instagram Engagement Program
The Instagram engagement program was a creative and instant way for the community to share their reflection of the Gympie Town Centre by posting photos of things, people or places that are important to them.

Business/Stakeholder Workshops
The aim of the first two workshops was to inform the representatives from the Gympie Regional Council, business and the community about the role of branding and business sustainability and formulate the structure for the Branding and Marketing Strategy. The second two workshops obtained feedback from the community on the strategy framework and place logo concepts.

Place Logo Feedback Surveys/Marketing Directions and Implementation Priorities Surveys
The surveys were designed to obtain the community’s input during the conceptual design process of the Place Logo, and the development of implementation actions.

DOCUMENT STRUCTURE

This Strategy consists of the following sections.

PART A: CONTEXT REPORT
Provides a high level summary of the primary and secondary research undertaken to gain a thorough understanding of the place, its current strengths, challenges and opportunities.

PART B: BRANDING AND MARKETING STRATEGY
Presents a detailed analysis on the drivers that have influenced Gympie and builds on the research to describe the desired place character and brand that will guide the future identity and activities.

PART C: 2014-2017 ACTION PLAN
Provides a list of actions to be undertaken over the next three years and detailed implementation planning for four actions in particular.

PART D: RESEARCH FINDINGS REPORT
Illustrates in detail the processes and outcomes of all workshops, surveys and the place audit.

PART E: LOGO DEVELOPMENT REPORT
Provides an overview of the logo development process.

TERMS, DEFINITIONS AND SOURCES

The following geographical classifications are used throughout this report.

<table>
<thead>
<tr>
<th>Gympie region</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gympie region</td>
<td>Gympie Local Government Area as defined by Australian Bureau of Statistics</td>
</tr>
<tr>
<td>Gympie</td>
<td>Gympie Statistical Local Area as defined by Australian Bureau of Statistics</td>
</tr>
<tr>
<td>Gympie Town Centre (CBD)</td>
<td>Gympie Town Centre as indicated by the Gympie Regional Council - used interchangeably with Gympie CBD (see Gympie Town Centre map)</td>
</tr>
</tbody>
</table>

All statistical information is sourced from the Australian Bureau of Statistics unless specified otherwise.
Place branding is a mental or emotional association between a place and its identity created in the minds of a community or visitors. It is the collective impression resulting from the words as well as the images that are used to describe or represent a place. As such, the brand should speak to the very essence of what makes a place unique and different from other places, as well as reflect the aspirations for the future.

Unlike generic brand identity or brand image, which is a mental or emotional association with goods or services, place identity is about the association with a place, nation, city or region. A place brand is the process of communicating this identity with a target market.

Gympie, as a gold mining town and the origin of Queensland’s wealth, planted a certain set of images in people’s minds, which have developed layers of meaning over time. Its new brand not only needs to incorporate ‘what has been’ into the brand story – the unique local characteristics and assets – but also reflect the new aspirations of its people and create a positive reputation and pride in place.

While Gympie’s place brand directly refers to the Gympie Town Centre, people associate it with the wider geographical context: the Gympie Town and the region. Gympie’s place brand is the interpretation of the words, images, colours and other elements that describe the varying characters of Gympie’s places.

In that sense, place marketing is sharing that story via various means of actions and communication, and shaping the future in line with the community values and aspirations. Gympie Town Centre Branding and Marketing Strategy aims to focus on actions that are appropriate, achievable and sustainable.
PART A
ABOUT GYMPIE
A1 UNDERSTANDING THE PLACE

The Gympie Town Centre's strength lies in its consolidation of contrasting place experiences over a compact area of 0.25km²: main street AND shopping centres; country AND city; and modern AND historical. It offers a diverse range of amenities within a 13 minute walking distance including banks, parks and Council buildings.

LOCATION

Gympie is located in southeast Queensland, about 160km north of Brisbane and has a population of over 19,000. It forms part of the Wide Bay Burnett, which also includes the regions of Bundaberg, Fraser Coast, South Burnett, North Burnett and Cherbourg. Gympie is the centre of the Gympie Region, which has an average annual growth rate of 1.6% and a population of over 47,000*.

The city lies on the Mary River, with the Town Centre being located approximately 450m northeast. The Bruce Highway (A1) runs adjacent to the River. It connects Gympie to the Sunshine Coast region to the southeast. The Sunshine Coast and Fraser Coast, to the northeast of Gympie, are areas of high tourist activity. The North Coast Railway line provides daily services to Brisbane from Gympie.

The Town Centre is centred on the main street of Gympie, Mary Street. The retail and commercial activity in the Town Centre spreads out to Nash Street to the north, Channon Street to the west, Calton Hill to the east and Reef Street to the south.

PLACE SUMMARY

The Gympie Town Centre is the geographical and administrative centre for the Gympie region and also provides regional health and community service, education, sport and recreation, and retail and commercial facilities. A number of public facilities including the Gympie Regional Council, Town Hall, Gympie Regional Gallery, Gympie Courthouse and Gympie Library are located in the Town Centre.

The Gympie Town Centre offers a diverse range of amenities in a compact area, within a 10-min walking distance north to south and a 13-minute walking distance west to east. Gympie Town Centre's uniqueness is inherent in its ability to play a number of roles that do not exclude one another: It offers main street and shopping centres; modern convenience and historic charm; and a town centre set within a beautiful landscape. No other place within an hour's drive has such an offer.

While Gympie is historically a town developed from a main street, the relatively new shopping centres in the Town Centre, Goldfields Plaza and Gympie Marketplace, are not necessarily the competition to the main street, but rather a welcome addition. An opportunity exists to consolidate the two and sustain the best of the both worlds: the consistent, clean and controlled environment of the shopping centres; and the historic, generous and natural environment of the main street, which is home to predominantly traditional street front businesses, including restaurants, cafes and service industry businesses.

* ABS 3218.0, OESR, Lawrence Consulting
PLACE IDENTITY, HISTORY AND HERITAGE

CHANGES IN IDENTITY

Gympie was traditionally a rural region occupied by the Ka’bi Kgai’ya, Ka’bi Kgu’li and Ka’bi people. Gympie became prominent with the discovery of gold by James Nash on 16 October 1867 and was initially called ‘Nashville’ in his honour. Nashville was renamed Gympie in 1868, after a local stinging tree the Aboriginals (Ka’bi Kgai’ya Clan) called ‘gimpi gimpi’. The gold rush brought rapid growth and grand buildings along Mary Street and fine mansions along the surrounding hilltops. The town became known as ‘the town that saved Queensland’, then a newly established colony.

When gold mining began to decline in 1912, Gympie started to develop a rich variety of agricultural industries including beef cattle, pigs, tropical fruits, vegetables and dairy. The town, naturally and officially, became the centre of the Gympie region.

Since the 1970s, several efforts have been made by the community and the Council to reclaim the economic and social vibrancy of the past: historic sites are under state and local conservation; the unique regional character is celebrated via annual festivals and events; and public amenities have been improved. Despite such efforts, by the 1990s, Gympie began to be portrayed by the media to be associated with anti-social behaviour and violent crime.

Currently Gympie is promoted as a good place to live with affordable housing, as well as a good place to visit for beautiful landscape and historical sites. A number of annual festivals and events, both local and regional, offer a positive message about the town’s recent revitalisation efforts.

ARCHITECTURAL HISTORY

The physical structure of the Gympie Town Centre predominantly consists of one and two storey buildings. Gympie’s Town Centre still retains much of its architectural heritage from the Gold Rush era through many state and local heritage listed buildings.
State heritage registered buildings are (in the order of construction completion):

- Gympie Court House and Lands Office, 1876
- Former Queensland National Bank, 1877
- My Country; Old Post Office, 1880
- Former Australian Joint Stock Bank and Gympie Stock Exchange Offices and Club, 1882
- Crawford and Co. Building, 1885
- Smithfield Chambers, 1885
- Gympie Town Hall Reserve Complex, 1890
- Former Bank of New South Wales, 1891
- Former Royal Bank of Queensland, 1892
- Tozer’s Building, 1895
- Gympie Court House, 1902
- Gympie School of Arts, 1904
- Gympie and Widgee War Memorial Gates, 1919
- Memorial Park, 1921

The Town Centre’s gold rush origins are still visible, lending to historical connection and main street charm.

CURRENT MARKETING ACTIVITIES

The following themes frequently appear in promotional efforts for the Gympie Town Centre via tourism brochures and websites including Destination Gympie Region, Gympie Region Heritage Trails, Gympie Region Then & Now, Gympie and the Railway, and Wide Bay Burnett, the Perfect Place at your Perfect Pace.

- Beautiful parks and gardens
- History and heritage trails
- Warm hospitality with modern conveniences
- A good place to live with affordable housing
- The major centre for the region

EVENTS

The most significant events in and around Gympie Town Centre are as follows, listed in perceived order of importance.

- **Gympie Music Muster**, 28-31 August 2014, Amamoor Creek State Forest Park, 40km south west of Gympie Town Centre: With over 22,000 Facebook likes, the Music Muster is the biggest annual event in the region. The event is a non-profit community-based festival that raises funds for charity and is supported by over 2000 volunteers annually.

- **Gympie Gold Rush Festival**, 8-22 October 2014, Nelson Reserve, Gympie Town Centre: The festival celebrates Gympie’s past and present with a variety of community events including a parade, car and bike show and a chef’s challenge, as well as a number of associated activities that are held leading up to the festival.

- **Gympie District Show**, 15-17 May 2014, Gympie Showgrounds, 3km south west of Gympie Town Centre: The Agricultural show is the 2nd largest annual show in Queensland following the Royal Queensland Show held in Brisbane.

- **Heart of Gold International Film Festival**, 9-12 October 2014, the Gympie Civic Centre, Gympie Town Centre: In its 7th year in 2014, this film festival showcases Australian and international films. According to Campbell Newman (QLD Premier), “it is fast establishing itself as one of the pre-eminent film festivals in Queensland, if not Australia”.

GEOGRAPHICAL ATTRIBUTES

CLIMATE

Gympie’s sub-tropical climate is generally pleasant throughout the year, reaching the average high temperature of 31.3°C in December and the average low temperature of 6.2°C in July.

Heavy rainfall occurs in the headwaters around Maleny and Mapleton between December and April, sometimes causing the Mary River to flood.

TOPOGRAPHY

The Gympie region is known for its green valleys. The flat eastern side of Mary Street becomes hilly towards the western end. A number of accessible parking spaces are available on the eastern side. The flat part of the street has greater pedestrian presence than the hilly side, despite the elevated breathtaking view of the whole town.
1860s “Town that saved Queensland”
The gold discovery ‘saved Queensland’, which was
verging on bankruptcy, by attracting entrepreneurs and
development to the colony.

1997 “A place of dark and sinister forces”
with a “mind-boggling growth rate of
violence and murder”
– 1997, Professor Paul Wilson (Source: Helltown author
on trial on indecent treatment charges, News Mail)
Gympie was portrayed as having a high rate of sexual
and racial offences and violent crimes.

2007 “...If you don’t take the correct turn
off the Bruce Highway, the town centre can
be quite hard to locate”
– 10 Oct 2007 (Source: Gympie, SMH Travel)
The lack of signage and branding of the Gympie Town
Centre has led to lost tourism opportunities.

2014 “History panels for each of the shops
for tourists and locals to enjoy”
– Feb 2014, Town Centre business owner
During a traders’ meeting, business owners expressed
a desire to celebrate their town history.

TIMELINE

1860s “Town that saved Queensland”
The gold discovery ‘saved Queensland’, which was
verging on bankruptcy, by attracting entrepreneurs and
development to the colony.

1997 “A place of dark and sinister forces”
with a “mind-boggling growth rate of
violence and murder”
– 1997, Professor Paul Wilson (Source: Helltown author
on trial on indecent treatment charges, News Mail)
Gympie was portrayed as having a high rate of sexual
and racial offences and violent crimes.

2007 “…If you don’t take the correct turn
off the Bruce Highway, the town centre can
be quite hard to locate”
– 10 Oct 2007 (Source: Gympie, SMH Travel)
The lack of signage and branding of the Gympie Town
Centre has led to lost tourism opportunities.

2014 “History panels for each of the shops
for tourists and locals to enjoy”
– Feb 2014, Town Centre business owner
During a traders’ meeting, business owners expressed
a desire to celebrate their town history.
A2 GYMPIE TOWN CENTRE (CBD)

Gympie Town Centre is the walkable hub for administration, business, art and culture for Gympie’s regional population of over 47,000. It has served the region since its establishment as a gold mining town in 1867, creating a unique sense of place and a strong sense of community historically centred on its main street, Mary Street. The majority of pedestrian activities take place along Mary Street and in the two nearby shopping centres.

MAIN STREET SHOPPING

The Town Centre section of Mary Street is about 750m long, or about a 10-minute walk, a distance an average person is willing to cover on foot.

At present, a large portion of the street only carries one-way vehicular traffic and parking. The small, intimate scale of the street creates an environment that is pedestrian-friendly; crossing is easy and safe, and it is quiet and pleasant for outdoor activities.

The main street has an estimated annual spending of approximately $35 million in retail sales*.

Place Design Group and Jones Lang LaSalle summarised the following mix of uses in the CBD in 2013.**

The primary business types are:

› Retail 32%
› Professional Services 30%
› Vacant 18%
› Dining/entertainment 9%
› Community 8%
› Residential 3%

THE SHOPPING CENTRES

The two shopping centres in the Town Centre, Goldfields Plaza and Gympie Marketplace, are accessible from Mary Street via Monkland Street. Despite the shopping centres’ one-block distance from Mary Street, the walking experience along Monkland Street is not positive due to the lack of shade and poor landscaping, the 4-lane street width and large car parks, inactive store frontages, and nondescript and monotonous building facades. The steep nature of the street makes the walking experience physically strenuous for people with little mobility.

GOLDFIELDS PLAZA

Goldfields Plaza is a shopping centre located directly north of the Town Centre across Nash Street. It contains anchor tenants not present in the Town Centre, including Coles and Target Country. It accommodates 24 specialty stores with on site car parking (432 spaces). Goldfields Plaza has an annual spending of approximately $47 million in retail sales***.

GYMPIE MARKETPLACE

Gympie Marketplace is located just to the south of the Town Centre on Reef Street. It contains an IGA Supermarket and a small number of specialty stores such as a pharmacy, and has on site parking (over 240 spaces). Gympie Marketplace has an annual spending of approximately $20 million in retail sales***.

RETAIL OFFER

Over 300 businesses (excluding shopping centres) operate in the Town Centre. Council and civic facilities mainly occupy state heritage buildings concentrated on the western end and newer buildings occupy the eastern end of the Town Centre. Retail is mainly focused on Mary Street bounded by Monkland Street and Calton Hill, while professional services are more evenly spread out. A limited number of restaurants and cafes offer lunch options to the Town Centre employees. Most of these services only operate during the daytime and close on the weekends – night-time economy relies on a small number of restaurants, pubs and a nightclub. Despite the Town Centre’s proximity to Gympie Central Primary School, the main street offers little to children, with the exception of Toyworld.

* 2011 figure, retail sales within the study area as defined by the Gympie CBD Revitalisation Strategy Scoping Study April 2013
** Mix of uses within the study area as defined by the Gympie CBD Revitalisation Strategy Scoping Study April 2013 (Excludes shopping centres)
*** 2011 figure, Gympie CBD Revitalisation Strategy Scoping Study April 2013
The Town Centre lacks substantial anchor tenants, possibly due to their migration to flood-risk-free shopping centres and the shape and size of the existing building stock that is inappropriate for large tenants like supermarkets or department stores. The absence of large stores in turn allows the main street to maintain narrow shop facades and advocate diverse and interesting frontages. On Mary Street there is a strong presence of low quality discount stores that offer similar products. The street lacks ‘everyday grocers’ such as bakeries, butchers and fruit and vegetable stores.

COMMUNITY, CULTURE AND RECREATION

Beautiful gardens and parks are a recurring theme for Gympie tourism. In the Town Centre two main parks form a nature hub, Memorial Park and Nelson Reserve. Memorial Park is a State Heritage registered site and faces Reef Street. Despite the proximity, the park is physically and visually isolated from the main street and has limited connections to it. Nelson Reserve is the heart of the Gympie Gold Rush Festival and offers a diverse range of amenities from picnic facilities and playgrounds to a skate bowl, basketball court and Sound Shell (a performance stage). It is also adjacent to large sport fields in Albert Park.

Council-led art activities at the Gympie Regional Gallery and Gympie Library focus on various age groups including small children and seniors, with programs and activities like healthy ageing, life drawing and student exhibitions.

OPERATIONS

TRADING HOURS

Trading hours of businesses on the main street are typically between 8:30am and 5pm. Only a limited number of Town Centre businesses, mainly dining and entertainment uses, open on weekends and in the evening, reducing the number of reasons for people to come and spend time in the Town Centre. Few cafes and restaurants are open for dinner, some with outdoor dining options. The shopping centres generally have weekday trading hours of 8:30am – 5pm, except the supermarkets that open till 9pm during the week.

VACANCIES AND UNDERUTILISED SPACES

46 tenancies are vacant in the Town Centre*. Unoccupied/ neglected buildings, combined with underutilised areas that lack street activation, dilute the otherwise pleasant walking experience of the Town Centre. Whilst Mary Street is generally an intimate, attractive environment with a good sense of place, the rear of the allotments lack activation – particularly along Reef Street and River Road facing onto Memorial Park.

RENTAL RATES

As part of the analysis undertaken for the initial Revitalisation Strategy Scoping Study (April 2013), it was identified that rent levels of around $200/m2 are average for non-flood affected properties in the Town Centre and flood affected properties are estimated to be substantially lower. In comparison, Gympie Central shopping centre rates were identified as follows:

- Anchor tenants: $179-$338/m2
- Food and Beverage: $1000-$1543/m2
- Specialty Retail: $519-$1641/m2

IMPACT OF FLOODING

Gympie has periodically suffered from significant floods along the Mary River with the first recorded flood in 1870. Since then, the town has been inundated in 1893, 1955, 1968, 1974, 1989, 1992, 1999, 2011 and 2013. The January 2013 flood, the fourth in the last 3 years, inundated 143 businesses in the Town Centre.

About one third of the main street retail area would be impacted by a 100-year flood.

PARKING

Open-air parking spaces are spread around the Town Centre and the two shopping centres have 670 spaces in total. If a driver cannot find a car park on Mary Street, they have to drive a large loop to look again due to the oneway street.

* For study area, refer to Gympie CBD Revitalisation Strategy Scoping Study April 2013
Gympie Central shopping centre provides the highest level of local retail competition for the Town Centre attracting residents from Gympie as well as smaller towns around it. While a number of large regional competitors in the tourism sector exist, including the Sunshine Coast, Brisbane and the Fraser Coast, only Maryborough offers heritage related attractions similar to those of Gympie.

LOCAL – WITHIN 20 MINUTES OF THE TOWN CENTRE

GYMPIE CENTRAL

Gympie Central is a standalone shopping centre approximately 1.2km southeast of the Gympie Town Centre. It is the Town Centre’s primary competitor, as it contains the anchor tenants that the Town Centre lacks, such as Woolworths and Big W, and attracts many smaller retailers. It has more than 55 specialty stores and has approximately double the amount of car parking spaces (752) per 100sqm of the Town Centre's street parking. There are different trading hours for different stores, but most specialty stores trade from 8:30am-5.30pm (Mon, Tue, Wed, Fri), until 9pm on Thursday, 4pm on Saturday and from 10am-2pm on Sunday. Woolworths and Big W are open until 9pm during the week, 5pm on Saturday and 6pm on Sunday. Gympie Central has an annual turnover of approximately $119.7 million*

SOUTHSIDE TOWN CENTRE

Southside Town Centre is an open-air shopping centre in the suburb of Southside in Gympie. It is approximately 1.5km from the Gympie Town Centre. The centre opened in 2011 and caters for Gympie’s growing southern population. It has a Woolworths, restaurants, cafes and a number of specialty stores which envelope the central car parking area. It offers a higher level of convenience in comparison to the Town Centre due to the design of the centre that accommodates the many car users of the Gympie population.

GYMPIE MUSEUM MARKETS

The Gympie Museum Markets are held beside Lake Alford, 3.5km southeast from the Gympie Town Centre. They are held on the 1st, 3rd and 5th Sunday of each month from 7am to 12pm. There is often live music to accompany the markets, which sell a variety of products including bric-a-brac and fresh produce.

GYMPIE SOUTHSIDE MARKETS

The Gympie Southside Markets are held at the Gympie South State School, 1.75km south of the Gympie Town Centre. They are held on the 2nd and 4th Sunday of every month from 7am to 12pm. It is one of the largest markets in the region, selling fresh produce, plants, clothes, food, drink and pony rides.

REGIONAL – WITHIN 1 HOUR OF THE TOWN CENTRE

Gympie is the regional centre for many surrounding towns. These include Kilkivan, Goomeri, Imbil, Kandanga and Amamoor among others. The limited size of these economies restricts the level of competition for Gympie.

MARYBOROUGH

Maryborough is the next regional town approximately 87km north of Gympie. It has four large supermarkets and a number of specialty stores across Station Square Shopping Village and the Town Centre. The town, founded in 1847, is known for its heritage, which is highlighted in its marketing campaign and heritage markets held every Thursday. Maryborough has a population of 21,500 people.

COOLOOLA COVE, TIN CAN BAY, RAINBOW BEACH

Cooloola Cove is a small town about 40mins (53km) north east of Gympie. It has a small shopping centre with tenants including Woolworths, a bottle shop and newsagent. These shops would provide locals in the town of Cooloola Cove, as well as nearby towns such as Tin Can Bay and Rainbow Beach an option for grocery shopping without travelling to Gympie. Tin Can Bay and Rainbow Beach rely on small-scale tourism, being very small waterfront villages.

NOOSA

A major tourism destination for the region, Noosa is located approximately 65km southeast of Gympie. This area caters for a range of tourist markets, including markets not targeted in Gympie such as international tourists and the high-end domestic market. Noosa Farmers’ Market is held every Sunday (7am – 12pm) in Noosaville while the Eumundi Market is held Every Wednesday (8am – 1.30pm) and Saturday (7am – 2pm) in the Eumundi town centre.

* 2012 figure, Gympie CBD Revitalisation Strategy Scoping Study April 2013
MAROOCHYDORE
The commercial and retail centre of the Sunshine Coast, Maroochydore is approximately 83km southeast of Gympie. It contains a major shopping precinct within the Town Centre and the Sunshine Plaza Shopping Centre, the largest shopping centre on the Sunshine Coast. Sunshine Plaza includes Myer department store, Kmart, Target, Coles, Woolworths, a 12-screen BCC cinema complex and over 200 specialty stores. Sunshine Plaza has an annual turnover of over $500 million*.

REGIONAL – WITHIN 2 HOURS
OF THE TOWN CENTRE

HERVEY BAY
Hervey Bay is approximately 1.5 hours (121km) north of Gympie. Its major point of competition with Gympie is in the tourism industry, as it is a major access point to Fraser Island, which attracts over 650,000 visitors per year. It is also a tourist destination in its own right, offering whale watching, recreation and fishing from the boat harbour. With a population of over 75,000 it has retail offerings to support the local population, including Woolworths, Bunnings Warehouse and a cinema complex. Being an amalgamation of many small seaside villages, it does not compete with the heritage marketing strategies of Maryborough or the main street feel of Gympie.

CALOUNDRA
Caloundra is a popular family holiday destination, approximately 1.5 hours (95km) southeast of Gympie. It has a high number of day trip visitors from cities such as Brisbane.

BRISBANE
Brisbane is approximately two hours (170km) south of Gympie. Being a major capital city of over two million people, it offers a significant range of retail and commercial opportunities. Consistent economic growth in white-collar industries (e.g. information technology, financial services, administration etc.) is likely to attract entrepreneurs from the Gympie region. Brisbane would cater for any consumer, business or industrial interests that Gympie or the Sunshine Coast is unable to offer.

* 2012 figure, Queensland Government, Media Statements, October 10, 2013
Today, with a population of over 19,000, Gympie is the largest regional centre between Maryborough and the Sunshine Coast. By 2031 the population of Gympie is expected to grow to 25,000, and that of the Gympie region to 64,000 people.

### COMMUNITY SNAPSHOT

<table>
<thead>
<tr>
<th></th>
<th>Gympie</th>
<th>Gympie LGA</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2006</td>
<td>2011</td>
</tr>
<tr>
<td>Population</td>
<td>16,454</td>
<td>18,602</td>
</tr>
<tr>
<td>Median Age</td>
<td>38</td>
<td>39</td>
</tr>
<tr>
<td>Dominant Age Group</td>
<td>-</td>
<td>5-9, 7.4%</td>
</tr>
<tr>
<td>Male</td>
<td>47.7%</td>
<td>47.8%</td>
</tr>
<tr>
<td>Female</td>
<td>52.3%</td>
<td>52.2%</td>
</tr>
<tr>
<td>Aged 4 years and under</td>
<td>71%</td>
<td>7.2%</td>
</tr>
<tr>
<td>Aged 14 years and under</td>
<td>22%</td>
<td>21.8%</td>
</tr>
<tr>
<td>Aged 65 years and over</td>
<td>17.3%</td>
<td>19%</td>
</tr>
<tr>
<td>Unemployment***</td>
<td>610, 8.0%</td>
<td>596, 7.8%</td>
</tr>
<tr>
<td>Weekly average household income</td>
<td>$716</td>
<td>$826</td>
</tr>
</tbody>
</table>

### COUNTRY OF BIRTH

- Dominant: Australia, 86.7%
- Secondary: England, 2.5%

### FAMILY COMPOSITION

- Couple without children***: 1,795, 40.3% - 2,087, 42.2% +16% 47.4%
- Couple with children***: 1,749, 39.3% - 1,753, 35.5% 0% 35.4
- One parent family***: 861, 19.3% - 1,016, 20.6% +18% 16.1%

### HOUSEHOLD COMPOSITION

- Family households: 4,401, 68.3% - 4,880, 68.0% +11% 71.7%
- Single households: 1,505, 18.8% - 2,058, 28.7% +37% 25.4%

### CORE AUDIENCE GROUPS

The core audience groups for the Gympie Town Centre include:

- **Gympie locals**
  This audience live and work around the Town Centre and enjoy getting to know their favourite part of the street, the best bench to sit on or the nicest spot in the park. They are attracted to the Town Centre because of its intimate, pleasant scale, access to the variety of amenities and shopping and their familiarity with its historical past.

- **Business**
  This audience is critical to making the Town Centre vibrant and active. They provide a variety of reasons for people to come and spend time in the Town Centre. They also provide employment in the Town Centre, allowing the workers to contribute to daytime activation.

- **Regional locals**
  This audience live in smaller towns just outside of Gympie, and seek conveniences not found in their areas of residence: the main street lined with shops and outdoor dining, shopping centres and concentration of amenities and services.

- **Visitors**
  Over 1.1 million people visit Gympie every year, mainly for the purpose of tourism. They are attracted to an easily recognisable Town Centre with places to eat out, tour and shop.

### EVOLVING DEMOGRAPHY

Between 2006 and 2011 the local population in Gympie changed:

- 13% increase in the total population
- 56% increase in people aged 14 years and under
- 24% increase in people aged 65 years and over
- 16% increase in couples without children
- 15% increase in median weekly household income, but 49% increase in the median monthly mortgage repayment and 44% increase in median weekly rent
- 18% increase in one parent households
- 37% increase in single households
- Stable ethnic profile - the majority born in Australia

---

* ABS 3218.0, OESR, Lawrence Consulting
** Population change from 2006 to 2011 in percentage
*** People who reported being in the labour force, aged 15 years and over
**** People aged 15 years and over
QUICK FACTS

LOCALS

- The number of couples without children continues to exceed that of couples with children. Singles and childless households are attracted to more urban areas with clustered amenity and social opportunities.

- 1 in 5 people are aged 65 years and over and the number continues to grow. Older people have little disposable income for costly social activities, so it is essential that freely accessible spaces and activities are provided.

- 1 in 5 people are children aged 14 and under and the number is increasing annually by 2.5%.

VISITORS

- Of the 1.1 million visitors that come to the Gympie region annually, 47% visit for the purpose of holiday, 26% to visit friends or relatives, and 14% on business. 90% of the visitors come from other parts of Queensland. They eat out at restaurants, spend time with their friends and relatives, go to the beach, go sight seeing, shopping and fishing**.

- Gympie’s six accommodation establishments have 63.8% room occupancy rate on average***.

BUSINESS

- Over 300 businesses are in operation in the Town Centre (Tenancy Audit 2013). The workers are predominantly government employees, business owners and service providers. They have very regular work hours that match the store trading hours. However, they have an opportunity to use the public realm during lunches and coffee breaks.

- Gympie’s unemployment rate at 7.8% is significantly higher than the national average of 5.6% (2011 figure), partly due to the large proportion of older population.

ABOUT THE WHOLE GYMPIE REGION

- 94% of the dwellings had motor vehicles in 2011
- 70% of the total occupied dwellings had an internet connection in 2011*
- 6.5% are in need of assistance with a core activity
- 40.8% of residents migrated to Gympie region between 2006 and 2011: 24% from other parts of the region, 62% from elsewhere in Queensland, 9% from the rest of Australia and 4% from overseas*
- 22.2% of residents over 15 years of age volunteered in 2011

---

* ABS, Census of population and housing, 2011, Basic community profile
** Tourism Research Australia, annual figures for 2009-2012
*** 2013 June quarter figure, ABS Tourist Accommodation, small area data

---
A5 LOCAL VALUES AND ASPIRATIONS

The following provides a synthesis of the local values and aspirations that emerged from the engagement process for this project, as well as previous engagement undertaken by the business community.

Place Partners has been engaged to conduct 11 separate engagement activities: ‘What’s great about Gympie’ online survey (48 responses); ‘What’s great about Gympie’ postcard survey (299 responses); face-to-face interviews with the community (c.10 interviewees); Instagram social media engagement program (4 responses); 2 Stakeholder/Business Workshops (30 and 33 participants in the first and second workshops respectively ); 2 Councillor Workshops (16 and 6 participants in the first and second workshops respectively); online/faceto-face Place Logo Feedback Survey (157 participants); and a Marketing Directions and Implementation Priorities survey (82 participants). In addition we have reviewed past engagement material such as notes from traders’ meetings to gain insight into any changes in the community’s values and aspirations.

Key engagement findings and their source are summarised under each of the aspiration themes.

Engagement source key

<table>
<thead>
<tr>
<th>Engagement source key</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>‘What’s great about Gympie’ online/ postcard survey</td>
<td>OS</td>
</tr>
<tr>
<td>Face to face interviews</td>
<td>FF</td>
</tr>
<tr>
<td>Instagram social media engagement program</td>
<td>IP</td>
</tr>
<tr>
<td>Stakeholder/Business Workshop 1 &amp; 2</td>
<td>BW</td>
</tr>
<tr>
<td>Councillor Workshop 1 &amp; 2</td>
<td>CW</td>
</tr>
<tr>
<td>Place Logo Feedback Survey (online/face-to-face)</td>
<td>PS</td>
</tr>
<tr>
<td>Marketing Directions and Implementation Priorities survey (online/hardcopy)</td>
<td>MS</td>
</tr>
<tr>
<td>Traders meetings (previous engagement)</td>
<td>TM</td>
</tr>
</tbody>
</table>

HISTORY & HERITAGE

Gympie’s gold mining history and the series of heritage buildings and sites are valued attributes of the town. The town’s ‘gold’ history is the underlining character that the locals often identify with. The community feel proud of their collective memories and celebrate them via events such as the Anzac Day Parade. However some of the workshop participants said they do not normally pay attention to the historical monuments or signage such as the plaques installed at the entries of heritage buildings.

Engagement evidence:
- 62% said they liked the colour gold because of their gold mining history (OS)
- 51% said the Gympie Town Centre should be known as ‘a town strong in history and heritage’ in the future (OS)
- History and heritage were town characters most commonly identified (BW, CW, PS)

RESILIENT COMMUNITY

Gympie has been a town with a strong sense of community since its establishment as a mining town and through the recurrent floods. The locals are proud of their warm, friendly nature and willingness to help in times of need. While such connection holds the community together emotionally, the irregular pattern of the Town Centre and sporadically placed shops lack the qualities of a “heart”: It currently serves as the administrative centre of the region, but not the centre of the community. Surprisingly, businesses that have been affected by the floods have operated longer than those that have not.

Engagement evidence:
- 42% said they would like Gympie Town Centre to be known as ‘a great place to socialise’ in the future (OS)
- Words like ‘welcoming’, ‘friendly’, ‘country soul’ were used to describe the people of Gympie (BW, CW)
- Gympie is considered to be a wonderful place to raise children (BW, CW)
- The locals would like to spend more time in the Town Centre if there were more things to do (MS)
- Volunteer spirit is highly regarded (BW, FF)

“I love the Gympie cinema but there is nothing near the cinema to do after the film. Something for families like a games arcade or a family diner with an ice cream bar! Or reopen Cold Rock.”

- 9 May 2014, Survey respondent
ACTIVE & HEALTHY LIFESTYLE

Two conflicting interests are expressed: while some say the lack of parking space on Mary Street is pushing out potential customers to shopping centres, most say there is a need for more walking opportunities in and around the Town Centre. Activities including kayaking/rafting, river walk and fun run are examples of possible physical activities that were suggested by the community - they expressed a strong interest in improving their health while bringing more energy into the Town Centre. Currently most physical activities take place in sport fields outside of the Town Centre.

Given the strong agricultural industry in the region, the locals feel fresh/gourmet food is a logical avenue for economic development. However, some fresh food producers say it is difficult to compete with large supermarket chains and they are located outside of the Town Centre.

Engagement evidence:

- Lack of quality cafes and restaurants, and outdoor dining options were identified as deterrence to spending more time in the Town Centre (BW, OS)
- There is not enough marketing of the local produce including macadamias (BW)
- Food related events like markets would draw more people into the Centre (MS)
- Fresh produce markets currently take place outside of the Town Centre where parking space is abundant (FF)
- Connecting the Town Centre with the beautiful surrounding landscape would rejuvenate the Town Centre (BW)
- 40% said they like the colour leaf green because it represents Gympie’s landscape (OS)

ART AND CULTURE

Gympie hosts a series of music events, festivals and shows throughout the year, but lacks provision of everyday art and culture. This has a particularly large impact on young people.

During the first Stakeholder/Business Workshop, the participants expressed a strong interest and support for bringing youth into the Town Centre. They felt that it was unfortunate there are no informal avenues for young people to pursue art and music, although Gympie Art Gallery and the Australian Institute of Country Music are two formal avenues.

Engagement evidence:

- Music Muster is considered the biggest event, but it currently has no presence in the Town Centre (BW, CW, TM)
- Markets and live events (i.e. music) were identified as ways to attract people to the main street, including young people. (BW, CW, TM, FF, MS)
- Markets (51%), outdoor dining (48%) and free wi-fi (39%) were top three amenities in the Town Centre desired by the community (OS)
- The Town Centre was thought to have an opportunity to create a vibrant and creative environment that is different from that of the shopping centres (MS)

“Mary Street needs to be friendly for young people and under 35s. Young people need to have a significant role in creating the scene.”

– 13 May 2014, Gympie resident
A6 INFLUENCES ON GYMPIE’S IDENTITY

INFLUENCES ON PLACE
The identity of a place, its ‘brand’, as well as how ‘attractive’ a place is to customers, is influenced by a wide range of factors. These factors can be social, cultural, physical, political, and economic. By understanding the factors that have contributed to the current perception and use of the Gympie Town Centre we can identify opportunities for developing a branding and marketing strategy that link the promise with the product in a way that is both authentic and realistic.

SOCIAL/CULTURAL
THE YOUNG AND THE OLD
› Over 40% of the locals are 65 and over or 14 and under
› The number of people aged 25-54 has grown the least compared to other age groups

COMMUNITY PRIDE & RESILIENCE
› Gold mining history
› Resilience in the face of repetitive flooding
› Celebration of historic sites, events and people

COMMUNITY OF VOLUNTEERS
› Endurance through challenging times of recurrent floods
› Donation of time and energy to raise funds for charities

UNTOLD STORY
GYMPIE REGION
› Positive, unique stories only known to the locals
› Negative stories travel afar via various means of media

CREATIVITY IN BUSINESS & ARTS
› Quirky signage
› Australian Institute of Country Music, Art Gallery
› Boutique shops

The influences on Gympie’s identity as set out below provide the foundation for the development of a unique place brand for the Gympie Town Centre. They are categorised into the two themes; Social/Cultural and Economic/Environmental. The first addresses influences on people’s relationships and cultural commonalities, the latter looks at what has had an impact on the Town’s economic development and use of physical environment.
ECONOMIC/ENVIRONMENTAL

PROACTIVE PLANNING

› Information on flood affected areas
› Evacuation plan templates
› Emergency response & restoration plan
› Plans for economic development

AFFORDABILITY & LOCATION

› Historic and geographical centre of the region
› Central yet affordable main street

EVENTS AND TOURISM

› Gympie Music Muster
› Gympie Gold Rush Festival
› Heart of Gold International Film Festival

HISTORY & HERITAGE

› Gold rush history
› Heritage sites
› Stories passed down from generation to generation

CLUSTER OF AMENITIES

› Council offices
› Services including banks, surveyors
› Shopping Centres & boutique shops

NATURAL BEAUTY

› Undulating valleys & Mary river
› Lush green open fields
› Fresh air

FRESH PRODUCE

› Agriculture as main industry
› Gympie Region Food Trail
› Gympie Gold Regional Produce

SAFE AND FAMILY-FRIENDLY

› Plenty of outdoor space
› Walkable streets
› Accessible and well-maintained
PART B
GYMPIE TOWN CENTRE
BRANDING AND MARKETING STRATEGY
This Branding and Marketing Strategy provides the strategic framework for future marketing activities by Gympie Regional Council and local partners. It capitalises on the set of existing positive identities associated with the Gympie Town Centre to create a place brand and marketing directions that communicates the positive story of the place.

What is a brand and why do we need one?
Brand identity or brand image is a mental or emotional association in a community’s or visitor’s mind. It is the collective impression of a place resulting from the words you use to describe a place and the images you use to represent it. After a few impressions, visitors remember these associations and the brand is born. Place brand is not about selling a well-wrapped product; there are no quick fixes and it involves a dedicated community and civic entrepreneurs.

A place brand is a complex entity in the minds of the local community and those that visit or learn about a place. As such, it should speak to the very essence of what makes that place unique and different from others. However, like the Nike ‘tick’ it does not need to directly emulate landmarks or iconography of place, it can be a more ‘emotional’ response to the essence or character of a place. Gympie Town Centre’s unique character is currently impaired by different, sometimes conflicting, stories told by the media as well as people outside of the town. In order to develop Gympie Town Centre’s unique place brand, such external perceptions need to be shifted to align with the local understanding, pride built in the Town’s places and assets, and the positive stories used to attract a broader catchment of users. The marketing activities should then share and build on this place brand.

What is place marketing and how can it help Gympie Town Centre?
Place marketing is the planned communication and delivery of a place brand. It aims to tell the story as well as build the story of a place. It ‘sells’ what the place is but also what it wants to be. This allows for authentic communication simultaneously with place evolution and improvements.

Gympie Town Centre has developed organically as a reflection of community needs and values. It has done so without a long-term strategy for who it is for and what it wants to be. Increasing competition, flooding, changes in spending patterns and community behaviour has resulted in a Town Centre that no longer meets the needs of its community. It is a services hub but not a community heart; it is a regional centre but not for art and culture; it is a great place to raise a family, but poorly understood by outsiders.

Place marketing for Gympie relies on two key tenets. The first, that activities should build on the positive place brand outlines in this Strategy and secondly that actions are delivered collaboratively to deliver real benefits to the Town Centre through a balance mix of communication and improvement actions.
WHO WILL USE THE STRATEGY?
The Strategy is designed to be used by multiple stakeholders in order to ensure alignment around marketing and branding endeavours as well as to maximise resource efficiencies. The Strategy will be used as a guide for Council, Town Centre businesses, regional businesses, community and cultural organisations looking to align with the Town Centre.

WHAT AREA DOES THE STRATEGY COVER?
At the inception of this project, the focus of the Branding and Marketing Strategy was on the ‘Gympie CBD’, especially Mary Street. As the project developed, it became apparent that:

- ‘Gympie Central Business District’ does not align with the intended place branding or marketing messages that refer to not only the business related activities in the CBD but also social and cultural offerings
- The perception of Gympie CBD is closely associated with that of the town and the region

The term ‘Town Centre’ is more reflective of the role of the centre and distinct from that of a typical shopping centre or ‘big box’. As such the Strategy has been developed to market the ‘Gympie Town Centre’ not the CBD. While the wider Gympie region has been considered, the main street and surrounding area remain the focal point of marketing actions.

WHO ARE THE TARGET MARKETS
Strong economy and opportunities for socialisation in the Town Centre are critical to attract more people to the main street. Accommodating the locals’ needs as a priority ensures that there will be regular, repeat customers and builds critical mass required to sustain viability of the current and future businesses. Similarly, the businesses need to address the local customers’ needs prior to considering needs of out-of-town residents and visitors.

As the local economy develops over time, opportunities to widen the target market groups can be explored; to include regional residents in the Gympie region as well as visitors from Queensland, other states and overseas.

Based on the above rationale the Gympie Regional Council identified the local residents and businesses as the primary audience, and regional residents and tourists as secondary audience.
The diagram below provides an outline of the Place Brand and Marketing Directions for Gympie Town Centre. The following sections B4-B6 explain the research inputs and process of developing elements of this Strategy in detail.

HEALTHY COUNTRY LIVING

SERVICES HUB

WORKING TOGETHER

PRODUCTIVE CREATIVITY

HIDDEN HISTORIES

GYMPIE GOLDEN OPPORTUNITY

Golden Opportunity represents the Gympie community’s traditional values and the aspirations for the future. Golden talks about the gold rush history, our elders, the sun and fresh produce, beauty, value and endurance. Opportunity talks about our social and relaxed way of life, creating new business, learning new skills and forming partnerships.

GYMPIE IS A GREAT PLACE TO...

...LIVE WELL
...MEET YOUR DAILY NEEDS
...BE PART OF A COMMUNITY
...CREATE SOMETHING
...BECOME PART OF HISTORY

#1 CELEBRATE

STRENGTHEN GYMPIE TOWN CENTRE AS THE HEART OF THE COMMUNITY – A PLACE CREATED BY LOCALS FOR LOCALS

#2 COLLABORATE

BUILD A PARTNERSHIP CULTURE AND CONNECT BUSINESSES

#3 CREATE

ENCOURAGE INNOVATION, EXPLORATION AND CREATIVITY AS PART OF THE TOWN

#4 COMMUNICATE

TALK ABOUT AND SHARE GYMPIE’S GOOD NEWS STORIES
A place brand is not only about what the place is today but what it wants to be in the future. In order to reflect and include local assets and people in the brand, a clear understanding of the current perception of the Town Centre is critical.

**HOW ARE WE PERCEIVED TODAY?**

Places are known of, and perceived differently, at different scales. The following aims to capture perceptions of Gympie from different perspectives.

**Global Identity**

At the international level, Gympie is relatively unknown. The little information available for the international community focuses on the Gympie region and/or Queensland. Tripadvisor recommends three attractions in Gympie: Mary Valley Heritage Railway, Gympie Gold Mining and Historical Museum and Gympie Tours.

**National View**

At the national level, the current perception is mainly influenced by the media — the town’s reputation is heavily tied to the recent floods and a small number of online articles available that fetch violence-and-crime-related and negative stories from a decade’s ago i.e. the town was once known as ‘hell town’.

**Regional Perception**

At the regional/state level, the perception of Gympie is most distorted. Several locals shared stories about travelling to other towns and cities in Queensland, and being subjected to derogatory terms, such as ‘bogan town’ or ‘welfare town’. In the tourism sector, Gympie does not have a cohesive range of marketing collateral by both the Council and private sector - a portion of it currently appears to be outdated and inconsistent in terms of both content and appearance.

**Local Prespective**

The locals are surprised by the negative external perception of their town. They have a strong emotional connection to their home and feel proud of their collective resilience, unique history, sense of community and family-oriented lifestyle. The locals directly share their stories with the town community via the Gympie Times, public notices and radio.

**HOW DO WE WANT TO BE PERCEIVED IN THE FUTURE?**

The following five themes provides the foundation for the place brand. Together they capture the best of Gympie, as it is today as well as the community’s aspirations for the Town’s future and how it is perceived.

**Healthy Country Living**

The locals value a healthy, active and social way of living in a beautiful and natural environment. They feel Gympie Town is a great place to raise children, with many gardens and parks and safe public spaces. Undulating green valleys surrounding the Town Centre and the pleasant climate are a source of pride for the locals and a unique selling point for visitors.

**Services Hub**

Gympie Town Centre is the current and historic service centre for the region. The combination of the main street and shopping centres makes the Town Centre an ideal location to meet friends AND run errands. The main street provides a unique ‘going into town’ experience for the small town residents in the Gympie region.

**Working Together**

Both the community and Council value the main street. The Council’s support for existing and new business and the revitalisation of the Town Centre is in line with the community’s desire to help bring social vibrancy back and maintain a strong emotional connection to Mary Street and its long-standing businesses.

**Productive Creativity**

Creativity takes place in cultural activities, as well as business development. Gympie’s agricultural industry advocates the Town’s image as the hub for good, hearty food, and the more businesses courses being added to tertiary education. Gympie Town’s unique sense of humour, fun and creativity is expressed through art, music and film related activities, street furniture and shop fronts.

**Hidden Stories**

Gympie’s history of over 140 years offers layers of meaning and memories that are valued by the local people. Positive stories arise from enduring the recurrent flooding, economic transition to agriculture and manufacture industries and the locals’ small and big achievements. Such good stories are yet to be shared with people outside the community.
OUR FUTURE PLACE BRAND

Gympie Town Centre’s place brand is captured by the words ‘Golden Opportunity’. These words capture the Town Centre’s ‘essence’ or ‘personality’ to reflect the best of what the town has been, what it is today and its potential for the future.

The place brand is more than just words, it is the basis for all marketing activities and as such is the very foundation of this Strategy.

GOLDEN OPPORTUNITY

Golden Opportunity represents the Gympie community’s traditional values and the aspirations for the future. Golden talks about the gold rush history, our elders, the sun and fresh produce, beauty, value and endurance.

GOLDEN

Golden refers to Gympie’s past and the future. It describes a place that is promising and valued; historical and enduring; brilliant and happy; flourishing and mature; and healthy and fresh.

OPPORTUNITY

Opportunity is positive and forward thinking, it refers to Gympie’s relaxed way of life and affordable living, freedom of expression, sense of entrepreneurship, community activities and events.

OUR PLACE LOGO

The logo represents Gympie Town Centre’s brand essence and the key messages that the brand aims to deliver.

The architectural forms represent historical buildings of Gympie (Town Hall). It also symbolise the enduring spirit of the community.

The circle represents gold, the heart, the centre, inclusivity and community. Gympie as the centre of economy and people.

The hills and river represent the agricultural industry of the area and the Mary River. The leaf represents the green parks, gardens and trees of Mary Street and active living.

These icons represent building blocks and strong foundations upon which community and business can be built. They are also a nod to gold bars. They suggest growth and progression. Stacking upon each other to hold up the town.
KEY MARKETING MESSAGES

As a subset of the Place Brand, the following marketing messages are the catalyst for the future development of marketing activities and strategies for the Gympie Town Centre. They reflect the values and aspirations of the local community regarding the future of the place. All marketing activity that the Gympie Regional Council undertakes will need to articulate these five marketing messages.

GYMPIE IS A GREAT PLACE TO...

LIVE WELL
Have a full and rewarding life by being active, eating healthy and spending quality time with family and friends in an environment that is affordable, safe and green.

MEET YOUR DAILY NEEDS
Enjoy the convenience of the Town Centre, from buying bread and meat and shopping for the whole family in the main street and shopping centres, to going to dinner with friends and going to the post office.

BE PART OF A COMMUNITY
Feel a sense of belonging by supporting local business, volunteering with the neighbours, helping young people develop new skills and participating in the Town activities, events and revitalisation.

CREATE SOMETHING
Be part of the town revitalisation: be innovative, try out new ideas and express creativity through agriculture, small or large business, the arts or community development.

BECOME PART OF HISTORY
Experience the historic charm, take a part in making new history as a resident, visitor or business owner, and share our unique stories with people outside the Town.
The Marketing Directions will guide activities, events and policies that tell the story of the brand essence and its key messages. Marketing actions aim to specify implementation details in line with the Marketing Directions in an achievable, appropriate and sustainable manner.

GYMPIE: GOLDEN OPPORTUNITY...

**MARKETING DIRECTION #1 CELEBRATE**
STRENGTHEN GYMPIE TOWN CENTRE AS THE HEART OF THE COMMUNITY – A PLACE CREATED BY LOCALS FOR LOCALS

**MARKETING DIRECTION #2 COLLABORATE**
BUILD A PARTNERSHIP CULTURE AND CONNECT BUSINESSES

**MARKETING DIRECTION #3 CREATE**
ENCOURAGE INNOVATION, EXPLORATION AND CREATIVITY AS PART OF THE TOWN CENTRE

**MARKETING DIRECTION #4 COMMUNICATE**
TALK ABOUT AND SHARE GYMPIE’S GOOD NEWS STORIES
#1 CELEBRATE
STRENGTHEN GYMPIE TOWN CENTRE AS THE HEART OF THE COMMUNITY – A PLACE CREATED BY LOCALS FOR LOCALS

This Marketing Direction focuses on strengthening the relationship between the local community and the Town Centre. It aims to respond to the growing competition of out-of-town retail and the impacts of the retail downturn and flooding on Mary Street in particular, by revitalising the Town Centre as a place to play, work and shop. Creating a heart for the community is also about ensuring that Mary Street provides ongoing and enhanced opportunities for socialisation, celebration and cultural expression.

THE OBJECTIVES OF THIS MARKETING DIRECTION ARE TO:

- Improve the Town Centre experience to make it a place worth visiting and spending time in
- Encourage new businesses that meet daily needs shopping and ensure services stay in the Town Centre
- Invite community participation in Town Centre revitalisation

PRIMARY AUDIENCES

- Local and regional residents
- Business

#2 COLLABORATE
BUILD A PARTNERSHIP CULTURE AND CONNECT BUSINESSES

This Marketing Direction takes advantage of the region’s existing businesses, activities and events by bringing the energy into the Town Centre from music and arts to food and retail, while exploring new opportunities to build on the current strengths: the Town Centre businesses are stronger when they collaborate, and when supported by the locals; the high quality, healthy and affordable local produce is the region’s pride with an opportunity to be more present in the Centre; and the various cultural festivals can activate regular, sustainable local programs that may catalyse new events and activities.

THE OBJECTIVES OF THIS MARKETING DIRECTION ARE TO:

- Build economically sustainable relationships between Town Centre businesses themselves and with out-of-town businesses
- Connect businesses to promote a whole of Town Centre offer
- Provide an authentic point of difference
- Diversify and expand the local economy

PRIMARY AUDIENCES

- Business
- Local and regional residents
- Visitors
#3 CREATE
ENCOURAGE INNOVATION, EXPLORATION AND CREATIVITY AS PART OF THE TOWN CENTRE

This Marketing Direction focuses on building a culture of innovation, exploration and creativity in the Town Centre. This is attractive to a strong volunteering community, business entrepreneurs, youth and talent who want to be actively involved in making their places better and meet their needs. By sharing the creative process of change and adaptation people feel a stronger connection to place and are more likely to be loyal.

#4 COMMUNICATE
TALK ABOUT AND SHARE GYMPIE’S GOOD NEWS STORIES

The Town Centre’s identity and attractiveness is inextricably linked to how people talk about it and what people know about its story. This Marketing Direction aims to refocus community and media discussions around the positive stories associated with the area, both past and present, in particular the Key Marketing Messages identified in Section B5. Positive stories about success and opportunities are attractive to business and visitors alike.

THE OBJECTIVES OF THIS MARKETING DIRECTION ARE TO:

- Actively encourage new ideas and creative thinking through education, programming and experimentation
- Connect the regional events to the Town Centre
- Support start up businesses

THE OBJECTIVES OF THIS MARKETING DIRECTION ARE TO:

- Change the perception of Gympie
- Reveal what’s great about Gympie and share it with a wider audience
- Share business opportunities

PRIMARY AUDIENCES

- Business
- Local and regional residents
- Visitors

PRIMARY AUDIENCES

- Business
- Visitors
PART C
2014-2017 MARKETING ACTION PLAN
Delivering the Strategy
### C1 OVERVIEW

This Action Plan is a three year implementation plan for the collaborative delivery of marketing and branding activities for Gympie Town Centre. The activities themselves have been developed from existing successful events and programs and new ideas provided by the community. Each activity selected has been assessed against the Activity Assessment Criteria and reflect the Town Centre Brand and Marketing Directions.

The selected Actions aim to improve Town Centre’s offer to the community, in terms of the range of things to do, as well as its contribution to the local economy. It is envisaged that this three-year plan will form the basis for generating the next wave of actions for the future.

### ACTIVITY SELECTION

Hundreds of ideas were received during the project and engagement process. Selection criteria filters (see table) were applied to each action to determine which ideas would be most beneficial to the area. This filtering of ideas resulted in an achievable and realistically sized list of actions to prioritise over the next three years. For instance, the idea of installing fairy lights on Mary Street street trees was well endorsed by the community and the Community Reference Group. However the lighting, as much as it may look beautiful, is not considered to generate maximum benefit when filtered through the Activity Assessment Criteria: it does not connect local businesses to the community; it does not contribute to the local economy, which currently suffers from the lack of night-time activities; it is not big enough a reason for people to come to the Town Centre at night when no other community activities are on offer; and it does not tell a strong positive story about the Centre. Fairy lights are considered to have more potential to generate benefit to the community in the future, when the Town Centre can offer more things to do. In that sense, the filter criteria aims to identify actions that offer the best value for money within the 3 year time period.

In addition to testing the actions against the filter criteria, Council and other organisations have a number of projects and events already in motion. These have also been included in the Action Plan.

### ACTIVITY ASSESSMENT CRITERIA

<table>
<thead>
<tr>
<th>Delivers on the strategic directions</th>
<th>1. Does the action help create a place that meets resident and user needs and reflects the community values?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2. Does the action promote and contribute to sustainable economic growth of the Town Centre?</td>
</tr>
<tr>
<td></td>
<td>3. Does the action build a positive perception of Gympie Town Centre?</td>
</tr>
<tr>
<td>Capacity &amp; engagement</td>
<td>4. Does the action build confidence and pride in the Town Centre and build trust in Council?</td>
</tr>
<tr>
<td>Practicality</td>
<td>5. Is the action achievable, action effective/value for investment, support self sustaining activity/can it become?</td>
</tr>
</tbody>
</table>

### What are the Quick Wins?

The Quick Wins are those determined by Council as being able to be achieved with ease, lower costs and faster time frames. The value of these actions is in their ability to be achieved quickly in order to deliver positive change on the ground as soon as possible and demonstrate the Council’s commitment to the revitalisation program. It is envisaged that once the Strategy is endorsed the Quick Wins will be delivered in the first 6 months.

### What are the Key Actions?

The Key Actions are those determined by Council as priorities for the first year of the Action Plan. These actions provide a strong foundation for building support in the wider Branding and Marketing Strategy, illustrating Council commitment and investment in real change.

The value in these actions is their ability to catalyse business and community involvement, improve business capacity, build trust and the attractiveness of the Town Centre as a place to spend time and do business.
## SUMMARY OF 2014-2015 ACTIONS

### Quick Wins

<table>
<thead>
<tr>
<th>Quick Wins</th>
<th>Responsibility</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>QW1: Gympie Town Centre Directional Signage (vinyl applied to existing x 4)</td>
<td>Council</td>
<td>$1,000</td>
</tr>
<tr>
<td>QW2: Gympie Town Centre Business Facebook Group</td>
<td>Business</td>
<td>$0</td>
</tr>
<tr>
<td>QW3: Mary Street Banners (2.5m x 0.9m, double-sided, quantity 20)</td>
<td>Council</td>
<td>$6,000</td>
</tr>
<tr>
<td>QW4: Café and Dining Online Marketing (1000 x business card flyer)</td>
<td>Council/Business</td>
<td>$500</td>
</tr>
<tr>
<td>QW5: Business Information Package (collateral)</td>
<td>Council</td>
<td>$500</td>
</tr>
<tr>
<td>QW6: Promotional Photographs</td>
<td>Council</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Key Actions

<table>
<thead>
<tr>
<th>Key Actions</th>
<th>Responsibility</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>KA1: Visual Merchandising Program - Summer Windows</td>
<td>Council</td>
<td>$15,000</td>
</tr>
<tr>
<td>KA2: New Business Celebration (allow for 5 events)</td>
<td>Council/Business</td>
<td>$2,500</td>
</tr>
<tr>
<td>KA3: Media and Advertising Rollout</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Graphics allowance for all</td>
<td>Council</td>
<td>$3,000</td>
</tr>
<tr>
<td>Bus advertising $715 (production), 2 routes x 4 months each</td>
<td>Council</td>
<td>$5,000</td>
</tr>
<tr>
<td>Gympie postcards (2 types x 1000)</td>
<td>Council</td>
<td>$200</td>
</tr>
<tr>
<td>Radio advertising summer activities (30 x 30 sec)</td>
<td>Council</td>
<td>$1,500</td>
</tr>
<tr>
<td>Radio production (20)</td>
<td>Council</td>
<td>$1,500</td>
</tr>
<tr>
<td>Gympie Times one year combined package (to be negotiated)</td>
<td>Council</td>
<td>$5,000</td>
</tr>
<tr>
<td>KA4: Meat on Mary</td>
<td>Business</td>
<td>$2,500</td>
</tr>
</tbody>
</table>

### Extension to Existing Programs and Events

<table>
<thead>
<tr>
<th>Extension to Existing Programs and Events</th>
<th>Responsibility</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>AA1: Muster on Mary (Event and 6 days of bus)</td>
<td>Council/Business</td>
<td>$5,000</td>
</tr>
<tr>
<td>AA2: Gympie Gold in Town Centre (Marketing)</td>
<td>Council/Business</td>
<td>$500</td>
</tr>
<tr>
<td>AA3: Town Centre Heritage Walk (Information distribution)</td>
<td>Council</td>
<td>$0</td>
</tr>
<tr>
<td>AA4: What’s Great about Gympie Mini Videos (Prize)</td>
<td>Council/Business</td>
<td>$1,000</td>
</tr>
<tr>
<td>AA5: The Town of Gold (Marketing only)</td>
<td>Residents/Business</td>
<td>$0</td>
</tr>
<tr>
<td>AA6: Business Training (GRC Economic Development)</td>
<td>Council/Business</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

### Marketing Actions

<table>
<thead>
<tr>
<th>Marketing Actions</th>
<th>Responsibility</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA1: Art in Vacant Shop Windows</td>
<td>Council/Other</td>
<td>$1,000</td>
</tr>
<tr>
<td>MA2: Games on the Street/Information</td>
<td>Council</td>
<td>$1,000</td>
</tr>
<tr>
<td>MA3: Summer Buskers Program (Vouchers/Prizes)</td>
<td>Council/Business</td>
<td>$500</td>
</tr>
<tr>
<td>MA4: Information Board and Map</td>
<td>Council</td>
<td>$5,000</td>
</tr>
<tr>
<td>MA5: Free Wifi on Mary Street $4,000 (set-up) $250/m</td>
<td>Council/Other</td>
<td>$4,500</td>
</tr>
<tr>
<td>MA6: Mary Street Movies (Council in kind support)</td>
<td>Business/Other</td>
<td>$0</td>
</tr>
<tr>
<td>MA7: Gympie Town Centre Loyalty Card</td>
<td>Business</td>
<td>$0</td>
</tr>
<tr>
<td>MA8: Mary St Markets (test event)</td>
<td>Council</td>
<td>$5,000</td>
</tr>
<tr>
<td>MA9: Mary Street Improvements Groundbreaking Celebration</td>
<td>Council</td>
<td>$500</td>
</tr>
</tbody>
</table>

**2014/15 Budget $70,200**
# SUMMARY OF 2015-2016 ACTIONS

<table>
<thead>
<tr>
<th>Quick Wins</th>
<th>Responsibility</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>QW5: Business Information Package (collateral)</td>
<td>Council</td>
<td>$500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Actions</th>
<th>Responsibility</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>KA1: Visual Merchandising Program - Summer Windows</td>
<td>Council</td>
<td>$5,000</td>
</tr>
<tr>
<td>KA2: New Business Celebration (allow for 5 events)</td>
<td>Council/Business</td>
<td>$2,500</td>
</tr>
<tr>
<td>KA3: Media and Advertising Rollout</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>- Graphics allowance for all</td>
<td>Council</td>
<td>$3,000</td>
</tr>
<tr>
<td>- Bus advertising S715 (production), 2 routes x 4 months each</td>
<td>Council</td>
<td>$5,000</td>
</tr>
<tr>
<td>- Gympie postcards (2 types x 1000)</td>
<td>Council</td>
<td>$200</td>
</tr>
<tr>
<td>- Radio advertising summer activities (30 x 30 sec)</td>
<td>Council</td>
<td>$1,500</td>
</tr>
<tr>
<td>- Radio production (20)</td>
<td>Council</td>
<td>$1,500</td>
</tr>
<tr>
<td>- Gympie Times one year combined package (to be negotiated)</td>
<td>Council</td>
<td>$5,000</td>
</tr>
<tr>
<td>KA4: Meat on Mary</td>
<td>Business</td>
<td>$500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Extension to Existing Programs and Events</th>
<th>Responsibility</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>AA1: Muster on Mary (Event and 6 days of bus)</td>
<td>Council/Business</td>
<td>$5,000</td>
</tr>
<tr>
<td>AA2: Gympie Gold in Town Centre (Marketing)</td>
<td>Council/Business</td>
<td>$500</td>
</tr>
<tr>
<td>AA3: Town Centre Heritage Walk (Information distribution)</td>
<td>Council</td>
<td>$0</td>
</tr>
<tr>
<td>AA4: What’s Great about Gympie Mini Videos (Prize)</td>
<td>Council/Business</td>
<td>$1,000</td>
</tr>
<tr>
<td>AA5: The Town of Gold (Marketing only)</td>
<td>Residents/Business</td>
<td>$0</td>
</tr>
<tr>
<td>AA6: Business Training (GRC Economic Development)</td>
<td>Council/Business</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing Actions</th>
<th>Responsibility</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA1: Art in Vacant Shop Window</td>
<td>Council/Other</td>
<td>$0</td>
</tr>
<tr>
<td>MA3: Summer Buskers Program (Vouchers/Prizes)</td>
<td>Council/Business</td>
<td>$500</td>
</tr>
<tr>
<td>MA5: Free Wifi on Mary Street (12 months)</td>
<td>Council/Other</td>
<td>$3,000</td>
</tr>
<tr>
<td>MA6: Mary Street Movies</td>
<td>Business</td>
<td>$1,000</td>
</tr>
<tr>
<td>MA7: Gympie Town Centre Loyalty Card</td>
<td>Business</td>
<td>$0</td>
</tr>
<tr>
<td>MA8: Mary Street Markets (permanent set up costs + 3 months)</td>
<td>Council</td>
<td>$70,000</td>
</tr>
<tr>
<td>MA9: Mary Street Improvements Groundbreaking Celebration</td>
<td>Council</td>
<td>$2,000</td>
</tr>
<tr>
<td>MA10: Town Centre Heritage Walk Guided Tour (T-shirts, training, printing)</td>
<td>Council</td>
<td>$1000</td>
</tr>
<tr>
<td>MA11: Find Gold in Gympie (In kind contribution)</td>
<td>Nestle</td>
<td>$0</td>
</tr>
<tr>
<td>MA12: Find Gold in Gympie (treasure hunt)</td>
<td>Council/Business</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

**2015/16 Budget $111,700**
### SUMMARY OF 2016-2017 ACTIONS

<table>
<thead>
<tr>
<th>Quick Wins</th>
<th>Responsibility</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>QW5: Business Information Package (collateral)</td>
<td>Council</td>
<td>$500</td>
</tr>
<tr>
<td>QW6: Promotional Photographs</td>
<td>Council</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Key Actions</th>
<th>Responsibility</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>KA1: Visual Merchandising Program - Summer Windows</td>
<td>Council</td>
<td>$5,000</td>
</tr>
<tr>
<td>KA2: New Business Celebration (allow for 5 events)</td>
<td>Council/Business</td>
<td>$2,500</td>
</tr>
<tr>
<td>KA3: Media and Advertising Rollout</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>- Graphics allowance for all</td>
<td>Council</td>
<td>$3,000</td>
</tr>
<tr>
<td>- Bus advertising $715 (production), 2 routes x 4 months each</td>
<td>Council</td>
<td>$5,000</td>
</tr>
<tr>
<td>- Gympie postcards (2 types x 1000)</td>
<td>Council</td>
<td>$200</td>
</tr>
<tr>
<td>- Radio advertising summer activities (30 x 30 sec)</td>
<td>Council</td>
<td>$1,500</td>
</tr>
<tr>
<td>- Radio production (20)</td>
<td>Council</td>
<td>$1,500</td>
</tr>
<tr>
<td>- Gympie Times one year combined package (to be negotiated)</td>
<td>Council</td>
<td>$5,000</td>
</tr>
<tr>
<td>KA4: Meat on Mary</td>
<td>Business</td>
<td>$500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Extension to Existing Programs and Events</th>
<th>Responsibility</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>AA1: Muster on Mary (Event and 6 days of bus)</td>
<td>Council/Business</td>
<td>$5,000</td>
</tr>
<tr>
<td>AA2: Gympie Gold in Town Centre (Marketing)</td>
<td>Council/Business</td>
<td>$500</td>
</tr>
<tr>
<td>AA3: Town Centre Heritage Walk (Information distribution)</td>
<td>Council</td>
<td>$0</td>
</tr>
<tr>
<td>AA4: What’s Great about Gympie Mini Videos (Prize)</td>
<td>Council/Business</td>
<td>$1,000</td>
</tr>
<tr>
<td>AA5: The Town of Gold (Marketing only)</td>
<td>Residents/Business</td>
<td>$0</td>
</tr>
<tr>
<td>AA6: Business Training (GRC Economic Development)</td>
<td>Council/Business</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marketing Actions</th>
<th>Responsibility</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>MA1: Art in Vacant Shop Window</td>
<td>Council/Other</td>
<td>$0</td>
</tr>
<tr>
<td>MA3: Summer Buskers Program (Vouchers/Prizes)</td>
<td>Council/Business</td>
<td>$500</td>
</tr>
<tr>
<td>MA5: Free Wifi on Mary Street (12 months)</td>
<td>Council/Other</td>
<td>$3,000</td>
</tr>
<tr>
<td>MA6: Mary Street Movies</td>
<td>Business</td>
<td>$1,000</td>
</tr>
<tr>
<td>MA7: Gympie Town Centre Loyalty Card</td>
<td>Business</td>
<td>$500</td>
</tr>
<tr>
<td>MA8: Mary Street Markets (3 months)</td>
<td>Council</td>
<td>$10,000</td>
</tr>
<tr>
<td>MA10: Town Centre Heritage Walk Guided Tour (T-shirts, training, printing)</td>
<td>Council</td>
<td>$1000</td>
</tr>
<tr>
<td>MA11: Find Gold in Gympie (In kind contribution)</td>
<td>Nestle</td>
<td>$0</td>
</tr>
<tr>
<td>MA12: Find Gold in Gympie (treasure hunt)</td>
<td>Council/Business</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

**2016/17 Budget** $51,200
## C2 Three Year Timeline

### Existing Events

- **Big Aussie Breakfast** Jan 26
- **Bull and Bronc Spectacular** late Feb
- **Widgee Country Music Muster** Apr 11-13
- **Gympie District Show** May 14
- **Goomburra Pumpkin Festival** 3rd week in May
- **Mary Valley Country Show** late May
- **Gympie Flavours Festival** 19-20
- **Mary Valley Art Festival** Jul 3-6
- **Gympie Muster** Aug 28-31
- **Mary Valley Country Show** Aug 17
- **Mitchell Creek Rock & Blues Fest** Sep 19-21
- **Tan Can Bay Seafood Festival** 27 Sep
- **Gympie Swap Meet/ Car Show** Sept 13
- **Heart of Gold International Film Festival** Oct 9-12
- **Gold Rush Festival** Oct 8-18
- **Steam Festival** Oct 5-6
- **The Widgee Bush Balladeers Muster** Oct 9-12
- **Mary River Festival** Nov 8
- **Mary Valley Tomato Festival** Dec 7
- **Gympie Apex Santa Fair** Dec 20
- **New Year’s Eve Family Fun Night** Dec 31

### Quick Wins

- **QW1 #4 C** Gympie Town Centre Directional Signage
- **QW2 #2 C/B** Gympie Town Centre Business Facebook Group
- **QW3 #1 C** Mary Street Banners
- **QW4 #4 C** Café and Dining Online Marketing
- **QW5 #4 C** Business Information Package
- **QW6 #4 C** Promotional Photographs

### Key Actions

- **KA1 #2 C** Visual Merchandising Program - Summer Windows
- **KA2 #1 C/B** New Business Celebration
- **KA3 #4 C** Media and Advertising Rollout:
  - Bus advertising
  - Visual Merchandising program advertising
  - Gympie postcards
  - Radio advertising summer activities
  - Gympie Times event advertising - as required
- **KA4 #2 B** Meat on Mary

### Extension to Existing Programs and Events

- **AA1 #2 C/B** Muster on Mary (Gympie Music Muster)
- **AA2 #2 C/B** Gympie Gold in Town Centre (Gympie Gold Regional Produce)
- **AA3 #1 C** Town Centre Heritage Walk (Gympie Region Heritage Trails)
- **AA4 #4 C/B/O** Where is all that Gympie Gold Makers (Heart of Gold International Film Festival)
- **AA5 #2 R/B** The Town of Gold (Gold Rush Festival)
- **AA6 #2 C/B** Business Training (GRC Economic Development)

### Marketing Actions

- **MA1 #3 O/C** Art in Vacant Shop Window
- **MA2 #3 C** Games on the Street/Information
- **MA3 #3 C/B/O** Summer Buskers Program
- **MA4 #4 C** Information Board and Map
- **MA5 #4 C** Free wif on Mary Street
- **MA6 #2 O/C** Mary Street Movies
- **MA7 #2 B** Gympie Town Centre Loyalty Card
- **MA8 #2 C/B** Mary Street Markets
- **MA9 #1 C** Mary Street Improvements Groundbreaking Celebration
- **MA10 #1 C** Town Centre Heritage Walk Guided Tour
- **MA11 #4 D** Find Gold in Gympie (national campaign)
- **MA12 #2 O/B** Find Gold in Gympie (treasure hunt)
Delivering the Action Plan requires a structured framework to ensure actions are implemented effectively utilising appropriate resources, timing and partnerships. The Delivery Framework sets out the overall management structure for the Action Plan.

**GOVERNANCE**

Many of the existing marketing programs and initiatives are led by the Council, especially by the Planning Strategy & Major Projects and Economic Development branches. It is proposed that these two bodies, along with Youth, Community Development and Compliance, lead the implementation of the actions as coordinators and the source of funding. Two advisory bodies can assist the decision-making process; Gympie Region Tourism Advisory Committee and Economic Development Reference Group.

**NEW ROLES**

**Town Centre Marketing Coordinator**

While this Plan has been designed to build on existing Council programs and resources it is recognised that in order to deliver a number of projects in a relatively short time it will be necessary to have additional support. As such it is recommend that Council engage a Town Centre Marketing Coordinator with project/event management skills who will be charged with the delivery of the Town Centre Branding and Marketing Strategy. It is proposed that this role could commence at a part time role of three days a week and increase once the markets have been tested and are ready for full roll out. It is assumed that during market periods this role would need to be full time.

**TOWN CENTRE WORKING GROUP**

It is proposed that a new working group be formed via a fresh EOI process from business entrepreneurs in the Town Centre - ‘do-ers’ not talkers. These 4-8 people will work closely with the Town Centre Marketing Coordinator to deliver the marketing actions.

**EXISTING ROLES**

In addition to these proposed new roles there are important internal stakeholders and partners who are essential to the effective deliver of the Strategy:

- **Gympie Regional Council Planning Strategy & Major Projects**
  This Council branch oversees and manages the overall revitalisation program as part of their role to administer land-use, open/public space planning, policy development and planning instruments.

- **Gympie Regional Council Economic Development**
  This branch is responsible for connecting the businesses with the Council to promote economic growth for the town and region. It oversees Gympie Gold Regional Produce, Mary Valley Country Flavours and offers business training to existing and new business owners.

- **Gympie Regional Council Youth, Community Development and Compliance**
  This branch oversees Council services related to youth and community development, parking/vehicles, animals and allotments.

- **Destination Gympie Region**
  This tourism and destination services branch promotes Gympie region as an ideal place to live, work and play.
Gympie Region Tourism Advisory Committee
This group is represented by 7 public members from different areas from the Gympie region with the aim to drive tourism and marketing in the region.

Economic Development Reference Group
This group comprises of 9 representatives from the industry, business and the Chamber of Commerce. It serves as an advisory body, providing strategic input on the Town's priority projects: Gympie Town Centre Branding and Marketing Strategy; Smithfield Street Concept Design, Nelson Reserve/ Memorial Park Master Plan, and CBD Parking Study; and the CBD Urban Design Palette and Civic Precinct Concept Design.

PARTNERSHIPS AND COLLABORATION
Successful implementation relies on all parties committing to, and delivering on the actions that they are responsible for. While the Council takes primary responsibility for the development and delivery of this plan, it is critical that other stakeholders and partners have the opportunity to get involved in the planning process as well as delivery through volunteer time, expertise, marketing, business and property improvements and linking with major events.

The benefits of this collaborative approach are many: resources can be better managed at the Council level and the opportunities for cooperative activities between businesses and the community can be enhanced. Working collaboratively ensures that all resources are being directed towards achieving the goals that have been agreed by all with a collective sense of ownership.

In addition to the Town Centre business owners, the following groups are considered to be major partners in implementing the Action Plan.

Australian Institute of Country Music
Activity: Summer Buskers Program, New Shop Celebration, Muster on Mary
Support: Performers

Gympie Art Gallery + Friends of the Gallery
Activity: Art in Vacant Shop Window
Support: Content supplier; gallery advertising, art works, ‘artists in residence’

Gympie Chamber of Commerce
Activity: Visual Merchandising Program
Support: Advertising, marketing, longer term management of program

Gympie Gold Mining and Historical Museum
Activity: Art in Vacant Shop Window
Support: Displays

Gympie Music Muster
Activity: Muster on Mary
Support: Marketing, prizes, some management

Gympie region meat producers (see list in KA4)
Activity: Meat on Mary
Support: Funding, prizes, marketing, management support with local businesses

Gympie Times
Activity: Various
Support: Advertising, advertorial, editorial

Heart of Gold
Activity: What’s Great about Gympie Mini Movies, Mary Street Movies
Support: Advertising, management, film sponsorship, prizes

Nestlé
Activity: Find Gold in Gympie
Support: Management, funding, prizes, marketing

Media Partners (see list in KA3)
Activity: Media and Advertising Rollout
Support: Marketing events, brand rollout
FUNDING

GUARANTEED FUNDING
The Council has an allocated funding of $75,000 for the financial year 2014-2015 to implement marketing activities for the Gympie Town Centre. Following years budgets are to be determined as a reflection of this Strategy.

ADDITIONAL FUNDING
There are a number of additional funding opportunities for Council or local partners to investigate in order to increase resources for the Branding and marketing Strategy delivery:

Local Community
› Community Assistance Grant Scheme funding provides financial support to not-for-profit community organisations in the categories of Community Capacity Building and Development; Community Facilities Development; Community Events; and Community Equipment.
› Caring for our Community grants up to $5,000 towards the cost of equipment and materials.
› Festivals Australia: Regional Festivals Projects Fund supports regional, remote and community festivals to present quality arts projects.
› NRMA Community Grant provides funding for community projects that address issues related to crime prevention, road safety, emergency readiness and response and environment.

Business
› Mentoring for Growth program connects potential mentors with business owners to help them share ideas and grow. Gympie Regional Council currently receives this funding.
› New Enterprise Incentive Scheme (NEIS) provides training and business set-up mentoring assistance.
› Business Growth Grants allows businesses to be reimbursed up to half the cost of engaging the consultant, to a maximum of $20,000.

Agriculture and Food
› Organic Farming Program provides assistance for research and development in the organic industry.
› Essential Oils and Plant Extracts Program supports development of new and existing industries based on essential oils or plant extracts that have commercial potential in Australia.

Artists
› Regional Arts Fund (RAF) supports artists that live in regional Queensland with funds $5,000 - $30,000.
› JUMP offers young artists a mentoring partnership to build their professional skills, develop their arts practice and create opportunities to collaborate with other artists.

IN-KIND SUPPORT
Sometimes monetary donations are not the only effective forms of support. Providing in-kind support, or the giving of gifts, can be a flexible and convenient way of giving for small businesses and for bigger corporations that can offer expertise, services and surplus goods. In particular this can be delivered as:
› Marketing or advertising of events and activities through online channels such as company websites or social media
› Goods, services or other materials such as food, drinks, shelters, BBQs etc

SPONSORSHIP
A sponsor can offer financial support and/or provision of services for mutual benefit with the benefactor. This Plan has been developed with a consideration of building lasting partnerships with potential sponsors. Sponsorship can also come in the form of cash or in kind contributions.
C4 EXISTING MARKETING PROGRAMS

A number of existing initiatives and programs currently promote Gympie as a good place to live, work and visit. While they are working well individually, they would reach more people and get better results if coordinated and connected towards an agreed vision. The following provides a summary of existing marketing efforts from which the Action Plan has built on.

BUSINESS TRAINING
Organised by Gympie Regional Council Economic Development, the following series of training sessions not only provides opportunities to develop skills, they tell positive stories about the business climate of Gympie and build confidence about starting something new in the Town. The 2014 program includes:

- Workshops, seminars and events – 18 business skill development workshops (270 attendees) including: Queensland Small Business Digital Masterclass; Digital Enterprise program- Cybersecurity and Data Management; and Rural Innovation Forum – Building Business, Powering Productivity.
- Mentoring 4 Growth quarterly meetings – 2 businesses attending each meeting
- Digital Enterprise project – 4 workshops (40 attendees)
- Industry Forums and Business Leader’s Events – 2 major industry forums (100 attendees)
- Business Leader’s Events – quarterly events (20 attendees/event)

COMMUNITY

GYMPIE TIMES: HEART OF GYMPIE
Heart of Gympie is a weekly spread that aims to introduce and promote local businesses via local stories as well as advertising. While not all Gympie Times articles are available online by non-subscribers, their quarterly liftout “Living in Style” is. It features recipes and products from Gympie artists, cooks and retailers etc. Gympie Times also regularly publishes Welcome to Gympie Region, a local reference guide that provides information about the Council, town/regional facilities, education, things to do and public transport options.

WIDE BAY BURNETT - THE PERFECT PLACE AT YOUR PERFECT PACE
This website is the result of partnership between all councils within the Wide Bay Burnett region. It is set up by the Wide Bay Burnett Regional Organisation of Councils Inc (WBBROC), which was formed in 2000 as a representative for the region in lobbying Federal and State Governments and delivering projects that meet the common interest of all the councils. The website provides information about Bundaberg, Gympie, Fraser Coast, South Burnett, North Burnett and Cherbourg Regions with regards to economy, jobs, housing, education, lifestyle, activities and events and news.

FOOD PROGRAMS

GYMPIE GOLD REGIONAL PRODUCE
Gympie Gold Regional Produce is the main marketing brand for the produce from the Gympie region. It is an informal network between businesses and growers, and promotes food-related events in the region. The “Gympie Gold” brand has good presence in the Destination Gympie marketing collateral and has a number of distributor/retail members throughout the region. There are no Gympie Gold retailers in the Town Centre.

MARY VALLEY COUNTRY FLAVOURS
Funded by the Queensland Government’s Building Rural Communities and the Gympie Regional Council’s Mary Valley Economic Development Fund, this program focuses on promoting produce from the Mary Valley area. It offers information about where to stay, play, relax and visit around Mary Valley and especially focuses on connecting the local producers with businesses. The Farm to Business Directory provides the list of growers and businesses with an interest in being part of the program. No Gympie Town Centre businesses are listed.

TOURISM

VISIT SUNSHINE COAST
This is a Sunshine Coast Destination Ltd initiative to promote tourism in the Sunshine Coast as well as the whole Queensland area. It offers the categories of overview, things to do and see, accommodation, and events for each town/city. As part of the initiative, Food Sunshine Coast brochures are in distribution – they focus on food-related activities and events only along the coast and do not include Gympie.
DESTINATION GYMPIE REGION
This is a Council initiative to promote tourism in the 6 major destinations of the region: Rainbow Beach, Tin Can Bay, Gympie, Mary Valley, Kilkivan and Goomeri, and Fraser Island. There is little information on the website about amenities, events and activities in the Gympie Town Centre. The hardcopy guide of similar content represents the Town Centre as a historic site and introduces Gympie Gold Regional Produce. Other promotional collateral includes: a map titled Gympie Self-Drive Tour with 11 Gympie attractions (the attractions in the Town Centre are Memorial Lane, Memorial Gates, historical architecture, Mary River mural, Town Hall, Civic Centre and the Mary Valley Rattler); and a brochure titled Gympie Region 25 Things To Do (only one activity in the Town Centre is suggested – Gympie Regional Art Gallery).

THE GYMPIE REGION HERITAGE TRAIL
This is an initiative supported by Gympie Regional Council and Queensland Government. The website and brochure illustrate the journey along the trail where one can learn about heritage architecture and historic context. The trail is located in Gympie (mostly in the Town Centre), Goomeri/Kilkivan, Mary Valley and Cooloola Coast. It covers State Heritage listed sites and offers walk or drive self-guided trail options.

WHAT’S ON IN GYMPIE
This is a privately run website for Gympie businesses to promote events and activities. It has a simple ‘submit an event’ page, where a monthly advertisement can be purchased. It also has a Facebook page, which has 665 likes.

GYMPIE COOLOOLA TOURISM
This is a not-for-profit association that aims to promote tourism in Rainbow Beach, Tin Can Bay, Gympie, Mary Valley, Kilkivan and Goomeri, Sunshine Coast and Fraser Island. Apart from the website, it has several brochures in circulation including: Gympie Heritage City that lists local attractions Gympie Street and Business Directory; Gympie Heritage Then & Now that lists heritage buildings and sites particularly in the Town Centre; and Heritage Walking Tour Map that illustrates the locations of heritage attractions in Gympie. The web address on some of the brochures www.gympie.org.au does not exist.
C5 PLANNING FOR NEW ACTIONS

The development of the 2014-2017 Marketing Action Plan has considered a wide range of practical factors in determining the recommended actions including lead times, potential partnerships, resourcing, timing and effectiveness in delivering the Marketing Objectives.

The Plan has been designed to align activities to support activation either during traditionally low periods of trading or when there is most potential to attract new visitors eg during holidays. In addition consideration has been given to running some programs simultaneously. The goal here is to maximise the experience offered to visitors to get them to stay longer when they visit. For example, the 2015 summer markets are proposed to be launched at the same time as the Summer Buskers and the Heritage Walks. By having a number of activities delivered by different groups there will be more chance that each will succeed.

If the timing of activities proposed in this Plan change due consideration should be given to these factors.

KEY FOR ACTIONS

# MARKETING DIRECTION
#1 CELEBRATE
#2 COLLABORATE
#3 CREATE
#4 COMMUNICATE

$ FUNDING
Nil
Low - cost under $5000
Medium - cost $5000-$15000
High - cost over $15000

RESPONSIBILITIES
C - Council
R - Residents/ community groups
B - Business
O - Other relevant stakeholders

TIMING
Immediate - preparation required prior to delivery of actions (before September 2014)
Short - before end 2014
Medium - Jan 2015 - July 2015
Long - July 2015 and onwards

AUDIENCE
Locals - residents of Gympie town and region
Businesses - existing and potential business owners in Gympie Town Centre
Visitors - potential visitors and tourists
External - people outside of the region
C6 QUICK WINS & KEY ACTIONS

The following Quick Wins have been identified as achievable within the first six months of the plan period. Council has committed to their delivery.

QW1: Gympie Town Centre Directional Signage

Replace existing Business Centre and other directional signage with new branded signage at each of the vehicular entries.

**Objective**
Provide a branded welcome to the Gympie Town Centre and clear direction on how to get there.

**Actions**
- Reuse existing infrastructure and replace signage with vinyl printed sign over the top
- Install billboards gifted by Gympie Cooloola Tourism on the Bruce Highway

<table>
<thead>
<tr>
<th>#</th>
<th>Communicate</th>
<th>$</th>
<th>Low</th>
<th>Council</th>
</tr>
</thead>
<tbody>
<tr>
<td>who?</td>
<td>Locals, visitors</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>#</th>
<th>Collaborate</th>
<th>$</th>
<th>Nil</th>
</tr>
</thead>
<tbody>
<tr>
<td>who?</td>
<td>Businesses</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

QW2: Gympie Town Centre Business Facebook Group

Work with Business Chamber to engage local businesses in developing and managing closed Facebook group.

**Objective**
Create an easy to access information and communication portal for local business owners to discuss opportunities to work together.

**Actions**
- To be led by local businesses as the administrators
- Council to request ability to be an administrator or to be able to provide information directly to the administrators to post

<table>
<thead>
<tr>
<th>#</th>
<th>Collaborate</th>
<th>$</th>
<th>Nil</th>
</tr>
</thead>
<tbody>
<tr>
<td>who?</td>
<td>Businesses</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

QW3: Mary Street Banners

Produce and install Town Centre banners whenever not being used for specific events.

**Objective**
Improve the look and feel of the Town Centre and launch the new brand.

**Actions**
- Simple, colourful banners highlighting new logos

<table>
<thead>
<tr>
<th>#1</th>
<th>Celebrate</th>
<th>$</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>who?</td>
<td>Locals, visitors</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
QW4: Cafe and Dining Online Marketing

Engage cafes and restaurants to load their details onto key food websites and phone apps such as Eatability, Urbanspoon and Tripadvisor, and encourage diner to rate them.

Objective
Get the Town Centre’s visitor offer online

Actions
- Produce a letter with information and tips to distribute to all food & beverage outlets
- Produce business card size flyers for businesses to give to customers asking them to rate their experience

QW5: Business Information Package

Produce paper guide to distribute to businesses noting all advantages of working in Gympie Town Centre.

Objective
Provide all Town Centre businesses with a Council resource guide including key marketing activities they can get involved with

Actions
- Capture all benefits and opportunities of doing business in Gympie including a ‘how to start’ guide, letter from Mayor, Investment Prospectus and Economic Brief
- Key contacts including commercial real estate agents
- Summarise events, activities and support businesses can get involved with
- Include access and inclusion information to ensure new and existing businesses accommodate people with disability – consider AHRC’s Missed Business brochure, accessible parking/toilet locations and improvements to shop access

QW6: Promotional Photographs

Engage a professional photographer or community members to produce positive images of Gympie.

Objective
Produce images as the basis for marketing materials

Actions
- Photographs to be taken every two years
- Promote images via Council websites/social media
OVERVIEW
The Visual Merchandising program will launch with 4 lucky businesses being awarded a half day window makeover, a training master class with a national expert and an ongoing competition to support businesses contributing to the improved look and feel of the Town Centre.

PROGRAM ELEMENTS
1. Business competition to win one of 4 mini make overs
2. Make overs and open training session for all businesses
3. 4 month visual merchandising competition (Dec 1 2014 to March 31 2015)
4. Shortlisted businesses voted on by community - consider Facebook/Instagram competition
5. Winner receives 2015 Gympie Town Centre Window of the Year as well as $5000 business makeover experience
6. Repeat Summer Windows competition annually, if successful develop a Winter Lights version to attract visitors during the colder months with extended trading hours

OBJECTIVES
› To build skills of businesses and engage with them in the revitalisation process
› To improve the look of the shop fronts and make them more interesting to customers
› To build relationships between customers and businesses as they return to look at the ‘new window’
› To attract visitors from the coast to ‘window shop’
› To reward businesses for their efforts

MEASURES OF SUCCESS
› Number of EOIs received
› Number of businesses that participate in Summer Windows project
› Number of community votes to select winner

POTENTIAL PARTNERS
› Chamber of Commerce - to help distribute information and engage businesses in advantage of participating. Potential to take over program in the future
› Gympie Times to provide advertising and advertorial to support program

Visual Merchandising is a low cost, high impact way to revitalise a shopping centre. It engages people with merchandise as well as giving them a reason to return - because the shops feel new each visit.
## PROJECT PLAN

<table>
<thead>
<tr>
<th>Timing</th>
<th>Task</th>
<th>Responsibility</th>
<th>Budget*</th>
</tr>
</thead>
<tbody>
<tr>
<td>August</td>
<td>Engage Visual Merchandiser; 4 mini make-overs, 2 hour training, handouts, (budget includes travel, fees, VM handbook and materials)</td>
<td>Council (ED)</td>
<td>$7,000</td>
</tr>
<tr>
<td>Early October</td>
<td>Prepare EOI for mini make-overs; Tell us in 150 words how a mini makeover would help you and your business.</td>
<td>Council</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Set dates for make-overs and evening training session</td>
<td>Council/consultant</td>
<td></td>
</tr>
<tr>
<td>Early October</td>
<td>Deliver EOI and training invitation to every ground floor business in the Town Centre, ensure activity dates are shared in terms of availability</td>
<td>Council/consultant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Review submissions with consultant to determine which businesses will benefit most from the mini makeover. Select and notify winners and set makeover sessions. Photograph windows and organise for consultant to have a one on one with each winner to determine opportunities.</td>
<td>Council/consultant</td>
<td></td>
</tr>
<tr>
<td>November</td>
<td>Prepare terms and conditions for ongoing competition; between December and end March businesses will be encouraged to create interesting and engaging windows and submit photos of a minimum of 2 window designs. Prepare Summer Windows competition flyers to hand out at training session including information about rewards and wider advertising campaign</td>
<td>Council/consultant</td>
<td></td>
</tr>
<tr>
<td>Late November</td>
<td>Day 1 - 2 x 3.5h make overs, evening training session</td>
<td>Council/consultant</td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td>Day 2 - 2 x 3.5h make overs</td>
<td>Venue/catering</td>
<td></td>
</tr>
<tr>
<td>December 1</td>
<td>Distribute Summer Windows competition flyers to all ground floor businesses</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Town Centre Visual Merchandising competition commences. Eligible businesses must produce two different windows during the period and provide photographs of each.</td>
<td>Council (ED &amp; CD)</td>
<td>Chamber of Commerce</td>
</tr>
<tr>
<td>December 5</td>
<td>Advertisement in the Gympie Times with associated stories from make overs - come and see the Summer Windows.</td>
<td>Council/ Gympie Times</td>
<td>$250</td>
</tr>
<tr>
<td>End January</td>
<td>Update competition flyer and distribute to all ground floor businesses with one on ones encouraging their participation</td>
<td>Council</td>
<td></td>
</tr>
<tr>
<td>Mid February</td>
<td>Advertisement in the Gympie Times with associated stories regarding windows to date - Summer’s not over yet - come and see the Summer Windows.</td>
<td>Council/ Gympie Times</td>
<td>$250</td>
</tr>
<tr>
<td>Early March</td>
<td>Final business visits with reminder competition requirements</td>
<td>Council</td>
<td></td>
</tr>
<tr>
<td>March 31</td>
<td>Competition submissions close</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Early April</td>
<td>The Council and consultant will select a short list and the photographs of these will be used in a public online survey to select the winner.</td>
<td>Council/consultant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prepare posters for each of shortlisted winners to put in their windows to encourage voting. Distribute information to the community about voting opportunity eg Council’s Economic Development column in Gympie Times 2 week public voting period</td>
<td></td>
<td></td>
</tr>
<tr>
<td>End April</td>
<td>Advertisement in the Gympie Times for the winner as part of their prize</td>
<td>Council/ Gympie Times</td>
<td>$250</td>
</tr>
<tr>
<td>Date TBC</td>
<td>Engage Visual Merchandiser; $5000 makeover (budget includes travel, advertising, fees and materials that covers 1-2 days of make-over work)</td>
<td>Council</td>
<td>$5000</td>
</tr>
<tr>
<td></td>
<td><strong>Total budget</strong>*</td>
<td></td>
<td><strong>$15,000</strong></td>
</tr>
</tbody>
</table>

* Please note budget lines to be confirmed through formal quotations prior to project commencement, estimates only
KA2: New Business Celebration

OVERVIEW
One of the major objectives of town centre revitalisation is the attraction of new businesses. As such it is important that each success is celebrated. This program aims to illustrate that Council and existing business support, encourage and celebrate investment as well as providing an opportunity to communicate the new offer to customers.

PROGRAM ELEMENTS
1. Determine Council contribution to new business opening celebration: cutting red tape/permits, marketing through multiple channels, entertainment such as face painter, musician etc and inviting the Mayor and Divisional Councillors for ribbon cutting
2. Work with existing businesses to determine how they may contribute to opening celebrations; discounted catering, shared marketing, special deals during the event etc
3. Prepare a new information package to distribute to real estate agents who can then pass it on to prospective tenants; include a simple tool kit for organising an opening event and maximise cross-promotional opportunities
4. Nominate a Council liaison to streamline the event process
5. Council officers to attend event and build relationships
6. Communicate the story before and after the event
7. Explore sponsorship options with larger companies for cross promotion eg Nestle pop up cafe

OBJECTIVES
› To communicate that Gympie Town Centre has a strong and supportive business environment and that Council is a committed partner
› To celebrate new businesses opening
› To build confidence in existing traders that revitalisation is happening
› Facilitate cross-promotion with existing businesses

MEASURES OF SUCCESS
› Collaboration between Council, real estate agents and existing businesses
› Number of new businesses moving in and celebration events

POTENTIAL PARTNERS
› Business Chamber to promote opportunity and support new businesses in early months
› Australian Institute of Music to provide musicians for events
› Nestle to provide free coffee, drinks or chocolates
› Existing businesses interested in cross promotions

BUDGET
<table>
<thead>
<tr>
<th></th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management and negotiations</td>
<td>$0 Council</td>
</tr>
<tr>
<td>Information package</td>
<td>$0 Council</td>
</tr>
<tr>
<td>Entertainment</td>
<td>$500 Council</td>
</tr>
<tr>
<td>Gympie Times</td>
<td>Negotiated</td>
</tr>
</tbody>
</table>
PROJECT PLAN

As events can not be planned in advance the detailed project plan focuses on management and collaboration rather than a linear chain of events.

Management

Internal - ensure that a simple process for any permits for events or outside trading for the event are set in place and easy to deliver.

Businesses - work with interested local businesses to obtain advanced agreements for co-marketing and specials such as discounted catering or product placement. For example: free cupcakes with any coffee purchase for all customers of the new business, 2 for one meal deals, discounts at related businesses such as 20% off at the shoe shop if you buy a dress at the new store. Cross-promotional coupons should be distributed prior to and during the event.

Marketing

To prospective businesses - the key channel for marketing the opportunity is through real estate agents and landlords who can provide prospective businesses with information about holding an event and the support they will receive. In addition Council’s website, economic development column in the Gympie Times and other channels should be used to share the incentive with prospective businesses.

For the event - Council should use all owned media channels such as website, facebook and twitter to let people know about the event, while businesses use their own websites and social media channels as well as radio advertising. If possible an advertisement can be placed with a co-payment by the business or as a negotiated discount with the Gympie Times.

Entertainment & Catering

Working with existing organisations such as the Australian Institute for County Music and the Gympie Music Muster can provide low cost local musicians to support events. In addition a list of additional entertainers such as face painters, fashion stylists, make up artists or magicians should be put together with relative costs.

Council should allocate a budget of up to $500 for each celebration to pay for entertainment that will be in the public realm and enjoyable by all visitors to the Town Centre.

Investigations regarding catering options should be undertaken to develop a list of options and costs from local suppliers as well as speaking with local organisations such as Rotary and Lions who may be willing to hold BBQs.

Sponsorship and grant funding

Council should investigate sponsorship and grants options for co-funding of events. These could be through larger businesses or through State Government grants. In addition some businesses may be willing to provide in kind support eg coffee and chocolates from Nestle, meat for BBQs from local butchers or growers, alcohol/beverages from liquor stores or hotels. Each agreement should be reflected in marketing materials or through sponsors banners at the events.

Multiple Events

When possible opening celebration events should be held on the same day or evening to provide added value for customers coming to visit. Alternatively consider how other Town Centre activities can be held concurrently such as Meat on Mary, Mary Street Movies or the Visual Merchandising window displays. By clustering activities the Town Centre will feel more interesting and vibrant and attract a wider and larger audience than one event alone.
KA3: Media and Advertising Rollout

OVERVIEW
This program provides the direction and actions for sharing Gympie Town Centre’s new brand as well as communicating the Key Marketing Messages; particularly events held in the Town Centre. It aims to ensure communication with the appropriate audiences of the Strategy.

PROGRAM ELEMENTS
1. Identify potential media opportunities
2. Information package distribution
3. Online brand integration
4. Gympie Times partnership
5. Gympie Postcards
6. Advertising: Bus and Radio
7. Social Media

BUDGET

<table>
<thead>
<tr>
<th>Budget</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Potential media opportunities</td>
<td>$0 Council</td>
</tr>
<tr>
<td>Information package</td>
<td>$0 Council</td>
</tr>
<tr>
<td>Online brand integration</td>
<td>$0 Council</td>
</tr>
<tr>
<td>Gympie Times</td>
<td>$negotiated (i.e. $658.75 per ½ Page print)</td>
</tr>
<tr>
<td>Postcards; design and print 2 x 1000</td>
<td>$2500</td>
</tr>
<tr>
<td>Bus advertising (rear)</td>
<td>$575/month</td>
</tr>
<tr>
<td>Radio advertising (30 sec)</td>
<td>$45/spot</td>
</tr>
</tbody>
</table>

POTENTIAL MEDIA OPPORTUNITIES
The following list provides a summary of media opportunities. Further research should be undertaken to develop a definitive list, as well as a clear understanding of the target audiences and how these may be best utilised.

SOCIAL MEDIA
- Council Facebook
- What’s On in Gympie Facebook
- Destination Gympie Region Facebook
- Gympie Cooloola Tourism Facebook
- Visit Sunshine Coast Facebook
- Mary Valley Country Flavours Facebook
- Wide Bay Burnett, the Perfect Place Facebook
- Gympie Gold Regional Produce Facebook
- Gympie Times Facebook

EVENT/MEDIA PARTNERS
- Gympie Music Muster
- Gold Rush Festival
- Heart of Gold IFF
- Gympie Regional Gallery
- Gold Mining and Historical Museum
- Goomeri Pumpkin Festival

PRINT MEDIA
- Gympie Times
- Cooloola Advertiser
- Noosa News
- Sunshine Coast Daily
- South Burnett Times
- Queensland Country Life

TV & RADIO
- Radio 4GY
- Zinc 96.1 FM
INFORMATION PACKAGE AND DISTRIBUTION

Council should produce a communications/brand package including cover letter, media release, Key Marketing Messages and graphic files of logos and brand colours to all Council department, media agencies and event partners.

Key points:

- All references to Gympie's CBD to be changed to Gympie Town Centre
- Use of new logo in all future marketing of events or Council led activities in the Town Centre
- Request for external media agencies/event partners to use new logo where events or activities are taking place in the town centre
- Future marketing collateral should use the brand application examples as the basis for their design approach (see Part E of this report)

Good News Story Pack

Council to develop 8-12 good news media stories that reflect the 'Golden Opportunity' place brand. Each story should focus on revealing a positive attribute of Gympie that would be attractive to visitors, with possible themes of quality offer, longevity, success, human interest. Stories should focus on people, places or businesses in the Town Centre and include high quality photography that media agencies can use copyright free.

Possible story lines:

- My Butcher - 25 years plus and supplier of local product
- Toyworld owners - commitment to the local economy, keeping kids in the centre
- Australian Institute of Country Music - healthy activities for youth
- MiCakes - 'cake boss' national market generated from small town
- Kingston House - the heritage of the building and quality of the product

Media releases and relevant good news stories should be sent to different media agencies including traditional outlets such as regional and state capital newspapers, travel blogs, food blogs etc.

ONLINE BRAND INTEGRATION

Council to update all online media to reference Gympie Town Centre and to use logo as a linking device where ever possible. In addition the www.greatgympie.com.au site should be updated to the new brand and provide information specifically about the Town Centre including:

- Revitalisation projects
- Marketing activities
- Advertising of partner events located in the Town Centre
- Advertising of business specials and other activities occurring in the town centre
- Links to event partners sites

A town centre website is not recommended at this time, rather use existing sites to create links to www.greatgympie.com.au.

GYMPIE TIMES PARTNERSHIP

Council already has a number of ongoing agreements in addition to ‘as needed’ advertising with the Gympie Times for various columns and advertising. It is recommended that Council negotiate a comprehensive 1-3 year contract with the Gympie Times. This should include all Council advertising as well as:

- A set number of feature articles that meet the brand and marketing messages
- Articles that support major in town events
- Advertising/advertorial as part of marketing activities such as the Visual Merchandising Program, Meat on Mary and Mary Street Movies
- Content in aligned papers around the region - particularly over the summer holiday months or when events or activities are occurring in the Town Centre
GYMPIE POSTCARDS
Gympie Town Centre’s main external visitors appear to be in the older age groups to whom postcards are appealing. Postcard are also low cost to produce and provide their own distribution system - that is they may be sent anywhere in the world. Beautiful photography of the town centre integrating the logo and brand colours can be delivered free to businesses to give to their customers. Two designs can be produced each year starting with a print run of 1000 of each. The back of the postcard should include a small little known fact about Gympie and a website link to get further information. The opportunity exists to run a photography competition to generate suitable images or alternatively engage a professional photographer.

ADVERTISING
It is important to not invest heavily in advertising until there is a much improved offer within the Town Centre. As such the two advertising streams proposed have two distinct purposes:

Bus Advertising
**Objective**: Brand outreach.

Bus advertising provides an affordable means of sharing the new logo and reminding regional residents of the Gympie Town Centre and its offer. Rear of bus advertising is highly visible to drivers in particular who can easily access the Town Centre. Bus routes should be selected that connect to population centres outside of 15 minute radius drive from the Centre, expanding out as the marketing activities are delivered.

**Advertising content**: Town centre image, logo, free wifi, food offer.

Year 1 potential routes:
- Gympie
- Maryborough

Year 2 potential routes:
- Sunshine Coast
- Tin Can Bay and Rainbow Beach

Year 3 potential routes:
- Maryborough
- Sunshine Coast

Radio Advertising
Radio advertising is best suited to support specific events over a short time frame. As such it should be reserved to the advertising of key events in the week prior to the activity.

As with the Gympie Times a negotiated package deal for a number of spots throughout the year should be negotiated in advance.

For example: ‘Visit Gympie Town Centre Markets this Sunday to shop locally grown, made and baked produce from around the region’

Events and activities suitable for radio advertising:
- Markets
- Movies nights
- Muster on Mary

Gympie postcards can be given away free- then travel the world

Back of bus advertising gets seen by all the drivers of neighbouring towns
SOCIAL MEDIA

Facebook is an easy and low cost way to disseminate information, however, content needs to be tight, interesting and new or unseen. Short stories and great photography attract ‘likes’ however, the aim should be stories that people want to ‘share’; the benefit being that content about Gympie Town Centre has the potential to go viral, spreading to a far wider audience than could be directly communicated with.

There are already nine Facebook pages aligned with the Gympie Town Centre with a combined audience of around 40,000 people. Building relationships with the administrators of these pages to post Gympie Town Centre content is more advantageous in the short term than trying to build a new Facebook audience.

Consider cross promotions with other social media such as Instagram and Twitter. While there appear to be few Instagram followers in the area now, it is one of the fastest growing media channels. Retain the hashtag #greatgympie and use it in future campaigns in order to build the brand and positive associations. For example, customers could be invited to photograph shop windows during the Visual Merchandising program and load them to Instagram and also Twitter.

There appears to be a healthy Twitter community in the region with a number of businesses and community groups conversing and supporting each other online. Connecting these active users through Facebook and Instagram will again build on existing networks and support a ‘sharing’ community where people will forward content to extended networks.

Short news items can be channelled into existing Facebook and Twitter accounts either through agreement with the administrators or by adding comments to existing discussion streams.
KA4: Meat on Mary

OVERVIEW
Meat on Mary aims to highlight the best of local produce in a way that is fun, brings people together and celebrates a healthy food culture. This will be a regular Town Centre food/dining activity, which has a focus on showcasing local produce and building a night-time economy.

PROGRAM ELEMENTS
1. Meet with restaurant and cafe owners and local meat suppliers and growers to share the opportunity and engage them in delivering the program.
2. Set a launch date and first campaign, something that is family friendly and likely to attract a wide crowd. Potential activities include:
   › ‘Pie Off’ a pie baking and special meal deal offer to get people to try different local pies, savoury and sweet
   › ‘Steak Nite’ cheap steak on a weeknight, rump salad and chips for $12
   › Meet the butcher - event to talk about different cuts of meet and the best way to cook them
   › Meet the master - event with food ambassador using local produce and cooking in a local restaurant
3. Run first campaign with as many businesses as possible all working together.
4. All buyers of the deal have the chance to go in the draw to win a prize - a months worth of meat from a local grower.

OBJECTIVES
› To create the best ‘meat’ based meals showcasing local meat producers and build Gympie’s position as the best place to get a steak, a pie, a stew etc
› Encourage locals to activate the Town Centre, particularly at night

MEASURES OF SUCCESS
› Increase in mid week patronage of restaurants
› Number of people who submit to win the monthly prize

POTENTIAL TOWN CENTRE PARTNERS
› Kingston House
› Royal Hotel
› The Decks on Mary
› Billy’s
› Charlie’s
› Uptown Cafe
› IGA
› My Butcher
› Emilia’s

POTENTIAL PRODUCE PARTNERS
› Bendele Farms
› Bonnie Beef Growers
› CGL BEEF
› Dakotavale Farm
› Eumundi Beef
› G.E Pickersgill
› Mary Valley Free Range
› Moya Valley Poultry
› Nolan Meats
› Rhodavale Pork
› Southern Cross Smal goods

Steak night is an easy way to attract locals and visitors
# PROJECT PLAN

<table>
<thead>
<tr>
<th>Timing</th>
<th>Task</th>
<th>Responsibility</th>
<th>Budget*</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2015</td>
<td>Invite local food businesses to meet to share opportunities for enhanced marketing and trading in the Town Centre.</td>
<td>Council</td>
<td>$0</td>
</tr>
<tr>
<td>March</td>
<td>Meeting with businesses and producers to discuss Town Centre food related events program including Gympie Gold and Meat on Mary. Council to facilitate first two meetings with the objective of handing over to the group at the end of the second meeting.</td>
<td>Council/Business</td>
<td>$0</td>
</tr>
<tr>
<td>April</td>
<td>Second group meeting to determine preliminary campaign for Winter 2015, Council to provide support in terms of advice and expert input, help facilitate and agreements if necessary.</td>
<td>Business/Council</td>
<td>$0</td>
</tr>
<tr>
<td>May</td>
<td>Finalise agreements and develop marketing collateral briefs</td>
<td>Business</td>
<td>$0</td>
</tr>
<tr>
<td>June</td>
<td>Finalise marketing materials and menus for each business</td>
<td>Business</td>
<td>$0</td>
</tr>
<tr>
<td></td>
<td>Finalise prizes for diners and method</td>
<td>Business</td>
<td>$0</td>
</tr>
<tr>
<td>End June</td>
<td>Launch marketing campaign using all Council and Businesses media channels; websites, social media existing advertising opportunities</td>
<td>Business/Council</td>
<td>$500</td>
</tr>
<tr>
<td>June 26</td>
<td>Campaign launch with a Family Friendly Friday Night in town with family meal deals and information about what is on offer during the Meat on Mary Program. (Beginning of School Holidays)</td>
<td>Business/Council</td>
<td>$2,000  Food Ambassador</td>
</tr>
<tr>
<td>July/August</td>
<td>6 week campaign with same deals each week to build story and word of mouth marketing.</td>
<td>Business</td>
<td>$0</td>
</tr>
<tr>
<td>End August</td>
<td>Draw winner of prize</td>
<td>Business/Council</td>
<td>$0</td>
</tr>
<tr>
<td></td>
<td>Update marketing material and redistribute it capturing successes of the program</td>
<td>Business/Council</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total budget</strong>*</td>
<td></td>
<td></td>
<td><strong>$2,500</strong></td>
</tr>
</tbody>
</table>

* Minimal Council budget has been allocated to this program, support will be through inkind engagement and support to the event planners/organisers. Budget funds are to be used for activity promotion only - either through existing agreements with the Gympie Times and Radio Station or through posters or flyers.
C7 EXTENSION TO EXISTING PROGRAMS AND EVENTS

A number of activities are already in place, initiated and supported by public and private partnerships that connect the Council, tourism industry, businesses and community organisations. While the existing marketing activities may have their own objectives they can all be seen as valuable assets for the Town Centre. The following activities are considered to offer new opportunities to support revitalisation of the Centre through an extension of an existing program or the addition of a Town Centre specific element.

AA1: Muster on Mary (Gympie Music Muster)

Gympie Music Muster is the biggest annual event in the region with 22,000 Facebook likes, and over 2,000 volunteers supporting the non-profit, community-based festival. It is held in August (28-31 August, 2014) in Amamoor Creek State Forest Park, 40km south west of Gympie Town Centre. Despite the large scale of the event, it had little presence in the Town Centre in the past. A Pre-Muster Party was held in partnership with Town Centre restaurants and bars on Friday 19 Aug 2011, that included scheduled performances at the Gold City Centre Stage on Mary Street. The 2014 event is to be held on 27 Aug and includes: a shop window display competition (70 entrants) with Zinc FM and Gympie Times advertising prizes; school band competition at Gold City Centre Stage; special events and products at bars, restaurants and shops; $15 return bus trip between the Muster venue and Town Centre.

Create 2-3 days of activities in the Town Centre that coincide with the quiet times during the Muster event i.e. morning and early afternoon.

Objective
Maximise the number of new customers visiting the Town Centre

Actions
› Investigate providing free/low cost bus service between the Muster venue and the Town Centre for the Pre-Muster Party and the Thursday and Friday of the event
› Coordinate with participating businesses and provide main street events timetable and promote them online at least one month in advance
› Run busking programs on Mary Street and Town Centre shopping centres
› Breakfast and lunch specials in the Town Centre that are different to the food at the Muster venue - include hangover cures
› Encourage discount stores to stock party costumes, accessories and travel gear for the visitors
› Include map and shops/services listing for the Town Centre in pre-event communication eg Muster e-news, flyers distributed by Camping Marshalls
› Continue Pre-Muster Best Decorated Business Competition to involve all businesses in the Centre
AA2: Gympie Gold in Town Centre (Gympie Gold Regional Produce)

Gympie Gold Regional Produce is the main marketing brand for fresh produce from the Gympie region. It is an informal network between businesses and growers, and promotes food-related events in the region. The “Gympie Gold” brand has good presence in the Destination Gympie marketing collateral and has a number of distributor/retail members in the region, but not in the Town Centre.

Build on the Farm to Business Directory to include more Gympie Town Centre businesses and make the brand more visible in the Town Centre.

Objective
Link Gympie Gold Regional Produce with Town Centre businesses

Actions
- Create a page on the website that is dedicated to the Town Centre businesses and special events
- Roll out Gympie Gold Regional Produce stickers to Town Centre businesses that sell local produce to be displayed on the shop windows
- Promote supply chains and networks to strengthen links and highlight what is available
- Ongoing industry/business capability development
- Link to food specials/events throughout the year including Meat on Mary and Gympie Town Centre Loyalty Card

AA3: Town Centre Heritage Walk (Gympie Region Heritage Trails)

Gympie Region Heritage Trails is an initiative supported by Gympie Regional Council, Queensland Government and Gympie Cooloola Tourism. The website and brochure illustrate a journey along the trails where one can learn about heritage architecture and historic context in Gympie (mostly in the Town Centre), Goomeri/Kilkivan, Mary Valley and Cooloola Coast. The journey can be completed with the help of QR reader, a Youtube video and maps downloadable from the website. Visitors are encouraged to upload photos from the journey on the Facebook page.

Distribute maps of trails in the Town Centre to encourage self-guided tours.

Objective
Attract visitors and connect the locals to Gympie’s history

Actions
- Distribute brochures and maps to businesses in the Town Centre for the customers to take
Heart of Gold International Film Festival showcases Australian and international short films and runs for 4 days every year (in 2014, 9-12 Oct) at the Gympie Civic Centre located in the Town Centre. According to Campbell Newman (QLD Premier), ‘it is fast establishing itself as one of the pre-eminent film festivals in Queensland, if not Australia’. The event includes film screening, pre-opening entertainment, a film competition ($5,000 prize), an award ceremony and closing ceremony. The website offers information on ‘things to do around Gympie’, however, with a focus on out-of-town activities in Fraser Island and Rainbow Beach.

Add a 1 minute competition element for people under the age of 30 to create a mini movie about the best Gympie has to offer.

Objective
Promote film-making amongst younger people and encourage the locals and visitors to connect to Gympie’s stories.

Actions
› Encourage younger people to make one-minute films about Gympie that support the creation of a positive image and use social media to promote viral marketing; upload to Big Stories Small Towns website; consider approaching schools to get young students involved
› Work with Heart of Gold to promote and have viewings of the best mini movies
› Approach technology companies for sponsorship of the prize eg Apple, Sony, Nokia etc
› Set up an online people’s choice to select a winner
› Winner is announced during festival and mini movie has a link through from Heart of Gold website
› Provide detailed up-to-date information about where to stay, eat and things to do in Heart of Gold website and links to other Gympie websites
AA5: The Town of Gold (Gold Rush Festival)

Gold Rush Festival is a local, community-organised festival that celebrates Gympie’s past and present with a variety of events including Gold Rush Art Show, Literary Awards, the Great Art Debate, a street parade, classic car and bike show and a chef’s challenge. The events take place in and around the Town Centre in October every year (in 2014, 8-22 Oct). It is funded by sponsors that include Gympie RSL Club, the Gympie Times, National Australia Bank, Gympie Regional Council, Hi-Way 1 and 4GY.

Apply a ‘gold’ theme to Mary Street during October.

Objective

Celebrate Gympie’s history with the locals and attract visitors to eat and shop in the Town Centre

Actions

› Restaurants and cafes in the Town Centre to offer gold-themed food and shops to display gold-themed products
› Actively market visually appealing photographs of the event online

AA6: Business Training (Gympie Regional Council Economic Development)

A number of business training programs are currently in place organised by Gympie Regional Council Economic Development including; skill development workshops, seminars and events; Mentoring 4 Growth quarterly meetings; digital enterprise project workshops; and industry forums and business leader’s events.

Involve local businesses in selecting the training program they want and when it would be best held. Invite businesses from other centres to come and learn too - learn that Gympie is a great place to do business!

Objective

Attract new businesses to the Town Centre and help existing businesses grow

Actions

› Invite local business people as keynote speakers to training sessions to tell their stories
› Hold master classes on shopfront improvements with Visual Merchandising Program winners and participants
› Educate hospitality businesses about how to help patrons with up-to-date information about the Town Centre
› Investigate training associated with a ‘Welcome to Gympie’ message eg Welcome to Noosa professional development program
› Provide information to service providers in the Town Centre to ensure people with disability are welcomed and assisted
C8 MARKETING ACTIONS

The following actions while not prioritised are considered important to the overall program. They relate specifically to marketing directions or audiences not yet covered or may need a longer lead time to prepare for.

MA1: Art in Vacant Shop Window

Engage local partners to activate shop windows.

Objective
Turn dark, empty shop windows of vacant business to provide street frontage that is more attractive eg pop-up art exhibitions/community information displays

Actions
- Partner with Gympie Art Gallery and Gympie Gold Mining and Historical Museum amongst others
- Limit of 3 months per installation in order to keep street fresh
- Consider decals, plant art, graphic art, models
- Ensure landlords are involved and understand the benefit of keeping their shops looking good
- Investigate the capacity of this action being expanded to pop-up shops over time

MA2: Games on the Street/Information

Deliver a range of on-pavement street graphics such as hopscotch, and include directional signage to guide people to child-friendly shops, services and other points of interest.

Objective
Invite children and youth, and their families, to the Town Centre in the upcoming spring time (Nov 2014)

Actions
- Deliver the first spray paint game/artwork to seed the action
- Locate around the Gold CityCenter Stage i.e. where safest
- Consider a blackboard wall/panel and free chalk as short-term, temporary activity
- Messages could include “toy shop this way”, “cup cakes this way”
MA3: Summer Buskers Program

Partner with the Australian Institute of Country Music to organise local musicians to busk in the Town Centre over summer.

Objective
Invite the locals to have better access to creating and watching performances

Actions
› Start with Saturdays during school holidays
› Consider gathering spaces such as Gold City Centre Stage, Memorial Gates and shopping centres in the Town Centre
› Partner with restaurants and cafés with outdoor seating adjacent to busking areas
› Consider the incentive for the buskers e.g. lunch with famous musicians, free music lessons, free restaurant meal in return for live music
› Set up temporary seats in the busking area

MA4: Information Board and Map

Set up a community notice board, information board and map where the information booth used to be in the Town Centre

Objective
Inform the locals and visitors about what’s happening in the Town Centre and provide general town information

Actions
› Set up weather-protected information board with yearly calendar events, tours available including Town Centre Heritage Walk, maps and important phone numbers
› Align timing with Free Wifi on Mary Street
› Encourage visitors to upload reviews about the Town and town businesses on Tripadvisor, Urbanspoon etc
› Investigate the provision of information signage and map for Town Centre at the Six Mile Creek Rest Area and Chatswood Park Rest Area to attract RV/caravan visitors to the Town Centre
› Any community notice boards, information boards and maps should be accessible for all ages and abilities, and should consider inclusion of braille
MA5: Free Wifi on Mary Street

Set up free Wifi along Mary Street.

Objective
Get people to come and spend more time in the Town Centre’s public spaces, cafes and restaurants

Actions
- Incentive for instantly uploading stories about the Town Centre via Twitter, Facebook and Instagram
- Co-locate Gympie online marketing efforts with links to the free wifi portal
- Free advertising for the Town Centre businesses on the free wifi portal homepage
- 30 minutes maximum per session

MA6: Mary Street Movies

Screen movies and bring people to the Centre in the evening.

Objective
Revitalise the Town Centre during quiet times of the year - spring and autumn

Actions
- Set up an outdoor cinema at the steps at the Gold City Centre Stage with more seats and a good audio visual system; if more space is required in the future, consider parallel programs at Gold City Centre Stage and Nelson Reserve
- Partner with nearby restaurants/cafes so that the movie goers can access dining specials around town – ‘Eat before 8’ or intermission hot chocolates and cakes
- Consider how to market to different demographics by including diverse food menus and films
- Consider potential delivery partners including the Heart of Gold and Gympie Music Muster
- Investigate the possibility of installing a permanent PA system at the Gold City Centre Stage for this Action as well as others
MA7: Gympie Town Centre Loyalty Card

Deliver an on-going loyalty card program for repeat shoppers.

Objective
Connect local businesses in the Town Centre and help them grow collectively

Actions
› Run throughout the year (e.g. coffee, ice cream) but set up special deals over winter when business is slow
› Connect different and relevant businesses to work collaboratively i.e. spend $20 in each of these 5 shops over a 3 month period and get a 2 for 1 meal at this restaurant’ or ‘spend $50 at Toy World and get a free hot chocolate at MiCakes’
› Consider loyalty discounts e.g. ‘collect x amount of stamps and receive a 25% off your bill Mon-Wed’
› Run social media campaigns with special offers and advertise on Gympie Times

MA8: Mary Street Markets

Establish regularly held fresh food markets.

Objective
Promote local food and support local producers, and connect them with the local residents

Actions
› Start with a one day event in January 2015 and use it as a call to action for ongoing markets – see what the challenges are, test the appetite from both producers and the audiences
› Test and refine frequency, timing and duration over time (hours and months per year), and gradually run the market for more than 3 months a year
› Curated market – grow it, bake it, make it – local Gympie produce not cheap imports; start with fresh food and include other products over time
› Review and reach out to producers that have expressed interest in the past in participating food-related events – consider the Food Industry Survey 2011 and the Farm to Business Directory by Mary Valley Country Flavours
› Use an Expression of Interest process for market coordination/management services
MA9: Mary Street Improvements Groundbreaking Celebration

Arrange a ceremony and celebration with the Council staff, business and the community.

Objective
To engage the community in celebrating revitalisation milestones in the Town Centre

Actions
- Invite key Council staff, stakeholders, businesses and the residents to open new infrastructure i.e. Upper Mary Street construction
- Apply different methods including tree planting, ground breaking ceremonies and BBQs

<table>
<thead>
<tr>
<th>#1</th>
<th>Celebrate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>Low</td>
</tr>
<tr>
<td>@</td>
<td>Council</td>
</tr>
<tr>
<td>⏱</td>
<td>As required</td>
</tr>
<tr>
<td>🗣️</td>
<td>Businesses, locals</td>
</tr>
</tbody>
</table>

MA10: Town Centre Heritage Walk Guided Tour

Engage volunteers to give weekend walking tours.

Objective
Bring heritage and history enthusiasts into Town Centre

Actions
- Train local volunteers to give regular tours of historical sites in the Town Centre
- Create t-shirts/badges for the guide
- Align timing with Mary St Markets and Find Gold in Gympie to offer diversity of things to do

<table>
<thead>
<tr>
<th>#1</th>
<th>Celebrate</th>
</tr>
</thead>
<tbody>
<tr>
<td>$</td>
<td>Low</td>
</tr>
<tr>
<td>@</td>
<td>Council</td>
</tr>
<tr>
<td>⏱</td>
<td>Medium</td>
</tr>
<tr>
<td>🗣️</td>
<td>Locals, visitors</td>
</tr>
</tbody>
</table>
MA11: Find Gold in Gympie (national campaign)

Partner with a major local company to launch a national campaign linking their product with the history of Gympie as a gold rush town.

Objective
Raise awareness about what's happening in Gympie and the Gympie Town Centre and get people to start telling positive stories about them

Actions
- Launch a national competition over summer to find a golden nugget in a major product e.g. Nestlé, Suncoast Gold Macadamias, Madill, Performax International etc
- Consider small prizes i.e. Golden Rough that lead up to win the ultimate big prize such as a double pass to the Gympie Music Muster with accommodation
- Actively advertise the national competition via social media with incentives for sharing i.e. chance to win a prize for just sharing the competition details with friends

MA12: Find Gold in Gympie (treasure hunt)

Partner with a major local company to launch a local campaign during the Gold Rush Festival that will see locals and visitors tracking questions through the town and shopping in local businesses to win prizes.

Objective
Offer a fun event to local residents and support local businesses in Gympie Town Centre

Actions
- Partner with a major local company to run & market the event
- Launch local competitions that include a weekend treasure hunt where one must purchase from three businesses and solve clues to win a prize i.e. a year supply of Golden Roughs
- Competitions to run over a day and over a whole month
- Competitions to offer different levels of difficulty
Part D
RESEARCH FINDINGS REPORT
SUMMARY OF RESEARCH

Part D Research Findings Report provides a detailed overview of primary research conducted for the Gympie Town Centre Branding and Marketing Strategy, which is listed chronologically below.

<table>
<thead>
<tr>
<th>No.</th>
<th>Date</th>
<th>Research</th>
<th>Informed active Participants</th>
<th>Method</th>
<th>Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td><strong>AUDIT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C1</td>
<td>29 Apr 2014</td>
<td>Place Audit</td>
<td>-</td>
<td>Site visit</td>
<td>Provide a qualitative analysis of the atmosphere, amenity, audience, access and activities of the main street and investigate how people use the space and also the internal and external influences on the site</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>ENGAGEMENT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C2</td>
<td>29 Apr 2014</td>
<td>Stakeholder/Business Workshop 1</td>
<td>30</td>
<td>Workshop</td>
<td>Actively engage with the community and inform them about the role of place branding and business sustainability; Identify the current perception of Gympie and a desirable future through group exercises</td>
</tr>
<tr>
<td></td>
<td>29 Apr 2014</td>
<td>Councillor Workshop 1</td>
<td>16</td>
<td>Workshop</td>
<td>Obtain input from the Council into the Branding and Marketing Strategy by encouraging them to share ideas about the current perception and the desired future of Gympie; Identify opportunities and challenges in achieving the desired outcome</td>
</tr>
<tr>
<td></td>
<td>19 Jun 2014</td>
<td>Councillor Workshop 2</td>
<td>6</td>
<td>Workshop</td>
<td>Obtain the Council’s feedback on the draft Strategy and branding options and marketing directions</td>
</tr>
<tr>
<td>C3</td>
<td>19 Jun 2014</td>
<td>Place logo feedback survey</td>
<td>35</td>
<td>Face to face survey</td>
<td>Obtain feedback from the community on the place logo and application options</td>
</tr>
<tr>
<td></td>
<td>20 Jun 2014</td>
<td></td>
<td></td>
<td>During workshop</td>
<td></td>
</tr>
<tr>
<td>C4</td>
<td>29 Apr - 14 May 2014</td>
<td>Instagram engagement program</td>
<td>4</td>
<td>Online campaign</td>
<td>Encourage the more technologically savvy community members to share their reflection of the Gympie Town Centre by posting photos of things, people or places that are important to them; Make the sharing process fun and instant</td>
</tr>
<tr>
<td>C5</td>
<td>23 June - 6 July 2014</td>
<td>‘What’s great about Gympie’ online survey</td>
<td>299 (responses)</td>
<td>Postcard survey</td>
<td>Identify the community’s values and aspirations for the Town Centre and their perception of the current Town Centre experience; Reach out to diverse groups of people via two different channels of reply paid</td>
</tr>
<tr>
<td>C6</td>
<td>20 Jun 2014</td>
<td>Place logo feedback survey</td>
<td>28</td>
<td>Face to face survey</td>
<td>Obtain feedback from the community on the place logo and application options</td>
</tr>
<tr>
<td></td>
<td>23 June - 6 July 2014</td>
<td>‘What’s great about Gympie’ postcard survey</td>
<td>94</td>
<td>Online survey</td>
<td></td>
</tr>
<tr>
<td>C7</td>
<td>20 Jun 2014</td>
<td>Stakeholder/Business Workshop 2</td>
<td>33</td>
<td>Workshop</td>
<td>Obtain the community’s feedback and input into place logo concepts and the Branding and Marketing Strategy</td>
</tr>
<tr>
<td>C8</td>
<td>20 Jun 2014</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C9</td>
<td>23 June - 6 July 2014</td>
<td>Marketing directions and implementation priorities survey</td>
<td>82</td>
<td>Online survey</td>
<td>Obtain feedback from the community on the marketing objectives, directions and priorities for implementation actions.</td>
</tr>
</tbody>
</table>

Total number of active participants: 675
A place audit was conducted on April 29 2014 during Place Partners’ site visit to Gympie. The audit was carried out for the 3 precincts of Mary Street as defined by the Gympie CBD Revitalisation Strategy Scoping Study April 2013: Civic Precinct; Upper Mary Street Precinct; and Lower Mary Street Precinct.

**Activities**

There is a high concentration of discount stores, hairdressers, banks and women’s clothing stores in Upper and Lower Mary Street precincts. While big chains such as Dick Smiths are located here, there are also a number of unique, interesting boutiques stores with quirky signage and markings. A small number of cafes and restaurants, some with outdoor seating, are located along the street.

The Civic Precinct’s retail offer is more oriented toward professional services and administration, including surveyors, doctors and Council offices.

Other than retail, Mary Street does not offer many opportunities for active participation.

**Amenities**

The benches dotted along Mary Street are well used, but they sometimes face a nondescript wall or an uninteresting part of the street. Trees line up the street, particularly in the Lower Mary Street Precinct. Public toilets at the Memorial Gates are in a good functional condition.

**Access**

Mary Street offers few penetrations though the blocks to parallel streets. However, the entry to Memorial Gates provides an easily recognisable throughway to Memorial Park.

While the flat section of Mary Street is generally accessible and provides threshold ramps and tactile indicators, some shops are elevated above the ground level disallowing those in wheelchairs and mobility scooters to enter them.

Walking up the steep section of the Civic Precinct takes more effort.

**Atmosphere**

The eastern part of Mary street is generally pleasant and intimate, lined with matures trees and pedestrian friendly pavements. Cars drive slowly through the oneway street, allowing it to be quiet and easy for pedestrians to cross.

The wide openings of store fronts allow visual penetration to the store interiors, making the walking experience more diverse and interesting.

While the Civic Precinct is not as atmospheric and lacks landscaping, its series of heritage buildings offers a combination of historic charm and a sense of community.

**Audiences**

The flat part of Mary Street (Upper and Lower Mary Street Precincts) is well used by different groups of people, including mothers with strollers, older people with electric mobility scooters and working adults. While the mothers tend to leisurely walk and browse the shops, most working adults busily move about to run errands in a short amount time. There is a high number of older people that stroll along the street with friends, stop to chat with people they bump into and sit in cafes and restaurants in groups for coffee and food.

A small number of seemingly homeless people can be seen sitting on benches and stoops along the street. They mainly tend to spend time watching other people, and a few start up a conversation with strangers nearby.

The Civic Precinct, which comprises of the hilly part of Mary Street, is sparsely occupied. The slope deters people with less physical mobility from walking up the hill. During the audit, no one with strollers or on mobility scooters were seen on this section of the street.

In all three sections of Mary Street, there is little presence of children.
Place Partners facilitated a place branding workshop with local business and the community of Gympie to actively engage with them in the development process of the Gympie Town Centre Branding and Marketing Strategy. The participants were asked to share ideas about the current perception of Gympie’s identity, desired future character of the town, and how to market the Gympie Town Centre.

The workshop was held on Tuesday 29 April 2014 and ran from 7am-8.30am. The workshop was advertised via media release (16/04/14), public notice, the Great Gympie website and letters of invitation. A total of 30 attendees were present at the workshop.

This document is a summary of the findings from the workshop.

**SUMMARY**

Mayor Ron Dyne opened the workshop by thanking the audience for coming. He acknowledged that the past few years have been challenging particularly due to the recurrent flooding and confirmed the Council’s commitment to improving the Gympie Town Centre. He said the Town Centre should be a place ‘where you can have brunch on a Sunday’ and that there is no need for more parking space.

CEO Bernard Smith then gave his remarks about the progress the town is making and explained the three concurrent projects: Smithfield Street upgrade; masterplan for Nelson Reserve; and the Gympie Town Centre Branding and Marketing Strategy.

Kylie Legge of Place Partners began the branding presentation by describing the project, its objectives and the roles of the stakeholders. The audience was asked to do 3 exercises, which were as follows:

**EXERCISES**

**EXERCISE 1: WHAT DO PEOPLE THINK ABOUT GYMPIE CBD NOW?**

Participants were asked to describe what people think about Gympie as it exists now. Participants came up with the following words.

**EXERCISE 2: WHAT SHOULD PEOPLE KNOW ABOUT GYMPIE?**

Participants were asked to describe the unique character, hidden stories, things, products and people of Gympie that people may not know about. The following words were selected:

---

### Positive
- Friendly
- Gold mining
- Historic
- Culture
- Flooding
- Beautiful
- Clean
- Character
- Country soul
- Welcoming
- Peaceful
- Relaxing

### Negative
- Gun capital
- Redneck
- Boring
- Hell town
- Distorted view
- ‘Cliquey’
- Welfare town

### Art & Culture
- Library/art gallery
- Literary awards
- Short film festival (“Heart of Gold” - positive stories)
- Art/music
- Gympie Muster

### History
- Gold rush
- Park – Memorial
- Historical town (Beechworth)

### Attraction
- Lungfish
- Growers market
- Mother Mountain rock pools
- Mary River
- Mary St. (UK High Streets)
- Boutique shops
- Rattler
- Tree change

### People
- Raise kids
- Volunteers/community Spirit
- Andrew Fisher
- Celebrity chef
- Family menu
- Nestle

---
EXERCISE 3: IDEAS FOR GYMPIE CBD MARKETING

Participants were asked to work in groups of 2-3 and share ideas about how to market the Town Centre. The following is the compilation of all answers, grouped into similar themes and presented in the order of most mentions.

### Question 1: Big “crazy” ideas

**Art & Culture**
- Mary St festival
- Mary St heritage painted colours
- Lighting theme to Mary St (Weekends), lower crime
- Make Gympie the town of classic cars, motor bikes and transport (Rattler) “New wave” of gold-rush, but from a wider source of potential opportunities i.e. a town that supports bold ideas, new ventures
- Sat market – Twilight market
- Breathe life and movement back into our historic relics, gold stamper, winding engines, steam driven sawmill etc
- Council and landowners to work together to turn historic buildings in Mary St to the feature of the street

**Physical infrastructure improvement**
- River walk around the Mary River to turn it into a positive rather than a negative feature of the town
- Connectivity/Conduit between Nelson and Memorial
- Central hub in Main St
- Clean up Young St frontage
- Mary St should flow with the river/access to river – more family friendly
- Enhancing Mary Street – Signage
  - 100 ft gold statue? Gold presence in streets
  - Buildings painted across top with gold
- Relocate lower Mary Street to the Fiveways

**Industries and policy**
- Leadership – progressive thinking (i.e. Children)
- Prosperity out of adversity – how do we use negatives to move forward?
- Change name Gympie
- Creative Industries – creative use of knowledge (technology/IT/the arts)
- Expand eclectic nature of businesses

**Tourism**
- Focus on bringing tourists in
- Create a scene to attract people (tree change/alfresco)

### Question 2: Events – Customer focused short term activity

**Food/market**
- Gympie Bake off – including general public
- Festivals
- Rural produce – more promotion – i.e. dedicated markets?
- Billy cart
- Mid week markets
- Street market in Mary Street – make it, bake it, grow it
- Twilight markets in Mary St

**Mary River**
- Mary River rafting
- Access to Mary River – Development
- Make a river walk
- Utilise the Mary River

**Music**
- Build on Music Muster links
- Week before the festival in town – “Muster” – e.g. busking competition
- Muster in main st

**Others**
- Historical cars/bikes
- Gold nugget event – hide a gold nugget in large area, whoever finds it wins a good prize
### Question 3: Programs – longer term activity for business development/improvement as well as customer loyalty

<table>
<thead>
<tr>
<th>Physical infrastructure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back door access from shops to Reef St</td>
</tr>
<tr>
<td>Two one way streets</td>
</tr>
<tr>
<td>Location/location/location branding</td>
</tr>
<tr>
<td>Markers on historic buildings</td>
</tr>
<tr>
<td>Retail</td>
</tr>
<tr>
<td>Mary St Businesses – marketing fund</td>
</tr>
<tr>
<td>Lyonest for customer loyalty – see Judy (Lady Bird)</td>
</tr>
<tr>
<td>Customer service excellence</td>
</tr>
<tr>
<td>Festivals</td>
</tr>
<tr>
<td>Heart of Gold Festival</td>
</tr>
<tr>
<td>Car free Mary Street in 2020-2025; in stages; restaurants etc.</td>
</tr>
<tr>
<td>Music</td>
</tr>
<tr>
<td>Retreat town – R+R – to work in with other businesses e.g. performer</td>
</tr>
<tr>
<td>Promote the ‘Muster’ in Mary Street</td>
</tr>
<tr>
<td>Food/market</td>
</tr>
<tr>
<td>Markets</td>
</tr>
</tbody>
</table>

### Question 4: Communication tools – for sharing Gympie CBD’s story

<table>
<thead>
<tr>
<th>Offline media</th>
</tr>
</thead>
<tbody>
<tr>
<td>We have Gympie’s Cake Boss!</td>
</tr>
<tr>
<td>Multimedia channels – Radio/TV/Print</td>
</tr>
<tr>
<td>Expose and promote at home expos</td>
</tr>
<tr>
<td>Word of mouth</td>
</tr>
<tr>
<td>Shop owners on the ground</td>
</tr>
<tr>
<td>Online media</td>
</tr>
<tr>
<td>Social media – Facebook/Twitter</td>
</tr>
<tr>
<td>Facebook</td>
</tr>
<tr>
<td>Website – Link to booking opportunities</td>
</tr>
<tr>
<td>Viral Facebook, texts, apps which are games</td>
</tr>
<tr>
<td>Physical infrastructure</td>
</tr>
<tr>
<td>Signage on the buildings to tell their stories</td>
</tr>
<tr>
<td>Signs on highway e.g. the first rugby league game ever played in Australia was played in Gympie</td>
</tr>
<tr>
<td>Public transport to improve + enhance access to Gympie’s icons and CBD</td>
</tr>
<tr>
<td>Others</td>
</tr>
<tr>
<td>Promote the ‘unusual’ shape of Mary St.</td>
</tr>
<tr>
<td>Poor circulation of info</td>
</tr>
<tr>
<td>Mary St – wifi hotspot</td>
</tr>
</tbody>
</table>
Place Partners facilitated a place branding workshop with the Gympie Regional Council to obtain their input regarding the development of the place branding strategy by encouraging them to share ideas about the current perception of Gympie’s identity, desired future character of the town, and opportunities and challenges in achieving the desired outcome.

The workshop was held on Tuesday 29 April 2014 and ran from 12pm-1.30pm. A total of 16 attendees were present at the workshop.

This document is a summary of the findings from the workshop.

SUMMARY

Kylie Legge of Place Partners opened the workshop with a powerpoint presentation, noting the significance of place branding as well as implementation of actions that are achievable, appropriate and sustainable: trust must be built by implementing small things/wins to shift the perception of the place, rather than creating a graphic mark that offers little meaning to people. The comment was well received by the Council staff and led to the following discussions:

- Gympie is in the process of moving away from being a ‘country town’ to a ‘regional city’.
- As a visitor, the gold mining history is interesting, yet it is not often seen in the Town Centre.
- Only a small number of people visit Gympie for the history/heritage.
- Separate branding can exist for tourism but the main focus of the project should be on the local residents and business.
- It is difficult to market ‘affordability’. We should help people move to the CBD for industrial work.
- A lot of Gympie is untouched – this is an asset that should not change.
- 24,000 visitors stop by the Matilda information centre every year. This energy should be utilized in the CBD.

The key issues that were raised were:

- It is unclear which scale the branding is for – the Gympie CBD or the region? This raises another question of whether the CBD should be called the CBD at all, as the ‘central business district’ is not what the main street (and the surrounding area is). The current wording on the road sign into the CBD “Business Centre” is confusing and misleading, and should be changed immediately.
- The high vacancy rate of Mary Street shops is due to the federal tax policy: the landlords have little interest in utilising their buildings or improving the site conditions.
- The Council has some funding for small win projects, but it needs to be confirmed.

EXERCISES

The following exercises were conducted during the workshop.

EXERCISE 1: WHAT DO PEOPLE THINK ABOUT GYMPIE CBD NOW?

Participants were asked to describe what people think about Gympie as it stands now. Participants came up with the following words.

<table>
<thead>
<tr>
<th>Positive</th>
<th>Negative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>Lack of culture</td>
</tr>
<tr>
<td>Welcoming</td>
<td>“Helltown”</td>
</tr>
<tr>
<td>Community/resilience</td>
<td>Redneck</td>
</tr>
<tr>
<td>Central location</td>
<td>Gun capital of the world</td>
</tr>
<tr>
<td>Gold</td>
<td></td>
</tr>
<tr>
<td>Fields/hilly</td>
<td></td>
</tr>
<tr>
<td>Heritage/character buildings</td>
<td></td>
</tr>
<tr>
<td>“On the way”</td>
<td></td>
</tr>
<tr>
<td>Music Muster</td>
<td></td>
</tr>
</tbody>
</table>
EXERCISE 2: WHAT SHOULD PEOPLE KNOW ABOUT GYMPIE?

Participants were asked to describe the unique character, hidden stories, things, products and people of Gympie that people may not know about. The following words were chosen:

<table>
<thead>
<tr>
<th>People</th>
</tr>
</thead>
<tbody>
<tr>
<td>Authentic – people are real</td>
</tr>
<tr>
<td>Some don’t wear shoes</td>
</tr>
<tr>
<td>Friendly/welcoming/down-to-earth</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Great place to play/stay/live</td>
</tr>
<tr>
<td>Affordable lifestyle</td>
</tr>
<tr>
<td>Hub/heart/home</td>
</tr>
<tr>
<td>Proximity</td>
</tr>
<tr>
<td>Comfortable rural living</td>
</tr>
<tr>
<td>Place worth stopping</td>
</tr>
<tr>
<td>&quot;Golden slice of Queensland&quot;</td>
</tr>
<tr>
<td>Types of shops – not same as shopping centre</td>
</tr>
<tr>
<td>Stopping back in time</td>
</tr>
</tbody>
</table>
An Instagram social media engagement was carried out concurrently with the online/postcard surveys. The community was asked to take photos of what they think is great about Gympie CBD and post the photos on Instagram or get in touch with the Council/Place Partners to share. The photos could be of things, people or places that were important to them.

Instagram #greatgympie attracted 3 followers excluding the Council and Place Partners staff.

4 photo submissions were made via Instagram, Twitter and the Council website during the sharing Period of 28/4/2014 - 15/5/2014. The participants were rewarded a double cinema voucher each by the Council.

<table>
<thead>
<tr>
<th>Photo</th>
<th>Submission method</th>
<th>Caption</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Photo 1" /></td>
<td>Twitter</td>
<td>&quot;A nice picture my daughter took of duck ponds in #gympie&quot;</td>
</tr>
<tr>
<td><img src="image2.png" alt="Photo 2" /></td>
<td>Instagram</td>
<td>-</td>
</tr>
<tr>
<td><img src="image3.png" alt="Photo 3" /></td>
<td>Instagram</td>
<td>-</td>
</tr>
<tr>
<td><img src="image4.png" alt="Photo 4" /></td>
<td>Direct upload on council’s website</td>
<td>&quot;Gympie Community Time Capsule&quot;</td>
</tr>
</tbody>
</table>
In our town people know each other and if you are new they are keen to get to know you!”
– 6 May 2014, Survey respondent

Place Partners conducted 2 sets of surveys via replay paid postcards and an online survey tool for the local community and businesses. A total of 347 responses were received, including 299 postcard surveys and 48 online surveys. The purpose of the surveys was to identify the community’s values and aspirations for the Town Centre and their positive and negative perceptions of the current Town Centre experience.

KEY FINDINGS

› The locals are proud of their town and see lots of potential in Mary Street’s future
› The vacant shops are disliked and the people expect the Council to address the issue
› Gympie’s heritage and history are highly valued by the locals, and they want the Town Centre to be a great place to socialise
› The locals connect with the colour gold
› The locals aspire to a Town Centre that is historic, social and relaxed, and they also desire a diverse and progressive community hub
› The community strongly support the Town Centre activities and amenities like farmers’ market, more outdoor dining and free wifi

METHODOLOGY

The community was asked to either directly fill out the survey online, or fill out postcard surveys and send them to the Council. The Council then entered the postcard data into the online survey system to allow compilation of all responses from both channels. The online survey consisted of 6 questions and took between 2-5 minutes to complete, depending on the level of information the respondent was willing to provide. Respondents were not required to answer all questions.

<table>
<thead>
<tr>
<th>Survey method (Questions)</th>
<th>No. of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online (Q1 - Q6)</td>
<td>48</td>
</tr>
<tr>
<td>Postcard 1 (Q1)</td>
<td>62</td>
</tr>
<tr>
<td>Postcard 2 (Q2, Q3)</td>
<td>65</td>
</tr>
<tr>
<td>Postcard 3 (Q4)</td>
<td>77</td>
</tr>
<tr>
<td>Postcard 4 (Q5, Q6)</td>
<td>95</td>
</tr>
</tbody>
</table>

Survey method

<table>
<thead>
<tr>
<th>Questions</th>
<th>No. of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online (Q1 - Q6)</td>
<td>48</td>
</tr>
<tr>
<td>Postcard 1 (Q1)</td>
<td>62</td>
</tr>
<tr>
<td>Postcard 2 (Q2, Q3)</td>
<td>65</td>
</tr>
<tr>
<td>Postcard 3 (Q4)</td>
<td>77</td>
</tr>
<tr>
<td>Postcard 4 (Q5, Q6)</td>
<td>95</td>
</tr>
</tbody>
</table>
SURVEY RESULTS

QUESTION 1: WHAT DO YOU THINK IS GREAT ABOUT GYMPIE CBD?

When asked to describe the best attributes of the Gympie CBD using words or images, there were a wide variety of responses, however several key themes emerged.

As this was an open-ended question, all individual responses have been manually coded and categorised into common themes. 99 respondents answered this question and provided one or more responses.

Of the total of 145 responses, the three most liked attributes were:

- History & Heritage (21)
- Atmosphere (20)
- Nature (20)
- Public amenities and facilities (20)

These results indicate that respondents highly value their sense of community, the country feel of the town and the natural environment.

“I like the mixture of styles of buildings and shop fronts. An eclectic bunch of heritage, modern, and dated (read “retro” or “kitsch” in marketing parlance).”

– 10 May 2014, Survey respondent
QUESTION 2: IN THE FUTURE, GYMPIE CBD SHOULD BE KNOWN AS... PLEASE TICK OR TELL US IN YOUR OWN WORDS.

Respondents were asked to select words and images that they wanted the CBD to be known for, or describe using their own words (‘Other’). They were able to select multiple answers. 95 respondents answered this question.

The ‘Other’ desirable traits of the future CBD described by 34% of the respondents (32) are:

- MAIN STREET
  - Heart/centre of Gympie (5)
  - Dying main street (1)
- RETAIL
  - Boutique local shops (6)
- COMMUNITY
  - Friendly community (5)
  - Pensioner friendly (1)
- NATURE
  - Mary River (2)
  - Natural environment (2)
- OTHER
  - Ban smoking in Mary Street (1)
  - Gateway to Cooloola Coast (1)
  - Unique setting (1)
  - The library (1)
- ART & CULTURE
  - Music, arts, social scene (3)
- FOOD
  - Eat street (1)
  - Dining facilities (1)
- PARKING
  - Close parking to main street (1)
  - More parking on Mary Street (1)

“I want for the future of Gympie CBD) relaxed meeting place – inclusive and accessible for everyone - visitors, locals, families, young kids, young adults, older people...”

– 5 May 2014, Survey respondent
QUESTION 3: PLEASE TICK THE COLOUR/S THAT YOU THINK BEST REPRESENTS THE GYMPIE CBD AND TELL US WHY.

Respondents were asked to select colour/s that they identified with. They were able to select multiple answers. 98 respondents answered this question and their answers are as follows:

- Gold (62%)
- Leaf Green (40%)
- Jacaranda (36%)
- Sky (16%)
- Earth (15%)
- Water (14%)

The respondents also asked to provide reasons for their choice/s. 63 respondents provided a total of 79 reasons, and they are:

<table>
<thead>
<tr>
<th>Colour</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>Gold rush history (33)</td>
</tr>
<tr>
<td>(36)</td>
<td>Sun (2)</td>
</tr>
<tr>
<td></td>
<td>Happy colour (1)</td>
</tr>
<tr>
<td>JACARANDA</td>
<td>Trees in the parks (18)</td>
</tr>
<tr>
<td>(18)</td>
<td></td>
</tr>
<tr>
<td>LEAF GREEN</td>
<td>Trees and landscape (11)</td>
</tr>
<tr>
<td>(12)</td>
<td>Mary valley (1)</td>
</tr>
<tr>
<td></td>
<td>Relaxed attitude (1)</td>
</tr>
<tr>
<td>EARTH</td>
<td>Natural (4)</td>
</tr>
<tr>
<td>(6)</td>
<td>Heritage buildings (1)</td>
</tr>
<tr>
<td></td>
<td>Already represents Gympie (1)</td>
</tr>
<tr>
<td>SKY</td>
<td>Gympie flag/tradition (2)</td>
</tr>
<tr>
<td>(5)</td>
<td>Relaxed attitude (1)</td>
</tr>
<tr>
<td></td>
<td>Beautiful and clear (1)</td>
</tr>
<tr>
<td></td>
<td>Natural element (1)</td>
</tr>
<tr>
<td>WATER</td>
<td>Mary River (1)</td>
</tr>
<tr>
<td>(2)</td>
<td>Modernity (1)</td>
</tr>
</tbody>
</table>

“Gold because of the link with its historic past. Green because, after rain, it’s a beautiful sight as you travel north along the Bruce Highway.”
– 28 April 2014, Survey respondent
QUESTION 4: WHAT THREE WORDS WOULD YOU LIKE TO HEAR THE GYMPIE CBD BEING DESCRIBED AS IN THE FUTURE? PLEASE TICK OR TELL US IN YOUR OWN WORDS...

Respondents were asked to select words that they wanted the CBD to be more of in the future. They were able to select multiple answers. 122 respondents answered this question and their answers are as follows:

<table>
<thead>
<tr>
<th>Theme</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAFE &amp; INVITING (15)</td>
<td>Friendly community (13)</td>
</tr>
<tr>
<td></td>
<td>Safe and peaceful (2)</td>
</tr>
<tr>
<td>INTERESTING (12)</td>
<td>Heart of Gympie (5)</td>
</tr>
<tr>
<td></td>
<td>Dying main street (1)</td>
</tr>
<tr>
<td>CLEAN &amp; GREEN (2)</td>
<td>Clean, green and open (1)</td>
</tr>
<tr>
<td></td>
<td>Zoo, house, beach (1)</td>
</tr>
<tr>
<td>OTHER (2)</td>
<td>Parking (1)</td>
</tr>
<tr>
<td></td>
<td>Productive (1)</td>
</tr>
</tbody>
</table>

The ‘Other’ descriptions of the desirable future CBD provided by the 25% of the respondents (31) are:
QUESTION 5: WHAT IMPROVEMENTS OR ACTIVITIES WOULD GET YOU TO VISIT THE CBD MORE OFTEN AND STAY THERE LONGER? PLEASE TICK OR TELL US IN YOUR OWN WORDS...
Respondents were asked to identify amenities and activities that would attract them to the CBD. They were able to select multiple answers. 140 respondents answered this question and their answers are as follows:

- Other* (59%)
- Markets (51%)
- Outdoor dining (48%)
- Free wifi (39%)
- More trees and plants (31%)
- Improved public amenity (29%)
- Child friendly areas (29%)
- Public art (28%)
- Comfortable seating (27%)
- More retail (26%)
- Boutique bars (24%)
- Pop-up shops (21%)
- Better signage (16%)

* See next page for the descriptions of ‘other’ improvements or activities.
59% of the respondents (80) provided one or more responses as ‘Other’ improvements or activities. A total of 97 responses were collected and they are categorised into themes:

<table>
<thead>
<tr>
<th>Theme</th>
<th>Responses</th>
</tr>
</thead>
</table>
| EVENTS & ACTIVITIES (25) | Markets (6)  
                          | Music (6)  
                          | Festivals/entertainment (4)  
                          | Art galleries/academy (3)  
                          | Walking tours (1)  
                          | Heritage styling (1)  
                          | Dancing (1)  
                          | Movies (1)  
                          | Library (1)  
| RETAIL (22)              | Original, interesting shops (11)  
                          | Cafes, restaurants (8)  
                          | Speakers on Mary street (1)  
                          | Myer, Big W, Mitre 10, Beefy’s pies (1)  
| PARKING (18)             | More parking (15)  
                          | Accessible parking (3)  
| AMENITIES & SERVICES (16) | Pedestrian crossing (3)  
                          | Quality foot paths (2)  
                          | Kids playground (2)  
                          | Less cars on the street (2)  
                          | Recreational facility (2)  
                          | Shuttle bus (1)  
                          | Bike racks (1)  
                          | Gathering space (1)  
                          | Seating area (1)  
                          | Arcades (1)  
| SIGNAGE (8)              | Directional signage (4)  
                          | Tourism information (2)  
                          | 3D model of Gympie (1)  
                          | Business signage (1)  
| OTHERS (5)               | Do not need more shops (1)  
                          | Over charges for rates (1)  
                          | Train and hospital (1)  
                          | More toilets (1)  
                          | More police (1)  
| LANDSCAPE (3)            | Trees and plants (2)  
                          | Dog friendly parks (1)  

“winter outdoor dining in the sun /summer outdoor dining in the shade/less traffic and parking jams”
– 7 May 2014, Survey respondent
QUESTION 6: WHAT ELSE DO YOU WANT FOR THE FUTURE GYMPIE CBD?

Respondents were asked to comment on any desirable amenities, activities or aspirations for the future Gympie CBD. 69 respondents answered this open-ended question and provided multiple answers. A total of 82 responses were collected and they are categorised into themes:

<table>
<thead>
<tr>
<th>Theme</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMENITIES &amp; SERVICES</td>
<td>Places to sit and meet people (5)</td>
</tr>
<tr>
<td></td>
<td>More public art (4)</td>
</tr>
<tr>
<td></td>
<td>Cleaner amenities (3)</td>
</tr>
<tr>
<td></td>
<td>More room on foot path (2)</td>
</tr>
<tr>
<td></td>
<td>Signage/information booth (2)</td>
</tr>
<tr>
<td></td>
<td>Access to river (1)</td>
</tr>
<tr>
<td></td>
<td>Fix Valley Rattler (1)</td>
</tr>
<tr>
<td></td>
<td>Pool (1)</td>
</tr>
<tr>
<td></td>
<td>More bike paths (2)</td>
</tr>
<tr>
<td></td>
<td>Child-friendly area (1)</td>
</tr>
<tr>
<td></td>
<td>Better connection from Coles to Mary Street (1)</td>
</tr>
<tr>
<td></td>
<td>New church (1)</td>
</tr>
<tr>
<td></td>
<td>Expression of flood history (1)</td>
</tr>
<tr>
<td></td>
<td>Youth hostel (1)</td>
</tr>
<tr>
<td>RETAIL</td>
<td>More retail (8)</td>
</tr>
<tr>
<td></td>
<td>Heritage related retail (3)</td>
</tr>
<tr>
<td></td>
<td>Affordable rent (2)</td>
</tr>
<tr>
<td></td>
<td>Restaurants open at night (2)</td>
</tr>
<tr>
<td></td>
<td>Progressive shop keepers (1)</td>
</tr>
<tr>
<td></td>
<td>Confidence in the retail sector via Council support (1)</td>
</tr>
<tr>
<td></td>
<td>Cheaper than the shopping centres (1)</td>
</tr>
<tr>
<td></td>
<td>Air conditioning in shops (1)</td>
</tr>
<tr>
<td></td>
<td>Another post office (1)</td>
</tr>
<tr>
<td>PARKING</td>
<td>More parking (12)</td>
</tr>
<tr>
<td></td>
<td>Covered outdoor parking (1)</td>
</tr>
<tr>
<td>EVENTS &amp; ACTIVITIES</td>
<td>Music (4)</td>
</tr>
<tr>
<td></td>
<td>Markets (6)</td>
</tr>
<tr>
<td></td>
<td>Temporary vendors (1)</td>
</tr>
<tr>
<td></td>
<td>More culture (1)</td>
</tr>
<tr>
<td></td>
<td>More history related activities (1)</td>
</tr>
<tr>
<td>OTHERS</td>
<td>Progressive future (3)</td>
</tr>
<tr>
<td></td>
<td>Flood mitigation (2)</td>
</tr>
<tr>
<td></td>
<td>New name for Gympie (1)</td>
</tr>
<tr>
<td></td>
<td>Encourage people to walk (1)</td>
</tr>
<tr>
<td>LANDSCAPE</td>
<td>More plantings and trees (2)</td>
</tr>
<tr>
<td></td>
<td>Keep clean and green (1)</td>
</tr>
</tbody>
</table>

“More public seating where people can face each other and converse or enjoy each others company. More seating for people watching for those who want to be seen.”

– 20 May 2014, Survey respondent
Place Partners facilitated a place branding and marketing workshop with the Gympie Regional Council to obtain their feedback and input into the strategy and branding options.

This second Councillor workshop was held on Thursday 19 June 2014 and ran from 2pm-3pm. The purpose of the workshop was to obtain the Councillors’ feedback on the Gympie Town Centre marketing directions and implementation options, as well as the place logo concepts. In addition, it was an opportunity to discuss and agree on the workshop material to be presented at the stakeholder/business workshop the next day.

The workshop consisted of the following:

- Presentation of community engagement results/place logo development process and marketing directions
- Discussion of place logo concepts, marketing directions and implementation ideas
- Discussion of appropriateness of some of the presentation slides due to the degree of details of the ideas

A total of 6 attendees were present at the workshop excluding Place Partners staff.

SUMMARY

Kylie Legge of Place Partners began the presentation by describing the project, its objectives and what Place Partners have learned since the project inception via primary and secondary research. She then described the development process of the place brand and four Marketing Directions.

The Council commented that the four Marketing Directions were all relevant and important. The Councillors pointed out that the business owners and landlords need to be part of the marketing campaign, and the Council needs to build confidence on Mary Street to attract investments to it. Kylie Legge explained ‘rent free’ periods in vacant shops in some cities have been successful in urban revitalisation.

Kylie Legge concluded the presentation with three place logo options for discussion. The following is the result of the feedback.

Logo 1 was selected the most due to its overall design, symbolism and meaning of elements. Logo 2 was predominantly described as being ‘too corporate’ and little explanation was provided for not selecting Logo 3.

More detailed data from the feedback has been incorporated into the overall online survey, and can be found in the Place Logo Feedback Survey section of this report.
As part of the development process for the Gympie Town Centre Branding and Marketing Strategy, Place Partners facilitated a place branding and marketing workshop with local business and the community of Gympie.

This second workshop was held on Friday 20 June 2014 and ran from 7am–8.30am. Workshop invitations were distributed by the Council. The purpose of the workshop was to actively engage with business owners and the community in the development of the Gympie Town Centre Branding and Marketing Strategy by:

> Presenting community engagement results/place logo development process and marketing directions
> Obtaining feedback on place logo concepts, marketing directions and implementation ideas
> Encouraging attendees to promote the online surveys amongst their friends/colleagues

This document is a summary of the findings from the workshop, which was attended by 33 people.

**SUMMARY**

Deputy Mayor Tony Perrett opened the workshop by thanking the audience for coming and with a brief introduction of the whole project. CEO Bernard Smith then gave his remarks about where the status of the project and introduced Kylie Legge and Julia Suh.

Kylie Legge of Place Partners began the presentation by describing the project, its objectives and what Place Partners have learned since the project inception via primary and secondary research. She then presented four Marketing Directions and asked the attendees to prioritise the objectives of each Marketing Direction and propose implementation ideas to achieve them (EXERCISE 1). After the exercise, she described the development process of the three place logo concepts, and asked the attendees to fill out Place Logo Feedback Surveys.

**EXERCISE**

Exercise 1 consisted of four separate worksheets, each with one Marketing Direction, a set of objectives and marketing ideas. The participants were asked to work in groups to:

> Prioritise the marketing objectives and explain why
> Propose specific actions to achieve the marketing ideas, who will be responsible for the actions, and whether they will be ‘easy & low cost’ or ‘hard & high cost’

The participants formed 9 groups and 6 groups submitted filled-in worksheets. They are reported in the next pages.

Towards the end of the exercise, each group was asked to share their most important idea with all participants, and they are as follows:

<table>
<thead>
<tr>
<th>Marketing Direction</th>
<th>Marketing action idea/s considered most important by each group</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>Viable information centre that reflects Gympie’s positive stories</td>
</tr>
<tr>
<td>#2</td>
<td>Coordinate with landlords to utilize vacant shops</td>
</tr>
<tr>
<td>#3</td>
<td>Encourage people to come to downtown instead of Centro to buy local produce</td>
</tr>
<tr>
<td>#4</td>
<td>Light up streets/ trees for better ambience</td>
</tr>
<tr>
<td></td>
<td>Night market</td>
</tr>
<tr>
<td></td>
<td>Street gallery</td>
</tr>
<tr>
<td></td>
<td>Web/social media presence with more positive stories/titles (Facebook draws Gympie people)</td>
</tr>
<tr>
<td></td>
<td>Banners</td>
</tr>
</tbody>
</table>
MARKETING DIRECTION #1
STRENGTHEN GYMPIE TOWN CENTRE AS THE HEART OF THE COMMUNITY
– A PLACE CREATED BY LOCALS FOR LOCALS

<table>
<thead>
<tr>
<th>Group 1</th>
<th>Group 2</th>
<th>Objective</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Encourage new businesses that meet daily needs shopping and ensure services stay in the Town Centre</td>
<td>More planning to ensure a viable mix of businesses – proactively seek types of businesses</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Rates are far too high in lower CBD to attract fledgling business. This is flood prone, not prime commercial lots</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>Improve the Town Centre experience to make it a place worth visiting and spending time in</td>
<td>There needs to be improvement before you can expect others to come</td>
</tr>
<tr>
<td>3</td>
<td>-</td>
<td>Connect Mary Street and the shopping centres to promote a whole of centre offer</td>
<td>-</td>
</tr>
</tbody>
</table>

KEY

E/L Easy & low cost
H/H Hard & high cost

<table>
<thead>
<tr>
<th>Marketing ideas</th>
<th>What specific actions do you suggest in order to achieve this idea?</th>
</tr>
</thead>
</table>
| Community Events | › Gold nugget competition. The gold nugget could be in any shop. All businesses would need to be involved. Highly marketable. Find gold in Gympie.  
 › Must have a viable information centre (use postcards – Role of Murray Views) and showcase the region  
 › Gympie Muster – street party Thursday evening  
 › Use of the centre stage  
 › Use empty shops to showcase Gympie heritage e.g. art gallery (E/L)  
 › Involvement of all business; but how to encourage the out of town owners/companies? Always the same few that get involved – Goldburg effect |
| Evening & Weekend Trading/Activities | › Weekend markets top end (five ways)  
 › Traffic movement on street and down Smithfield  
 › Markets/paid coordinator, strong structure and policy/branding/monthly intervals/Saturdays  
 › It has to be remembered that the majority of Mary St traders are ma and pa businesses and every extra hour is done by the owner. So we need to band together as one.  
 › Twilight markets – Saturday markets (E/L) |
| Street Decorations And Banners | › Heritage Trail  
 › Building history placards  
 › › Linking Memorial Park/Nelson Reserve to Mary St with lighting/street art/signage/consistent ory  
 › The last time the Council put anything new in Mary Street at Christmas, it was provided (by) me!  
 › More advertisement for activities e.g. Muster/Gold Rush (E/L) |
| Improved Outdoor Places | › More bicycle parking  
 › Smithfield Street to become more pedestrianized/mall/link between plaza (stage) and Zig Zag Pathway |
MARKETING DIRECTION #2
CONNECT THE COUNTRY TO THE TOWN – Paddock to the Plate

What specific actions do you suggest in order to achieve this idea?

<table>
<thead>
<tr>
<th>Marketing ideas</th>
<th>What specific actions do you suggest in order to achieve this idea?</th>
</tr>
</thead>
</table>
| Local Produce Marketing and Sales in Town | - Put Gympie on weather map  
- Central place to grow and gather local products – co-op style in current vacant designated shops on Mary St (/L)  
- Branding for local (products) to promote and acknowledge use of local products  
- 'Produced in Gympie' labelling; acknowledgement of export or nationally |
| Food Related Events                     | - Street market  
- Weekly markets to attract visitors  
- Music muster  
- 'Great Gympie Bake Off' (/L)  
- Encourage youth participation (/L)  
- Local recipe book – digital (/L)  
- Home show  
- Markets  
- Garden show  
- Snapshot promo for upcoming food events e.g. Pumpkin and Tomato Festival |
| Local Business Awards                   | - Chamber of Commerce – Mary Valley Chamber of Commerce  
- Gympie Women in Business  
- Gympie show prizes – cooking and produce  
- Promoting to TV shows – Great South East |
| Markets                                 | - Make it, bake it, sew it, grow it markets (2)  
- CBD – Farmers market (/L)  
- Smithfield St close for Saturday morning markets (/L)  
- Encourage family, music, local artists (music + art)  
- Create gala atmosphere, celebrate Gympie |

KEY
E/L Easy & low cost
H/H Hard & high cost

<table>
<thead>
<tr>
<th>Group 3</th>
<th>Group 4</th>
<th>Objective</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>1</td>
<td>Build economically sustainable relationships between producers and Town Centre businesses</td>
<td>-</td>
</tr>
<tr>
<td>1</td>
<td>3</td>
<td>Provide an authentic point of difference</td>
<td>Street market</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Diversify and expand the local economy</td>
<td>-</td>
</tr>
</tbody>
</table>

KEY
E/L Easy & low cost
H/H Hard & high cost
MARKETING DIRECTION #3
ENCOURAGE COLLABORATION, INNOVATION AND CREATIVITY

<table>
<thead>
<tr>
<th>Group</th>
<th>Objective</th>
<th>Comments</th>
</tr>
</thead>
</table>
| 1     | Invite community participation in Town Centre revitalization              | • This has to be united to move forward effectively  
|       |                                                                           | • Street gallery |
| 2     | Connect the regional events to the Town Centre                           | -        |
| 3     | Actively encourage new ideas and creative thinking through education,    | • Expo   |
|       | programming and experimentation                                           |          |
| 4     | Support start up businesses                                               | -        |

KEY
E/L Easy & low cost
H/H Hard & high cost

Marketing ideas | What specific actions do you suggest in order to achieve this idea?
---|---
Creative and Cultural Activities
> Street gallery (E/L)
> Street performances (E/L)
> Information booth. Tourists are always asking businesses.
> Lighting, night activities, markets (street sale) (H/H)

Street Performance
> Street performance – Roger and Gail Harmon (E/L)
> Buskers (regulated/monitored for too much noise; need a screening process by Country Music Institute) (E/L)

Youth Focussed Activities
> Busking
> Survey through schools to find out what young people want/need to stay in Gympie (E/L)

Business Training (Start-Up’s and Existing)
> ‘Central’ — formerly Centro – might be seen as competition and more ‘attractive’ – why?
## MARKETING DIRECTION #4

**SHARE GYMPIE’S GOOD NEWS STORIES**

<table>
<thead>
<tr>
<th>Group</th>
<th>Objective</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Reveal what’s great about Gympie and share it with a wider audience</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>- Change the perception of Gympie</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>- Share business opportunities</td>
<td>-</td>
</tr>
</tbody>
</table>

### KEY

<table>
<thead>
<tr>
<th>E/L</th>
<th>Easy &amp; low cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>H/H</td>
<td>Hard &amp; high cost</td>
</tr>
</tbody>
</table>

### Marketing ideas

<table>
<thead>
<tr>
<th>Marketing ideas</th>
<th>What specific actions do you suggest in order to achieve this idea?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improved Signage</td>
<td>› Improved signage on highway (E/L + H/H)</td>
</tr>
<tr>
<td></td>
<td>› Appropriate signs where needed</td>
</tr>
<tr>
<td></td>
<td>› Open flag/banner signs up to business – so the banner poles are used! (E/L)</td>
</tr>
<tr>
<td></td>
<td>› Improve business facades – sprucing up (E/L + H/H)</td>
</tr>
<tr>
<td></td>
<td>› Directional signs to key businesses e.g. PO, banks</td>
</tr>
<tr>
<td>Heritage Interpretation</td>
<td>› Promote heritage trail (E/L)</td>
</tr>
<tr>
<td></td>
<td>› Share and promote – reveal what’s great – quirky stories</td>
</tr>
<tr>
<td>Updated Marketing Materials</td>
<td>› Use Facebook + Instagram/ wi fi in Mary St. (E/L)</td>
</tr>
<tr>
<td></td>
<td>› Positive page to promote CBD/Gympie (E/L)</td>
</tr>
<tr>
<td></td>
<td>› Positive stories and perception by Gympie Times (E/L)</td>
</tr>
<tr>
<td>Web/Social Media Presence</td>
<td>› Use # !!!</td>
</tr>
<tr>
<td></td>
<td>› Remove ‘revitalise’ tag – something more positive</td>
</tr>
<tr>
<td>State/National Promotions</td>
<td>› Market all abilities playground</td>
</tr>
<tr>
<td></td>
<td>› Promotion through Muster and links to Destination Gympie Region (E/L)</td>
</tr>
<tr>
<td></td>
<td>› Promotion through trade shows/events</td>
</tr>
<tr>
<td></td>
<td>› Promotion by individual businesses</td>
</tr>
</tbody>
</table>
This report provides a recommendation for the Place Logo design of Gympie Town Centre, that aims to provide a unified brand for the Centre and be utilised in the marketing actions that communicate the offer of the town.

The Place Logo builds on the marketing principles outlined in the Gympie Town Centre Branding and Marketing Strategy report and is supported by the body of research behind it.

The Place Logo recommended in this section is a draft concept that will be reviewed by the Council and finalised based on the feedback included here.

**PLACE LOGO OBJECTIVES**

The following objectives were developed as criteria for the Place Logo.

- Clearly communicate the place brand essence “Golden Opportunity” and the associated 5 marketing messages
- Provide a sense of comfort and familiarity for the locals
- Express the community’s aspirations for a positive and progressive future for the town

**LOGO FEEDBACK METHODOLOGY**

Survey Period: 20/6/2014 - 6/7/2014

Three Place Logo concepts were presented at the Councillor Workshop held on 19 June 2014 and at the Stakeholder/business Workshop held on 20 June 2014. The workshop participants were asked to complete a survey and provide feedback and select a preferred option. 28 surveys were completed at the workshops.

Place Partners conducted 35 face-to-face surveys with community members in the Centre including business owners, employees and shoppers.

The survey was also available online between 23 June 2014 and 6 July 2014. A total of 94 surveys were completed online including responses from the hardcopy surveys that the Council distributed.

All collected survey data was entered into the online survey system to allow compilation of the responses.

<table>
<thead>
<tr>
<th>Survey Method</th>
<th>No. of respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Councillor Workshop 2</td>
<td>6</td>
</tr>
<tr>
<td>Stakeholder/Business Workshop 2</td>
<td>22</td>
</tr>
<tr>
<td>Face to face on the main street</td>
<td>35</td>
</tr>
<tr>
<td>Online</td>
<td>94</td>
</tr>
<tr>
<td>Total</td>
<td>157</td>
</tr>
</tbody>
</table>

In addition, Place Partners posted the survey on their Facebook page and Twitter account to obtain input from people outside of the Gympie region, and to identify any significant difference in the responses. 18 surveys were completed. The responses were similar to those surveys completed in Gympie.
PREFERRED LOGO

The Place Logo Feedback Survey aimed to find out:

- the respondents’ preferred logo
- the reasons for the preference
- any changes they would recommend
- preferred logo applications

The survey asked respondents for their preferred option. Logo 1 received 100 votes (66%), Logo 2 received 20 votes (13%), and Logo 3 received 31 votes (21%). 6 respondents did not nominate a preferred logo.

![Bar chart showing the results of the logo preference survey.](image)
RECOMMENDATION

Place Partners recommended that Logo 1 is selected to be carried forward for further development. Based on the qualitative data collected from the Place Logo Feedback it appeared that Logo 1 is seen as most consistent with the key Marketing Messages, especially with regards to the sense of community, well-being, history and creativity.

The survey participants considered that the combination of the symbols in Logo 1 - the Town Hall, river, valleys, buildings and the golden circle - represented the Town in a friendly and approachable manner. Such feelings were not as strong from Logo 2 and Logo 3.

The two most frequent comments from the surveys regarding Logo 1 were the desire for a different font and more colours. Some respondents commented that the graphic part of Logo 1 should be combined with the typographic part of Logo 3.

LOGO REFINEMENT AND COMPLETION

While Logo 1 presents a strong foundation for the Place Logo based on the summary above, there is scope to build upon its strengths and address some of its criticisms. Place Partners recommends that the following be considered:

- Incorporate more colour
- Change font
- Refine the imagery; hill contours, building blocks
- Consider including some symbolism for a tree (as a reference to Mary St)

Based on the above development options, there may be an opportunity to separate the typographic part of the logo from the whole in the future applications, should the graphic image become outdated.

APPLICATIONS

It is proposed that graphic concepts are developed for:

- Street banners
- Postcards
- Gympie produce stickers

Adequate guidance in the use of the logo in each application is to be provided, including when it may be used as a whole or as a typographic logo.
COMMUNITY FEEDBACK

Three distinct logos were developed and presented to the community and stakeholders in order to gain their feedback. The three Place Logo concepts are presented below.

LOGO 1

Logo 1 represents Gympie’s historic architecture, the hills and river and strong foundations upon which community and business can be built. The golden circle represents gold, the heart, the centre and the inclusive community.

What they liked about it

The most common reason for supporting Logo 1 was that it represented the physical elements of Gympie that were easily identifiable by the locals. This was reflected in the high number of respondents who liked the overall design as well as the symbolism and meaning of the elements of this logo.

What they would change about it

Some respondents wanted to see the logo developed with more colours, such as adding green to the hills. Other respondents said that they wanted to change the font of this logo. Comments included making the font bolder, more modern, or using the font in Logo 3 underneath this logo. A particular concern of some respondents was that this logo was not timeless, particularly due to the font of the word ‘Gympie’.

Regarding symbolism, some respondents were not certain about some elements of this logo. Some respondents misinterpreted the Town Hall, or wanted additional presence of gold symbolism. Other responses included changing the direction of the lines on the hill. A few respondents also wanted the logo to be simplified.

Of the respondents that did not pick this logo, they criticised it for not being very modern, for being too complicated, for having unclear symbolism and a poor font.

“It looks like it tells the story of Gympie” – June 2014, Survey respondent

39%* said they liked the overall design
31%* said they liked the symbolism/meaning of elements
17%* said they would add colour
17%* said they would change font

* This data is a percentage of respondents who selected Logo 1
LOGO 2
Logo 2 is based on the alchemy symbol for gold. The circle with the dot also represents a seed, reflecting Gympie’s agricultural industry. Its shape is open-ended to symbolise growth and opportunity and adopts strong heritage colours.

What they liked about it
The most common reason for supporting Logo 2 was the overall design. Comments included that it is easy to see from a distance, such as from the highway.

Other respondents liked this logo because of its symbolism and the meaning of elements. Comments included appreciation for the modern look.

What they would change about it
Some respondents wanted to see the logo with different colours. Comments included that the colour scheme was too harsh and not very friendly.

Other respondents did not like the layout of the logo, wanting the graphic to be centred, or something placed to the left of the graphic.

Of the respondents that did not pick this logo, the main reason was that it was too corporate or industrial. Few understood the symbolism that it is based on the alchemy symbol for gold and argued that this would be too complicated, particularly for first time users of the Town Centre.

A few respondents were critical of the design. A couple of responses also explained that it looked too much like the logo for Gympie Central.

“Modern design, pastel colours and a hidden meaning inside that is subtle” – June 2014, Survey respondent

39%* SAID THEY LIKED THE OVERALL DESIGN
21%* SAID THEY LIKED THE SYMBOLISM/MEANING OF ELEMENTS
15%* SAID THEY WOULD ADD COLOUR
15%* SAID THAT THEY WOULD ADD OR MOVE FEATURES

* This data is a percentage of respondents who selected Logo 2
LOGO 3
Logo 3 is a typographic logo that is inspired by heritage elements such as the Gympie Memorial gates and wrought iron work. The circle with the dot representing the alchemy symbol for gold and a gold panning device are placed at either end to symbolise the past and future.

What they liked about it
The most common reason for supporting Logo 3 was the overall design. Comments included that it was traditional, yet modern as well as being classy and simple. Many attributed the nice font to the creation of this image.

What they would change about it
Some respondents wanted to see the font changed in this logo. This is interesting, as a high number of respondents appreciated the font in this logo. The respondents commented that the font was dated, should be bolder, or that looked too much like a shopping centre or railway station sign.

Other respondents wanted add more features to this logo. Interestingly, similar to those who chose Logo 1, some respondents thought that the graphic from Logo 1 should be incorporated with Logo 3.

Of the respondents that did not pick this logo, the main reason was that it was too plain or simple. Many said that it was boring, bland and did not stand out like a logo should. Some respondents also argued that this logo is too traditional or conservative.

“Contemporary, simple, but makes a statement”
– June 2014, Survey respondent

33%* SAID THEY LIKED THE OVERALL DESIGN
23%* SAID THEY LIKED THE FONT/WRITING
22%* SAID THEY WANTED TO CHANGE THE FONT
15%* SAID THEY WANTED TO ADD FEATURES

* This data is a percentage of respondents who selected Logo 3
SURVEY RESULTS

QUESTION 1: ARE YOU A BUSINESS OWNER/RESIDENT?

38 respondents were business owners in Gympie Town Centre (CBD). 31 specified their names, and they were:

- Avenues Lifestyle Support
- Batik Boutiques Art Shop
- Bella Casa
- Cooloola Massage
- Deja New
- Florists of Distinction
- Gold Rush/Com Sol
- GT
- Guggys
- Gympie Blinds
- Gympie District Goldrush Festival
- Gympie Times (2)
- Gympie Wellness Centre
- Jobmatch Employment
- Judy’s Book Exchange
- Karinya Florist (2)
- Ladybird
- Magicality
- Royal Hotel
- McLarens Cafe
- MiCakes (2)
- Mr. Executive Menswear (2)
- My Butcher
- RSL
- TesOro Designer Jewellery
- Toyworld
- Wild Harvest Company

94 respondents were residents of Gympie Town. Of the 6 respondents who stated they were from outside of Gympie, locations included:

- Amamoor
- Caloundra
- Cooloola
- Gildora
- Maryborough
- Tin Can Bay

61 respondents were male (39%) and 94 respondents were female (61%)

QUESTION 2: WHICH OF THESE THREE LOGOS DO YOU PREFER?

- 100 respondents chose Logo 1 (66%)
- 31 respondents chose Logo 3 (21%)
- 20 respondents chose Logo 2 (13%)
- 6 respondents did not answer

QUESTION 3: WHY DO YOU PREFER THE CHOSEN LOGO?

Respondents who chose Logo 1 (135 responses)

- Overall Design (58)
- Symbolism/meaning of elements (46)
- Font/Writing (13)
- Colour (10)
- Other (20)

- Did not like other logos (4)
- Reflects Gympie’s identity (4)
- Modern (3)
- Building (3)
- Friendly (2)
- Green hills
- Fun
- Depicts town
- Whole region

Respondents who chose Logo 2 (27 responses)

- Overall Design (11)
- Symbolism/meaning of elements (6)
- Font/Writing (3)
- Colour (2)
- Other (5)

- Modern (3)
- Didn’t like any, but had to choose one
- Stands out/impressive

Respondents who chose Logo 3 (40 responses)

- Overall Design (13)
- Font/Writing (9)
- Symbolism/meaning of elements (6)
- Colour (1)
- Other (11)

- Simple (6)
- Contemporary/modern (2)
- Wants Gympie to be called a city
QUESTION 4: IS THERE ANYTHING YOU WOULD CHANGE ABOUT THE DESIGN OF YOUR FAVOURITE LOGO?

Regarding Logo 1, 50 respondents who selected it said that they would not change anything about it. 46 said that they would as per the following:

<table>
<thead>
<tr>
<th>Add colour (15)</th>
<th>Add colour (14)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make the hills green</td>
<td></td>
</tr>
<tr>
<td>Change font (15)</td>
<td>Font for Gympie (10)</td>
</tr>
<tr>
<td>Bolder type (2)</td>
<td>Change font to reflect Logo 3 (2)</td>
</tr>
<tr>
<td>More modern font</td>
<td></td>
</tr>
<tr>
<td>Change symbolism (6)</td>
<td>Old fashioned mining poppet instead of Town Hall</td>
</tr>
<tr>
<td>Not certain what the building is</td>
<td></td>
</tr>
<tr>
<td>Town hall looks like a rocket</td>
<td></td>
</tr>
<tr>
<td>Direction of lines on the hill would cause erosion</td>
<td></td>
</tr>
<tr>
<td>Add gold bars on the right</td>
<td></td>
</tr>
<tr>
<td>More emphasis on both sides of Mary Street</td>
<td></td>
</tr>
<tr>
<td>Simplify/remove features (5)</td>
<td>Too busy (2)</td>
</tr>
<tr>
<td>Too fussy</td>
<td></td>
</tr>
<tr>
<td>Simplify the line drawing</td>
<td></td>
</tr>
<tr>
<td>Remove the gold dot</td>
<td></td>
</tr>
<tr>
<td>Other (2)</td>
<td>More choices</td>
</tr>
<tr>
<td>Make it catch the eye</td>
<td></td>
</tr>
</tbody>
</table>

Regarding Logo 2, 12 respondents who selected it said that they would not change anything about it. 7 said that they would as per the following:

<table>
<thead>
<tr>
<th>Add/move features (3)</th>
<th>Centre the graphic above the text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Place the image to the right of the text rather than have it above</td>
<td></td>
</tr>
<tr>
<td>Balance the symbol with something to the left</td>
<td></td>
</tr>
<tr>
<td>Change colour (3)</td>
<td>Colour change (2)</td>
</tr>
<tr>
<td>Don’t like the maroon</td>
<td></td>
</tr>
<tr>
<td>Other (1)</td>
<td>A new range of logos to choose from</td>
</tr>
</tbody>
</table>

Regarding Logo 3, 14 respondents who chose it said that they would not change anything about it. 13 said that they would as per the following:

<table>
<thead>
<tr>
<th>Change font (6)</th>
<th>Font too traditional (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Font looks like shopping centre writing</td>
<td></td>
</tr>
<tr>
<td>Font doesn’t work</td>
<td></td>
</tr>
<tr>
<td>Font should be bolder</td>
<td></td>
</tr>
<tr>
<td>Font needs colour</td>
<td></td>
</tr>
<tr>
<td>Add/change features (4)</td>
<td>Add graphic from Logo 1 (2)</td>
</tr>
<tr>
<td>Add small graphic above</td>
<td></td>
</tr>
<tr>
<td>Make lines more ornate to capture wrought iron work theme</td>
<td></td>
</tr>
<tr>
<td>Add colour (2)</td>
<td>Add colour (2)</td>
</tr>
<tr>
<td>Other (1)</td>
<td>Use the work ‘city’ instead of ‘town’</td>
</tr>
</tbody>
</table>
QUESTION 5: WHAT DON’T YOU LIKE ABOUT THE OTHER LOGOS? (YOU MAY LIKE TO INCLUDE COMMENTS ABOUT COLOUR, FONT, OVERALL DESIGN, SYMBOLISM ETC)

The following data is categorised by the logo in question and then by theme. Some responses did not specify which logo they were discussing, therefore, general comments are also provided.

<table>
<thead>
<tr>
<th>What respondents don’t like about Logo 1 (22 responses)</th>
<th>What respondents don’t like about Logo 2 (61 responses)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not modern (6)</td>
<td>Too corporate/industrial (19)</td>
</tr>
<tr>
<td></td>
<td>Corporate (13)</td>
</tr>
<tr>
<td></td>
<td>Business (4)</td>
</tr>
<tr>
<td></td>
<td>Industrial (2)</td>
</tr>
<tr>
<td>Too complicated/busy (5)</td>
<td>Unclear/poor symbolism (15)</td>
</tr>
<tr>
<td></td>
<td>Hard to understand (8)</td>
</tr>
<tr>
<td></td>
<td>Doesn’t represent Gympie (6)</td>
</tr>
<tr>
<td></td>
<td>Obscure</td>
</tr>
<tr>
<td>Common/plain (4)</td>
<td>Too modern (5)</td>
</tr>
<tr>
<td></td>
<td>Too modern (5)</td>
</tr>
<tr>
<td>Unclear/poor symbolism (3)</td>
<td>Bad design (5)</td>
</tr>
<tr>
<td></td>
<td>Ugly/horrible (2)</td>
</tr>
<tr>
<td></td>
<td>Overall design (2)</td>
</tr>
<tr>
<td></td>
<td>80’s design</td>
</tr>
<tr>
<td>Poor font (2)</td>
<td>Boring (4)</td>
</tr>
<tr>
<td></td>
<td>Boring (3)</td>
</tr>
<tr>
<td></td>
<td>Clinical</td>
</tr>
<tr>
<td>Other (2)</td>
<td>Not appealing (4)</td>
</tr>
<tr>
<td></td>
<td>Not appealing (2)</td>
</tr>
<tr>
<td></td>
<td>No feeling</td>
</tr>
<tr>
<td></td>
<td>No connection to heritage</td>
</tr>
<tr>
<td></td>
<td>Too similar to other logos (3)</td>
</tr>
<tr>
<td></td>
<td>Looks like Gympie Centro logo (2)</td>
</tr>
<tr>
<td></td>
<td>Looks like Roundabout Tours logo</td>
</tr>
<tr>
<td></td>
<td>Other (6)</td>
</tr>
<tr>
<td></td>
<td>Not suitable to old people</td>
</tr>
<tr>
<td></td>
<td>Looks cheap</td>
</tr>
<tr>
<td></td>
<td>Is fine</td>
</tr>
<tr>
<td></td>
<td>Only about the town centre</td>
</tr>
<tr>
<td></td>
<td>Has words, but doesn’t say anything</td>
</tr>
<tr>
<td></td>
<td>Awkward</td>
</tr>
</tbody>
</table>
### What respondents don’t like about Logo 3 (44 responses)

<table>
<thead>
<tr>
<th>Category</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plain/simple</td>
<td>16</td>
</tr>
<tr>
<td>Plain</td>
<td>6</td>
</tr>
<tr>
<td>Bland</td>
<td>5</td>
</tr>
<tr>
<td>Simple</td>
<td>4</td>
</tr>
<tr>
<td>Basic</td>
<td></td>
</tr>
<tr>
<td>Boring</td>
<td>8</td>
</tr>
<tr>
<td>Boring</td>
<td>6</td>
</tr>
<tr>
<td>Ordinary</td>
<td></td>
</tr>
<tr>
<td>Staid</td>
<td></td>
</tr>
<tr>
<td>Poor representation</td>
<td>6</td>
</tr>
<tr>
<td>Doesn’t represent Gympie</td>
<td>3</td>
</tr>
<tr>
<td>Looks like a street sign</td>
<td></td>
</tr>
<tr>
<td>Looks like it is off a gate</td>
<td></td>
</tr>
<tr>
<td>Looks like a train station sign</td>
<td></td>
</tr>
<tr>
<td>Too conservative</td>
<td>5</td>
</tr>
<tr>
<td>Old fashioned</td>
<td>2</td>
</tr>
<tr>
<td>Not future proofed</td>
<td>2</td>
</tr>
<tr>
<td>No more gold past</td>
<td></td>
</tr>
<tr>
<td>Likes the logo, but other logos were better</td>
<td>5</td>
</tr>
<tr>
<td>Likes the logo, but other logos were better</td>
<td>5</td>
</tr>
<tr>
<td>Too strong</td>
<td>2</td>
</tr>
<tr>
<td>Strong</td>
<td></td>
</tr>
<tr>
<td>Harsh</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
</tr>
<tr>
<td>Small</td>
<td></td>
</tr>
<tr>
<td>Bad style</td>
<td></td>
</tr>
</tbody>
</table>

### Comments unspecific to a logo (44 responses)

<table>
<thead>
<tr>
<th>Category</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boring/plain/simple</td>
<td>14</td>
</tr>
<tr>
<td>Boring</td>
<td>6</td>
</tr>
<tr>
<td>Bland</td>
<td>3</td>
</tr>
<tr>
<td>Simple</td>
<td>2</td>
</tr>
<tr>
<td>Basic</td>
<td></td>
</tr>
<tr>
<td>Lifeless</td>
<td></td>
</tr>
<tr>
<td>Sterile</td>
<td></td>
</tr>
<tr>
<td>Not attention grabbing</td>
<td></td>
</tr>
<tr>
<td>All good/prefer one over another</td>
<td>10</td>
</tr>
<tr>
<td>Prefer a logo, no reason given</td>
<td>7</td>
</tr>
<tr>
<td>All logos are good</td>
<td>3</td>
</tr>
<tr>
<td>Poor design</td>
<td>8</td>
</tr>
<tr>
<td>Overall design</td>
<td>4</td>
</tr>
<tr>
<td>Colour</td>
<td>2</td>
</tr>
<tr>
<td>Bulky and unappealing</td>
<td></td>
</tr>
<tr>
<td>Overall feel</td>
<td></td>
</tr>
<tr>
<td>Unclear/poor symbolism</td>
<td>6</td>
</tr>
<tr>
<td>Not enough meaning</td>
<td>4</td>
</tr>
<tr>
<td>Make no sense</td>
<td>2</td>
</tr>
<tr>
<td>Poor representation</td>
<td>4</td>
</tr>
<tr>
<td>Commercial look</td>
<td>2</td>
</tr>
<tr>
<td>Don’t reflect Gympie’s heritage</td>
<td></td>
</tr>
<tr>
<td>Represents all aspects of Gympie</td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td>2</td>
</tr>
<tr>
<td>Should have had community input</td>
<td></td>
</tr>
<tr>
<td>Too outdated</td>
<td></td>
</tr>
</tbody>
</table>
QUESTION 6: WHICH OF THE FOLLOWING LOGO APPLICATIONS WOULD HAVE THE MOST IMPACT?

- Town Centre banners: 88
- Street signage: 79
- Online media: 73
- Event/activity brochures: 72
- Public building signage: 47
- Stickers for local products: 45
D9 MARKETING DIRECTIONS AND IMPLEMENTATION PRIORITIES SURVEY

Place Partners conducted an online survey for the local community and business to obtain their feedback on the Marketing Directions and Implementation Priorities.

This survey aimed to extend the invitation for those community members who could not participate in the Stakeholder/Business Workshop to provide input into the Strategy.

METHODOLOGY

Survey Period: 20/6/2014 - 6/7/2014
The Council promoted the online survey via the Council websites and email. The survey consisted of 10 questions and took between 7-10 minutes to complete, depending on the level of information the respondent was willing to provide.

A total of 82 responses were received including responses from the hardcopy surveys that the Council distributed.

All collected survey data was entered into the online survey system to allow compilation of the responses. The following is a summary of the findings from the feedback surveys.

KEY FINDINGS

‘GOLDEN OPPORTUNITY’ REFLECTS GYMPIE
2 out of 3 respondents said they felt the brand essence ‘Golden Opportunity’ reflected the Town’s past, present and future. Most of the comments were positive and carried a sense of pride. Some of the negative comments were with regards to: gold being in the past, not in the future (when taken literally); the word opportunity being not reflective of the quiet main street at present; and the wording being not catchy enough.

SOME MARKETING OBJECTIVES WERE PERCEIVED MORE IMPORTANT THAN OTHERS
The 4 Marketing Directions each had at least one or two objectives that stood out above others, but the respondents agreed with the overall marketing vision and directions. Supporting local produce and local business was strongly noted as was sustaining heritage and Mary Street and promotion of Gympie Town Centre with a new brand.

The following were selected as priority objectives of each Marketing Direction.

#1 Improve the Town Centre experience to make it a place worth visiting and spending time in

#2 Build economically sustainable relationships between producers and Town Centre businesses

#3 Actively encourage new ideas and creative thinking through education, programming and experimentation

#4 Change the perception of Gympie
Reveal what’s great about Gympie and share it with a wider audience

MORE LOCAL, OUTDOOR EVENTS AND ACTIVITIES ARE DESIRED
The respondents selected the following activities and events as their priority implementation actions - they reflect the desire for opportunities to interact with the local neighbours and support the community’s growth, and are in line with the respondents’ prioritised Marketing Objectives above. The top 6 priority activities were:

› Local produce marketing and sales in town
› Evening and weekend trading and activities
› Food related events
› Community events
› Markets
› Improved outdoor places

A number of further ideas were received and they are presented at the end of this chapter.
QUESTION 4: GYMPIE TOWN CENTRE’S PROPOSED PLACE BRAND IS CAPTURED BY THE WORDS ‘GOLDEN OPPORTUNITY’. DO YOU THINK ‘GOLDEN OPPORTUNITY’ REFLECTS THE BEST OF WHAT THE TOWN HAS BEEN, WHAT IT IS TODAY AND ITS POTENTIAL FOR THE FUTURE? PLEASE EXPLAIN.

Out of the 60 respondents that answered this question, 40 liked or loved it, 2 said it was fine or ok, 7 said they did not like it. 16 respondents provided the following feedback.

**Gold is gone/old**
- Stop living in the past
- Too much emphasis is put on our “gold” history
- Yes gold built Gympie, but it’s not sustaining it today
- ‘Gold’ is cliché as it has been overused for too long
- There has been a lot of advertising about the “gold” city etc
- Maybe in the past

**Economy**
- DOES NOT reflect the current economical environment and DOES NOT really provide the message for the future
- Don’t see how it will attract customers
- Time to move on and realise that this is not the meeting place/central hub that it once was
- The word “opportunity” implies to me that there is nothing here now and that Gympie needs something to make it a better place
- The main street really has nothing to offer, shopping wise, but the land area could be a source of future opportunity

**Other**
- I think of Opportunity more as ‘op shops’
- Not striking enough to draw attention
- We need something more jazzy that will make people really want to visit
- How about the plural - Golden Opportunities - to reflect a multifaceted approach
- I think the place brand should be more about the historic buildings, boutiques, what the main street itself has to offer

---

**SURVEY RESULTS**

**QUESTION 1: ARE YOU A BUSINESS OWNER, RESIDENT OR OTHER?**

51 respondents were residents of Gympie Town. Of the 24 respondents who stated they were from outside of Gympie, locations included:

- Araluen
- Amamoor
- Noosa
- Pomona
- East Deep Creek
- Tin Can Bay
- The Sunshine Coast

**QUESTION 2: WHAT IS YOUR BUSINESS NAME AND LOCATION?**

9 respondents were business owners in Gympie Town Centre (CBD). 8 specified their names, and they were:

- McLarend Cafe, Mary St
- Judy’s Book Exchange, 5 Mary Street
- Signarama Gympie
- Gympie District Gold Rush Festival Inc, Shop 7, James Nash Arcade, Gympie
- Gympie Blinds, 6 Fern Street, Gympie
- Gympie Toyworld, 151 Mary Street
- Brown Jug, Mary Street
- Top end of Mary Street ie the five ways

**QUESTION 3: PLEASE SELECT YOUR GENDER.**

31 respondents were male (38%) and 50 respondents were female (62%).
The following four marketing directions have been developed as the foundation of the marketing plan. For each marketing direction, please rate the objectives in order of what you think will have the best impact for Gympie. (1 = most important)

QUESTION 5: STRENGTHEN GYMPIE TOWN CENTRE AS THE HEART OF THE COMMUNITY – A PLACE CREATED ‘BY LOCALS FOR LOCALS’

69 respondents prioritised Marketing Direction #1 objectives as per the following graph:

QUESTION 6: CONNECT THE COUNTRY TO THE TOWN – ‘PADDOCK TO THE PLATE’

68 respondents prioritised Marketing Direction #2 objectives as per the following graph:
QUESTION 7: ENCOURAGE COLLABORATION, INNOVATION AND CREATIVITY
69 respondents prioritised Marketing Direction #3 objectives as per the following graph:

- Actively encourage new ideas and creative thinking through education, programming and experimentation
- Support start up businesses
- Connect the regional events to the Town Centre
- Invite community participation in Town Centre revitalisation

Rating
- 1 (Most important)
- 2
- 3
- 4

QUESTION 8: SHARE GYMPIE’S GOOD NEWS STORIES
68 respondents prioritised Marketing Direction #4 objectives as per the following graph:

- Change the perception of Gympie
- Reveal what’s great about Gympie and share it with a wider audience
- Share business opportunities

Rating
- 1 (Most important)
- 2
- 3
QUESTION 9: DO YOU HAVE ANY OTHER COMMENTS ABOUT THE MARKETING DIRECTIONS AND OBJECTIVES?

The following data is the word-by-word account of the responses categorised by theme.

### SIGNAGE

We need out of town signage at the entry points into Gympie - "Welcome to Gympie: something similar to signs entering Tiaro, Maryborough and Harvey Bay.

Better signage is needed for visitors who arrive by public transport.

Hurry up and change the dreary old signs as you enter the town, particularly from the north - they set a TERRIBLE energy!!

### RELOCATION

Personally I think the town centre should be gradually, over time be relocated to Tozer Street, adjacent to the Mary Valley Rattler, in a flood free area. That's planning well ahead of course.

Yes I believe that Gympie would be a much better place for everyone if we knocked down mary street and expand "Gympie Central" so everyone shopping life could be enriched by not having to travel to 5 other shopping centres. In other words make it like Sunshine plaza!!!!!!!!!!!!!!

### ATTRACTIONS AND EVENTS

The objective ... the primary objective is to make Mary Street vibrant and attractive to visitors (local and tourist) so the precinct ATTRACTS people and by attracting people the economy thrives. Currently there are many many shops for rent in Mary Street and this creates an impression of doom and gloom.

Gympie needs to be put on the map, we need to attract tourism via festivals etc. An example of this is the Goomeri pumpkin festival - coach loads of people came from all over QLD for a great day out.

I believe that the Mary Street needs to be a more inviting place where people can go and enjoy themselves, have thriving shop and just spruce it up so it is inviting to everyone.

Food Ambassador Matt Golinksi. Would be good to have an event in the main street so that people can meet him, and bring people to the street.

Start the Saturday street market campaign ASAP

### PARKING

A lot of the main street issues are about parking and accessibility.

I never park in Mary Street - and not do I drive through very often as it is just so traffic-unfriendly. I'm not sure what to suggest - but maybe part of it be made a no-traffic area. But, that makes it difficult for people with limited mobility - but plenty of other cities have Malls that are brilliant!

Need more parking urgently.

### RETAIL OFFER

Love the idea of buying/supporting local and linking local producers with local shop fronts. Some more diversity in the middle of town would be nice... Too many cafe's and hair dressers...

It would be good to have more shops in Gympie though as I like to shop here and support our own people, but, I do find I have to drive elsewhere to get a lot of things. An example is I have a baby and there is no baby shops in Gympie at all. Baby's are everywhere and some people can not just drive elsewhere. This is be a good thing to see.

### LOCAL APPROACHES

Sustainability and long term prosperity starts from the ground up, Council needs to work from the ground up community, business, tourism and then maybe what they want!

Need to push the "Keep it local barrow", starting with council. What good is it to spend money growing the area when the council continues to send work and money out of town with no preference to local business getting the work.

Support local and liaise with local media for solutions.

Think local shop local

Actively seek comments from the young people in Gympie. There is not a lot for them to do here. It would be great to cater for them a lot better. Start new initiatives to involve them more.

### MARKETING AND PERCEPTION

Dream up a way to dispel the myths about floods in lower Mary Street. They are hard to wear, but they do not happen all that often nor do they last that long, but the relentless adverse publicity has transformed a once thriving shopping precinct into an economic wasteland with so many vacant shops.

Maybe we need a good news campaign with success stories from lower Mary Street like ourselves, Tom and Lynne Grady, Judy Ernst, Peter Blyth etc. There are plenty of us that could be show-cased in an ongoing campaign.

Promote the area as much as possible.

There is no marketing of Mary Street. Nil. Mary Street requires an Independent Co-ordinator to bring life back into the street, this should be investigated. Council is not doing a great job in promoting Mary Street. All the previous quesitons are loaded, you can't say one way or the other that Council is doing a good job. Having an objective is one thing and getting results is another.

Changing the perception of Gympie is very important.

### MAKE IT MODERN

It needs to be proactive, modern and engaging.

Make Gympie new.
Gympie is the largest town this side of Brisbane that has the highway still passing through it. Why not market Gympie and the immediate surrounds to "big" business as an affordable warehousing and transportation hub to take products north. Transportation costs to have large trucks sitting in volumes of traffic around Brisbane and the like must cost enormous sums of money. A central facility out of the city, out of traffic, could create savings. This would also bring investment in infrastructure, create jobs, the whole region could benefit. The council could cut red tape and speed up and even assist companies, potential businesses get established to get this up and going. Also, investigate the possible expansion of the Gympie airport, is there room to expand. Could an offer for a partnership with the Sunshine Coast airport be considered for any future expansion plans or overflow. I have travelled around the world several times and it not at all uncommon to be bused or trained over an hour to the nearest city from the airport. It will not be the Mary Street traders or the frit and vege growers that get this community up and going, it will be big business. Love them or hate them, communities need them to stay strong. Redevelop the speedway track at another location to capitalise on all types of motorsport. Gympie has plenty of unused vacant land. Make the track larger to be better utilised. Invite the various motor groups to have input in the development. Have them commit to staging events on the calendar on a regular basis. Just some thoughts.

SUSTAIN HERITAGE

Just remember this is not Noosa or the Sunshine Coast as we seem to be adopting an ultra modern/Noosa style architecture when revamping buildings (the old North Hotel on Channon was a fantastic looking hotel in its time now look at it…it looks like it should be on the coast. Top going Council…boo!). Take a leaf out of Adelaida’s smaller hinterland towns that keep their heritage buildings and feel that’s why people go there... if I want a modern look and feel I’ll go to Bris or Sunny Coast let’s do something different, build it or revive it and they will come.

Don’t try advertising Gympie as something that it is not. We are not a modern town. I think the more quirkiest approach of intertwining arts and culture with our history and historic buildings would be nicer.

Get the “Rattler” up and running again.

TENANCY, RENTS AND VACANCY

Get the owners of the building to lower their rent so that business already there can survive when times are quiet……also it may bring new business into town, if they know the rents are reasonable.

To encourage new businesses, consider rate concessions and encourage landlords to offer low initial rents at the start up stage. And encourage a free mentoring system with established businesses and with ex business men. Possibly low rents and low rates could only be accessed by those who participate in a mentoring scheme. Heaven knows - how many small businesses survive for more than five years. There is an appalling attrition rate and a little wise help might just improve this statistic.

Yes, improve the visual impact of Mary St by limiting the ‘cheap shops’, impose guidelines as to signs and frontage and we absolutely have to do something about all the empty shops.

The city centre should be a commercial centre not a shopping precinct. Community values are changing, ergo the retail precinct is suffering, so to put time and energy into its revitalisation would be, ‘flogging a dead horse’ so to speak!

OTHER

Somehow there needs to be a removal of the lower element of town from being in the face of visitors. I believe that being harder on crime (zero tolerance) across the board would clean things up. Currently if you go down Mary St you are confronted with foul mouthed, chain-smoking, welfare dependant ferals. Not exactly a great first impression.

Seems to assume that Mary Street is important - is this valid?

Think you have completely missed this initiative.

I personally would not like to see Gympie have too many more people here. The town has already changed in the last 20 years. More and more city people are moving to the country for a country life but bringing the city attitude with them.
QUESTION 10: PLEASE TICK UP TO 5 MARKETING ACTIVITIES YOU WOULD PRIORITISE IN TERMS OF IMPROVING THE ATTRACTIVENESS, IDENTITY AND EXPERIENCE OF THE GYMPIE TOWN CENTRE, AND TELL US YOUR IDEAS FOR SPECIFIC IMPLEMENTATION ACTIONS.

- Local produce marketing and sales in town
- Evening and weekend trading and activities
- Food related events
- Community events
- Markets
- Improved outdoor places
- Street decorations and banners
- Web/social media presence
- Improved signage
- Street performance
- Heritage interpretation
- Creative and cultural activities
- Youth focused activities
- Updated marketing materials
- Business training (start-ups and existing)
- State/national promotions
- Local business awards
The following data is the word-by-word account of the ideas for specific implementation actions categorised by theme.

WIFI AND INTERNET

Wifi wifi wifi wifi wifi wifi wifi wifi wifi
Web Central as proposed by Bargain Media Group 2
Web/Social media is what is now and the future. Creative, interactive, modern websites with fun photos and useful information.

I actually want to tick all of the above! Internet presence and state/national promotions are critical to spread the word about our fantastic community to attract people to visit and those who always just pass through to stay a while.

EVENTS

Monthly twilight markets in Mary street would be a great way for families to enjoy a safe evening out. An enticement could be street entertainment and a competition promoting local business.

Closing off part of Mary Street (or Smithfield streets) for fresh product markets every Saturday morning and/or maybe a mid-week market. Filling vacant shops with window displays - with lighting. Offering family friendly dining Thursday - Saturday nights.

Food related events tend to attract a lot of people. However, the problem with Mary Street is that it’s food culture is takeover and lower class cafe dining. Need better food outlets/restaurant precinct if you want to use food related events to attract people.

Markets as these are relevant for locals and tourists. For a great experience also need decorations/banners. Evening and weekend activities for locals. Strengthen the heritage aspect for both local and tourists.

Food & Wine festival - show casing the regions caterers, wineries & producers and beef, poultry, organic food etc. Have the festival in park with different stalls of all kinds of food. Entertainment and activities for kids.

Sorry - not an ideas person - other than part of it becoming a Mall (maybe with markets in that area.

I like the idea of closing Mary St off at night for markets and street stalls, food vans and entertainment, all lit by soft lighting, fairy lights etc.

There needs to be more outdoor activities and events especially for children.

Have a “Family Fun Run” once or twice a year to help people in Gympie with their “health issues” e.g. Smoking, lung cancer, being overweight and stinking up Mary street! And market it as a healthier funner town where people are more active!!!!!

Youth related social activities, Creation of meeting places with a focus on them, access to games and technology related recreational pursuits, that would provide a balance to the existing facilities in Nelson Reserve. Also a local Farmers Market in the street, held on a week day afternoon and on weekends, promoting family get togethers and local produce in a Cafe Society style precinct.

Street Performers & Food with something like a regular “Gympies Got Talent” evening where performers win something based on the local vote.

Please lay off on more weekend and evening activities. Shopkeepers already have a demanding and punishing routine, and any extension to this is highly unpalatable, because if you don’t do it yourself, you have to pay penalty rates which render the whole exercise uneconomical and more or less pointless; certainly futile.

There are plenty of markets in Gympie and around the region over the weekends. Have some entertainment playing, give the street a buzz.

There definitely needs to be more happening for teenagers/young adults. I suggest a Youth Club, perhaps for different age groups on different nights (with flexibility as there is always crossovers). There could be table tennis, darts, table football, giant chess, music, a basketball hoop etc etc. What about self-defence, drama, yoga and other exercise classes? I know these are available in the town but they are sometimes unaffordable or children perhaps aren’t confident to join.

We should have a Festival of local Food/Wine products, call it The Bite of Gympie, get producers/restaurants/chefs involved, have booths with small plates i.e. a taste or a bite that the average person can afford. Make Mary St a pedestrian mall Have Saturday markets, not only produce but local crafts, no junk items that are available at other markets.

A Farmers’ Market should be held at least 2 days a week - need somewhere central to buy fresh local produce on a regular basis as many residents can’t travel to Imbil, etc to buy local produce. Also hold street promotions for local businesses and producers at least weekly. Also a craft type markets for locally made products whether large or small. Some of these could be held in empty shops at the bottom of Mary St or that area could be made into a mall (maybe move or knock some buildings down) with extra parking, only allowing easily moved businesses in that area due to flood risks. Would also like to see the main street region slowly extended all the way up Mellor St to join with Tozer Rd and incorporate the Rattler into it somehow (not sure how this would be possible but something to think about in the future.)

There is a lack of culture in Mary Street. It has a really unique identity that can be bought out through streetscape works, street art, activities. It needs to be a fun and inviting place to be. Encouraging after work/weekend dining would be a really good start, and maybe this could be kicked off by a monthly twilight local produce market - inviting cafes to trade for a single evening and incorporate the local produce. The street could be closed to traffic. Have local musicians performing, street carts (mini markets), public art displays. Put out special invites to neighbouring towns (ie Noosa) to come along to Gympie for the night. Another idea is to run ‘creative business’ workshops. Open them up to all business owners - agriculture and retail etc. Maybe start up a regular local business ‘think tank’ for promoting and building business success in the town.

Sunday Specials Day where every sale on a Sunday from any retailer has the chance to win something.
<table>
<thead>
<tr>
<th>PUBLIC REALM IMPROVEMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make Mary Street into a Mall and build a multi story car park to support parking needs. This will allow the street to become a booming shopping area with out door dining and the options of art and performance in the area. Make it a place where people want to go and spend money. Also why not make is more like Noosa and install lighting in the trees. I believe that we should close off the street like Brisbane and other cities to be able to revitalise the look and feel of Mary Street. It would be really effective to make it more friendly. Create more family friendly parks by fencing them to keep our little people safer. Taking a leaf out of the Noosa and Sunshine Coast regions. The Gympie region needs a fresh modern look. Nice eating areas with experienced people. Espresso bars worth sitting down at. Cycle zones. Fix the speakers in the street so the local radio station can be played. Replace the trees that shed those seeds that can put dings in your car and hurt when they hit your head. Lift the canopies of trees and add bud lighting. Replace the pavers, they are slippery when wet and very uneven. Have some more outdoor dining areas.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DIVERSIFY RETAIL OFFER</th>
</tr>
</thead>
<tbody>
<tr>
<td>We have the most beautiful old buildings are parks. I think drawing the public to these places is the best option. Some of the old buildings are lovely and we should build on that by imposing restrictions on signs/colors would need to get the building owners involved. The big shops are here to stay. We must focus on alternative interesting businesses (not 25 shops) that only require a small place and our local fresh food and products being sold in town. Look at the market square concept in the centre of Adelaide.ing fantastic, local produce and products from farms straight to you. Little shops specialising in great products. as well as great places to eat cafes etc go there everyday.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PRIVATE INVESTMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>how about some of the property owners and business owners start to invest in updating their premises and making it more attractive. Maybe even a small range of true healthy food available setting a good example on how to eat well. This would need to be affordable. I keep looking at the empty Freemasons venue and thinking how that would be just brilliant. This would need to be organised by people in our community who truly understand our youth so that we can get it right! It has the potential to transform the mentality of many and encourage children to connect socially with people they wouldn't normally meet strengthening their own confidence. I could go on ... Surely this can be done. I have no doubt many businesses would support this idea as we have such a high amount of privately owned businesses which is what I feel makes Gympie what it is and these all have children/grandchildren. Landlord participation ... get the landlords to assist so the typical business model for landlord/tenant is more attractive to both. As an example (a) Tenant pays less rent upfront (b) Tenant shares profit with landlord after an agreed turnover target</td>
</tr>
</tbody>
</table>
PART E
PLACE LOGO DEVELOPMENT REPORT
The key part of the Branding and Marketing Strategy was to graphically illustrate the spirit of the Gympie Town Centre in the form of a place logo. Place Partners developed a set of place logo concepts for review by the Council and the community, whose feedback led the concepts to the final place logo design.

PLACE LOGO CONCEPTS

Three Place Logo concepts were presented to the Council and the community and their feedback was received via face-to-face surveys, workshops and online surveys (see Part D Research Findings Report). Logo 1 was selected by 66% of the survey respondents (100 votes).
**FINAL PLACE LOGO OPTIONS**

The following two Place Logos were developed based on the community feedback: incorporate more colour; change font; refine the imagery i.e. hill contours, building blocks; and include symbolism for greenery.

During the workshops, the idea of combining the font of Logo 3 with the image of Logo 1 was discussed. This option was tested but did not work together graphically due to their lack of contrast.

**LOGO A**

Logo A is bold, colourful and easy to read against a neutral background. This logo can be used in full-colour or grey scale.

**LOGO B**

Logo B is delicate, friendly and clearly illustrates each notable element of Gympie. The line drawing can be mono-coloured to suit different applications.

**FINAL PLACE LOGO**

One of the two final Place Logo Options was refined to form the Final Place Logo based on the feedback from the Council. It incorporates the colour and symbol of the Mary River to represent the whole of Gympie’s natural landscape.

The stacked solid colour version the Place Logo is the preferred logo and should be used where possible across all collateral. See following pages for other versions.
CLEARANCE AND MINIMUM SIZE REQUIREMENTS - STACKED LOGO

The area indicated by the 'X' must be kept free of other elements. The minimum required clear space is defined by the measurement 'X' (equal to the height of the wordmark beneath the icon).

CLEARANCE AND MINIMUM SIZE REQUIREMENTS - HORIZONTAL LOGO

The area indicated by the 'X' must be kept free of other elements. The minimum required clear space is defined by the measurement 'X' (equal to the height of the wordmark next to the icon).

25mm is the safest minimum width for print

50mm is the safest minimum width for print

100 pixels is the safest minimum width for screen

200 pixels is the safest minimum width for screen
LOGO VARIATIONS

Solid Colour: the stacked solid colour version the Place Logo is the preferred logo and should be used where possible across all collateral, and horizontal version used when space is tight.

Solid Grey Scale: this grey version is only to be used when colour is not available on print collateral.

White Outline: a simpler line-drawing version of the Place Logo is developed for applications with bold/bright background colours.
Three application concepts are developed for the following to illustrate how the Place Logo may be used in the future:

- Street banners
- Postcards
- Bus advertising

### Application Concept 1: Street banners
Street banners consist of two types: one that celebrates the new Town Centre brand with images of Gympie’s significant sites, history, people and stories; and the other that offers a festive atmosphere in the main street with regularly changing event images and details about how to participate i.e. venue, date, time and website of the event.
Application Concept 2: Promotional postcards

Promotional postcards consist of images that are representative of Gympie, ranging of major events and activities to heritage buildings and natural landscape. The white outline version (top two) or solid colour version (bottom two) of the Logo can be used depending on the complexity and colours of the background image. Sample images are shown above as a guide only- the Council is to replace the images with new photos that are to be taken as part of Quick Win 6, as outlined in Part C of this report.
Application Concept 3: Bus advertisement
Bus advertisement images should be relevant to the upcoming Gympie events. The Gympie Music Muster advertisement could run 1-2 months prior to the event.
Our brand new vision for the CBD

NIGHT markets, art trails, pop-up shops and a new marketing and branding strategy are some of the ideas the Gympie Regional Council is looking at in an effort to enhance Gympie’s CBD.

The council hosted a breakfast yesterday morning at the Australian Institute of Country Music to outline some of the work consultancy firm Place Partners was doing and unveil some potential new logos for Gympie Town Centre, the proposed name for our CBD.

Place Partners is undertaking the marketing and branding exercise in consultation with local business and the community.

Director Kylie Legge said the purpose of the project was to build on the best that Gympie offered, identifying ways to improve the CBD experience and to share the story with the community and potential visitors.

One aspect of the project is developing a branding mark or logo to represent the spirit of Town Centre.

The name Town Centre has been adopted to reflect not only the centre's role as the Central Business District but also the heart of the community.

The council is seeking community feedback on the logos and ideas on how to improve the Town Centre.

The council deputy mayor Tony Perrett said the community had told council that the CBD needed support so it could become a place residents wanted to visit on a daily basis.

“We are committed to reinforcing the CBD as the principal destination and primary retail, entertainment and service centre in the region,” Cr Perrett said.

Mr Perrett urged residents to log onto http://www.greatgympie.com.au to have their say.

Ms Legge said the designs weren’t set in stone and could be changed or blended to form other logos.

All logos have the common themes of gold, history and community.

Business and community leaders at the breakfast also put forward many ideas about how to revitalise the lower end of Mary St.

Currently, there are 11 empty shops in the flood-prone zone and retailers say it’s not good for business.

The once mooted and abandoned idea of the Mary St markets is well and truly back on the agenda with most people at the breakfast relaying positive feedback.

The only sticking point is the timing of the markets.

A suggestion to have twilight markets in Mary St and adorn the streets trees with LED fairy lights was given a luke-warm reception.

Roger Broadley said the markets needed to be on every Saturday morning to attract people from all over the region and beyond to the CBD.

He said the idea was to boost foot traffic in Mary St while retailers were open to increase trade.

All agreed they would come to Mary St to shop if there was a good range of local produce available at the markets. Other ideas floated to give the main street life included opening up empty shops to allow artists to showcase work or set up static displays.
New business goes out on a limb for opening

24th Jun 2014 6:52 AM

GYMPIE businesswoman Karen Bazzan doesn’t like to sit on a brilliant idea for long.

So it’s of no surprise to learn the opening of her latest business venture, Twiggy, in Mary St, was only a matter of months from conception to cutting the red ribbon at last Friday’s opening.

Close to 200 people crammed both the store and the Mary St storefront to be a part of the big reveal.

It was up to Councillor Rae Gate to do the honours with the scissors, snipping the red tape to welcome Mary St’s newest business.

Twiggy is Mrs Bazzan’s proud creation, aiming to provide inspiration to Gympie homeowners wanting a touch of luxury and sophistication in their homes.

Inspired in part by the rise in popularity of renovating and interior design, fuelled by television shows such as The Block, Twiggy offers style meeting all budgets.

The champagne flowed and the evening had plenty of glitz thanks to jewels from Mia Bella.

Foxy Lady fashion also took to a red carpet rolled down Mary St as onlookers enjoyed the show.

“We had such a solid turn and I was so happy with it,” Mrs Bazzan said.

“The whole front of the store was full and people were out on the footpath as well.”

Mrs Bazzan, who owns building company Stirling Homes with her husband Peter, said she wasn’t sure how the debut would be received.

But fortune favours the brave and the Gympie public embraced the ritzy evening, reminding Mary St is still full of life when prepared to accept new ideas and passion.
Gympie Toyworld re-opening on August 1

7th Jul 2014 6:25 AM

GYMPIE Christmas and birthday present institution, Toyworld, is on the come-back trail.

Former owners Roger and Lorraine Broadley are back and preparing for an official re-opening on August 1 of what is now once again their business.

And they hope more people will join them in backing lower Mary St, which they describe as "the best business location in town," floods or no floods.

"Lower Mary St is flood-prone, but it's a prime shopping precinct most of the time," Roger said.

"It's time," he said, "to put a stop to Gympie's victim mentality.

"A lot of places would envy us for having Mary St.

"The leopard trees make a wonderful ambiance, but serial whingers, all they can do is complain about the seed pods dropping."

"Mary St has had a bad time lately," Lorraine said.

"But we've seen it go through other bad times , but other places don't have this picturesque winding street.

"It looks a bit sad now, but when it had a buzz, tourists would remark on its atmosphere. We're hoping to be part of a return of retail life.

And local shops are enjoyably unpredictable.

"You can go to a shopping centre in Darwin and it's the same as one in Canberra."

IF Roger or Lorraine Broadley ever experience a second childhood, there is no doubt they will be in an excellent position to make the most of it.

And for the parents of those still going through their first one, the sale at the couple's newly re-opened Toyworld business will be an excellent chance to stock up on birthday and Christmas gifts.

Lorraine was in a particularly festive mood as she celebrated with her companion, one of the world's larger teddy bears.

"My friend from New Zealand is over here and they are living in a bus.

"But she still has kept this bear that she has had as part of the family for 25 years," she said.

"It's funny the things you keep. You wouldn't think they would have room for him."

Renamed "Toyworld" for the occasion, Toyworld Bear made a big contribution as he celebrated with all the other dolls and bears who were on hand for the big opening sale.

"He's come out of retirement to help us re-open," Lorraine laughed.

"It's a relief," Roger said on opening day yesterday.

Roger freely admits that returning to the competitive world of retailing was not originally part of his retirement plan.

"It wasn't my first choice of where I'd be in five years," he said with a grin.

"But I'm grateful we have our health and between the two of us we've still got our marbles - although I think most of them are Lorraine's."

The sale runs through to 5pm Monday, with up to 75% off on action figures, 50% off nursery stock, 20% off model kits, radio control products, puzzles and board games and 15% off Lego. And extra discounts apply for larger purchases. The sale runs until 5pm Monday.
Mayor confirms entry signs are mostly local work

28th Jul 2014 6:00 AM

THE bulk of work being carried out on Gympie’s new $150,000 entry statements at the Six Mile and Chatsworth have gone to local contractors, Mayor Ron Dyne said.

And 40% of the project was being funded through the State Government’s Natural Disaster Resilience Program.

Cr Dyne was responding to comments on The Gympie Times Facebook page that questioned Gympie Regional Council’s decision to award the job to an out-of-town contractor.

Other comments on Facebook applauded the project and the council.

Cr Dyne said multiple contracts had been awarded to construct the entry statements, and most had gone to local businesses.

The earthworks and vegetation slashing had gone to Gympie excavators Wildmans; the turfing had gone to local business Sunset Turf; the concrete slab and footings were carried out by Mick Jardine Concreting; the steel had been supplied by Budget Steel; the concrete by Boral; the majority of plants by Natives R Us; the electrical by Groves Electrical; irrigation by Pumping Aqua and Solar, stone work by Rick Pooley; the garden soil and mulches by Gold City Brick and Landscape; and the earthworks carried out at the Six Mile was done with machinery from Coates.

Feedback

When this story was posted on The Gympie Times Facebook page it drew more than 60 comments. The number of posts for and against were roughly the same. Here are a few:

They look great!
- Jellina White

Good idea to have the signs but signs won’t “draw people to Gympie”. The things that will attract tourists are things to see and do, good food and friendly welcoming people.
- Sandy Home

What a lovely waste of the taxpayers’ money. Will love the day I can drive down my road without yelping from not being able to avoid every second pot hole. Gympie has bigger issues then the lack of a fancy sign.
- Bianca Jane Childs

I think it is great! Gympie needed them.
- Tegan Jennings

1st impressions are very important. It’s a beginning, to a bright looking Gympie.
- Lynette Dimmock
HEART OF GYMPIE

New campaign to boost our CBD

The city heart of Gympie is stage to a unique blend of shopping, places to eat and a broad range of professional services, all with a backdrop of impressive heritage architecture.

To celebrate the heart of Gympie, The Gympie Times has joined 48 CBD businesses to promote the benefits of shopping in our region. The Heart of Gympie spread (below) will run weekly in either The Gympie Times or Cooloola Advertiser, featuring money-saving offers and businesses highlighting their products and services.

The Gympie Times advertising manager Tracey McKean said the aim of the weekly campaign was to showcase the variety of products and services available in Gympie’s CBD (Mary St and surrounds) and encourage residents to shop locally.

“The Gympie CBD has such historic charm, with many unique businesses lining its streets, plus the beauty of beautifully restored parks with heritage importance just a short stroll away,” Mrs McKean said.

“Come on Gympie, let’s support our local businesses during 2014 and watch Gympie thrive.”

Most businesses here are unique and not franchised out to a conglomerate. Almost every shop in Mary St gives personalised service. The main street of a town builds its community.

– Eleni Patrick, owner of Patrick’s Casket & Newsagency.

New campaign to boost our CBD

It’s the heart of the town – it’s got character, it’s got history and an easy pace. Businesses also work together to support each other, because together everyone can achieve more.

– Kerry Handgravy, owner of Curves Gympie.

There are great shops in Mary St where you find things you don’t often see in shopping centres. You’ve got all you need – banks, post office, chemists. It’s relaxed and it’s a great central business location.

– Bob Tryhorn, owner of Gympie Musicland.

Most businesses here are unique and not franchised out to a conglomerate. Almost every shop in Mary St gives personalised service. The main street of a town builds its community.

– Eleni Patrick, owner of Patrick’s Casket & Newsagency.

There are great shops in Mary St where you find things you don’t often see in shopping centres. You’ve got all you need – banks, post office, chemists. It’s relaxed and it’s a great central business location.

– Bob Tryhorn, owner of Gympie Musicland.

Most businesses here are unique and not franchised out to a conglomerate. Almost every shop in Mary St gives personalised service. The main street of a town builds its community.

– Eleni Patrick, owner of Patrick’s Casket & Newsagency.

There are great shops in Mary St where you find things you don’t often see in shopping centres. You’ve got all you need – banks, post office, chemists. It’s relaxed and it’s a great central business location.

– Bob Tryhorn, owner of Gympie Musicland.

Most businesses here are unique and not franchised out to a conglomerate. Almost every shop in Mary St gives personalised service. The main street of a town builds its community.

– Eleni Patrick, owner of Patrick’s Casket & Newsagency.

There are great shops in Mary St where you find things you don’t often see in shopping centres. You’ve got all you need – banks, post office, chemists. It’s relaxed and it’s a great central business location.

– Bob Tryhorn, owner of Gympie Musicland.

Most businesses here are unique and not franchised out to a conglomerate. Almost every shop in Mary St gives personalised service. The main street of a town builds its community.

– Eleni Patrick, owner of Patrick’s Casket & Newsagency.

There are great shops in Mary St where you find things you don’t often see in shopping centres. You’ve got all you need – banks, post office, chemists. It’s relaxed and it’s a great central business location.

– Bob Tryhorn, owner of Gympie Musicland.
back into region's heartland

Council leads marketing, branding

Gympie Regional Council will continue to play a lead role in shaping the Gympie CBD into the future as part of the revitalisation strategy wording undertakings last year, according to Mayor Ron Dyne.

"Mary St is the original heart of Gympie and should have the vitality and community hubs of the region and not be considered to our prosperity and vibrancy," Mr Dyne said.

"The CBD still portrays a unique, historic charm, with a large portion of the street featuring traditional character and architecture and numerous state heritage listed buildings," he said.

"This is a unique offering, particularly within convenient driving distance to the Sunshine Coast, which needs to be built upon in order to achieve its maximum economic, social and tourism potential into the future."

Mr Dyne said an immediate step for council in the revitalisation of the CBD was the preparation of a marketing and branding strategy to re-achieve the CBD's identity and focus on offering and promoting a unique shopping and business experience.

Other priorities identified by council to support the economy and attract people to visit, live, work, play and invest in the CBD included street-scape design, with an initial focus on the area of Mary St between Channon and Monkland Sts.

Priorities also include restoring existing and historic buildings to ensure and manage, look at opportunities to enhance the pedestrian environment and encourage outdoor dining, and a master plan for Nelson Reserve/Memorial Park.

Looking for Great Variety & Fantastic Service?
Well no need to look any further. Visit Gympie’s CBD for all your shopping needs.
Media releases

What’s great about Gympie? - 19 April 2014

Gympie Regional Council is asking residents and local businesses to get behind the What’s great about Gympie? campaign to assist with marketing and branding of the CBD.

Mayor Ron Dyne said, "We want the community to get involved by telling us what is great about Gympie from their perspective so we can in turn use this to improve the CBD experience."

The campaign is one component of the revitalisation project that is looking at ways to reinforce the CBD as the principal destination and primary retail, entertainment and service centre within the region. It also aims to deliver opportunities for attracting new businesses and tourism opportunities.

As part of this project, council will also be developing a branding mark or logo to create a recognisable graphic representation of the spirit of the Gympie CBD, which respects the traditional main street appeal.

In addition, a CBD urban design palette will be developed which will guide the full range of landscape/ streetscape elements such as street furniture selection, planting selection, landscape treatments, pavement treatments, and public art.

There will be a number of opportunities for the community to get involved in the process, either in helping to set the direction for the project or giving feedback on the draft plan and logo.

Mayor Dyne said, "Council has now launched an online survey to inform the project. See today’s [Saturday 19 April 2014] Gympie Times public notice section for an invitation to a community breakfast workshop being held on 29 April 2014."

A series of four reply paid postcards to capture the community’s ideas on What’s great about Gympie? will also be distributed.

For the tech savvy, the community are invited to take part in the Instagram photo engagement activity.

Visit greatgympie.com.au or phone council on 1300 307 800 for more information.
Media releases

Gympie's CBD in the marketing spotlight - 6 June 2014

Thanks to feedback from our community into the development of a marketing and branding plan for Gympie's central business district (CBD), this precinct has been reinforced as having a strong place in our history and heritage and an important role to play in our social fabric.

An invitation is extended to businesses and residents to attend a community breakfast workshop hosted by council at the Australian Institute of Country Music, 6.45am for a 7am start on Friday 20th June, where the draft plan will be presented and there will be an opportunity to provide further feedback about the project.

In April and May this year, council asked residents and local businesses to take part in the What’s great about Gympie? campaign, by completing an online survey, filling out campaign postcards and attending a community breakfast workshop.

The information gathered about the community’s preferences and aspirations has been used in the development of a marketing and branding plan for the CBD, and Gympie Regional Council is now providing further opportunities for our community to be involved in the development of this plan.

A draft plan and some very innovative CBD logo options have now been developed with the aim of guiding future actions in the project.

Mayor Ron Dyne said, "We are again seeking feedback and input from our community and business owners to ensure this plan plays its part in reinforcing Gympie's CBD as the heart of our region."

"Feedback from the community has highlighted the desire to ensure the CBD remains the principal destination and social hub, as well as our primary retail and service centre. The community have also identified that a strong emphasis for the CBD should be on sharing the positive stories that show off our welcoming and friendly nature, as well as our exceptional local produce and gourmet food," said Mayor Dyne.

Mayor Dyne said, "To finalise the plan and transform it into action, we invite the community to have their say on proposed marketing and branding which will capture the story of the CBD, build on its unique assets and improve the user experience."

Registrations to attend the workshop on the 20 June are essential as seating is limited. RSVP to planningprojects@gympie.qld.gov.au by Monday June 16 or phone (07) 5481 0400 to register your attendance.

Further information is also available in the Gympie Times public notice section.

For those who are unable to make the breakfast, an online survey will be launched through council’s website to invite further feedback. This survey will be open until 4 July 2014.

Mayor Dyne said, "We are committed to delivering opportunities for attracting new businesses and encouraging visitors. In addition to the marketing and branding plan we are developing concepts for improvements to Smithfield Street, Mary Street between Monkland and Channon Streets and Nelson Reserve/Memorial Park, based on input the community provided at our Gympie Show stand this year."

Visit greatgympie.com.au or phone council on 1300 307 800 for more information.