

Julie Wrobel

Algo Más

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Regional Development Australia Yorke and Mid-North

**Making Tracks: The story of
Peterborough's new brand**

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#PeterboroughProud



algo más



Introductions

Hayley Trott

- Economic Development Officer, RDA – York and Mid North
- Bachelor of Tourism and Event Management (UniSA)
- Community engagement, grant writing, event management, project management

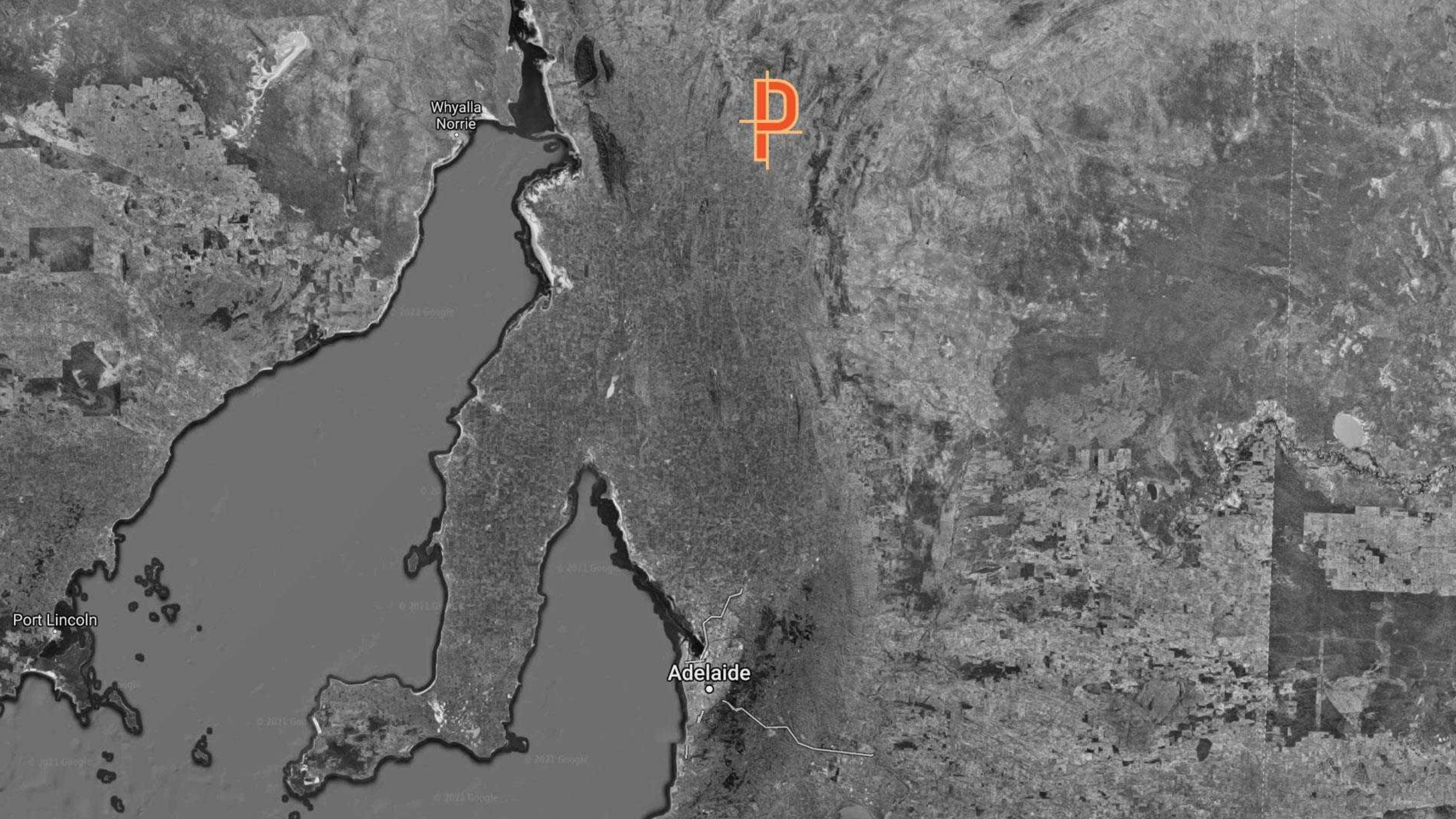


Julie Wrobel

- Managing Director of Algo Mas, founded 2005
- 2019 Telstra Business Woman Finalist
- Mainstreet SA co-founder







Whyalla
Norrie



Adelaide

Port Lincoln





bank
SA

Bank of South Australia

JUBILEE
1911

[Name tag]



139-141



Coca-Cola

Coca-Cola

Coca-Cola Coca-Cola

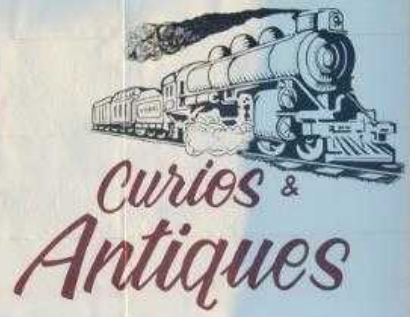
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PARKING
←

RSL

GET HEAVY

SED

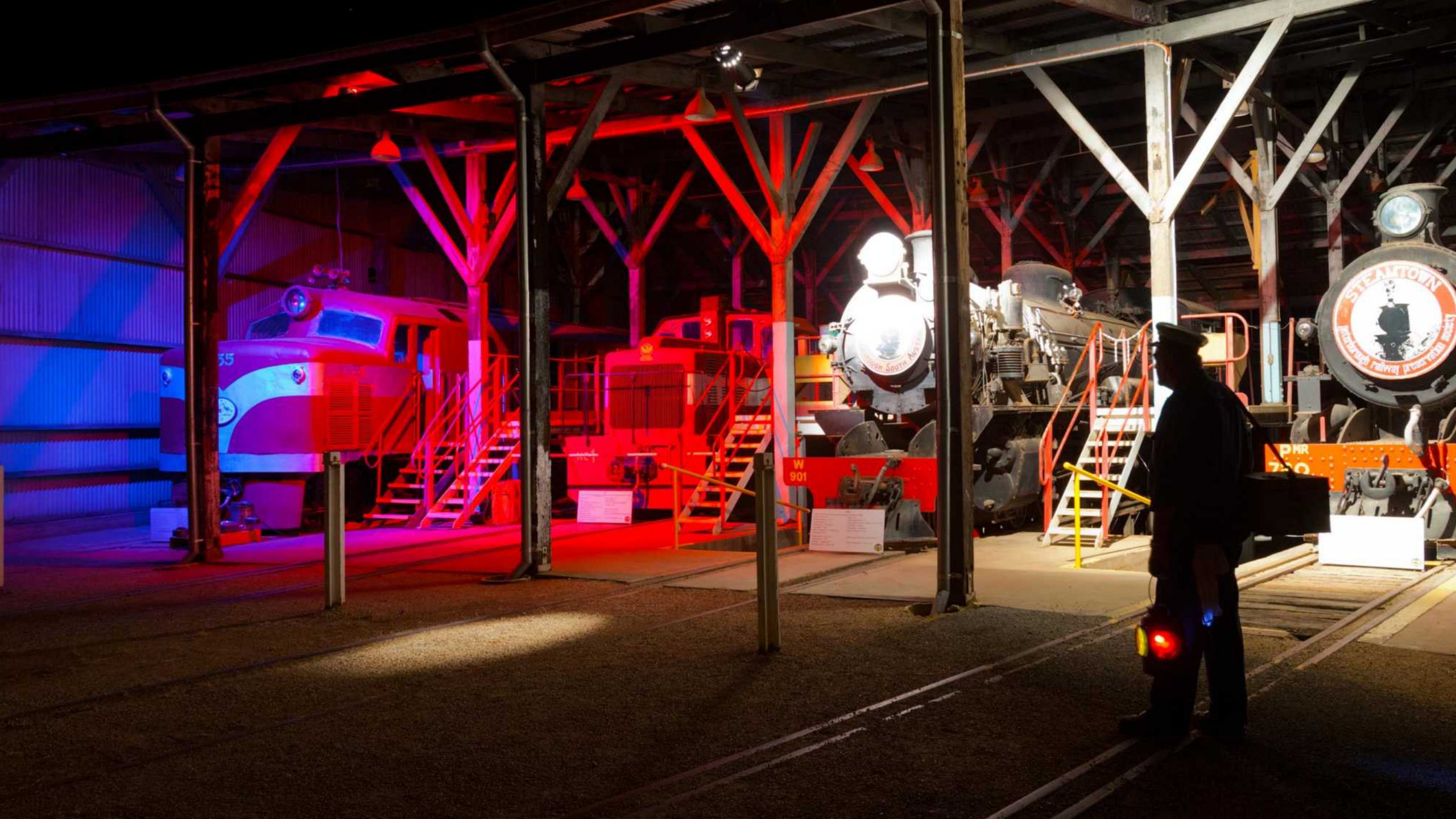
Antiques
**OLD
STUFF
HERE**

Coffee & Cake
VINTAGE & RUSTIC WARES
The Tinsmith's Cottage **200 MTRS.** 

Signs
8601 237





Project objectives and deliverables



- Regional Development Australia Yorke and Mid North (RDAYMN) wished to develop a positioning strategy for the township of Peterborough.
- Invited tender
- The new brand would promote tourism and encourage community pride
- Funded by Grant plus contribution from Council and RDA
- Project committee
- Deliverables included:
 - Positioning strategy
 - Visual identity including a logo
 - A brand implementation plan



Brandsphere™

Phase 1:
Brand Discovery

Phase 2:
Brand Strategy

Phase 3:
Visual Identity and
Brand Guidelines

Phase 4:
Implementation



Phase 1: Brand Discovery

- Review secondary research including existing regional brands
- Community workshop
- Committee workshop
- Online Survey
- Hardcopy survey





Next steps

- Report and recommendations
- Develop marketing strategy and key messages
- Develop brand and visual elements
- Development of brand guidelines
- Implementation plan

SERVICES
EDUCATION
HEALTH

Schools

Wi-Fi

Swimming Pool

Lions
Rotary
CFS
MFS
Ambulance
Police
Hospital
Doctors
Dentist
Urging Specialist
Physiotherapist
YAC

Businesses

Flinders
Ranges

GATEWAY

Outback

Southern
Flinders
Ranges

ON THE
EDGE

Stars

Parachilna

Natural

Wilpena Pound

Birds

Buildings

Town Hall

Historic
facades

History

Saint Cecilia

EVENTS

Peterborough
Rodeo

Festival
+ Art Prize

Christmas Pageant

Monthly Market

Community

Proud

Friendly

TOURISM

RV Park

Steamtown

Bob the
Railway Dog

Railways

Motorbike
Museum

PAINT SHOP

Phase 1: Brand Discovery



- How do you think Peterborough is currently perceived?
- How do you want Peterborough to be perceived?
- What makes Peterborough unique compared to other places?



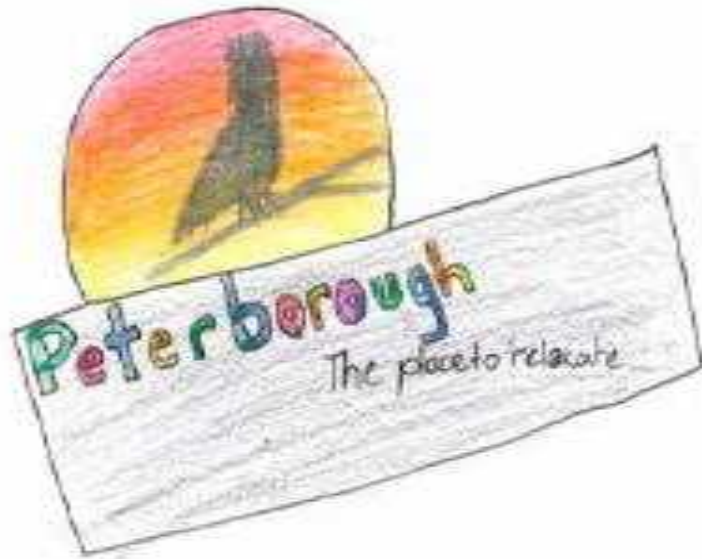
~~PETERSBURGH~~
~~PETERBOROUGH~~

~~Full Steam Ahead.~~

Steaming Ahead

ON THE EDGE

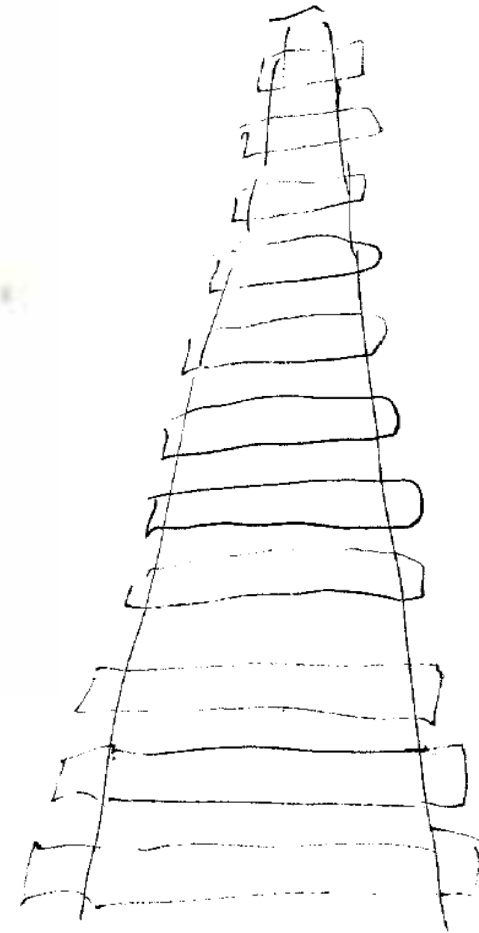
A STRONG COMMUNITY.



Exiting PAST



Now STEAMING AHEAD



A GREAT
PLACE
TO BE.
SIDE TRACKED

©u

Phase 1: Brand Discovery

- Online community survey – 68 respondents.
- Questions included:
 - Composition of travelling group?
 - Is this your first trip to Peterborough?
 - How long was your stay?
 - Why did you visit Peterborough?
 - What attractions did you visit?
 - Did you visit anywhere else in the region?
 - Would you visit Peterborough again?



Phase 1: Brand Discovery



Key online results:

- 50% of responses from outside Peterborough
- 95% had visited Peterborough before
- 88% stayed at least one night
- 60% were visiting family/friends
- 65% visited Steamtown
- 62% visited somewhere else in the region
- 100% would visit Peterborough again



Phase 1: Brand Discovery



- Hardcopy survey – 77 respondents.
- Key hardcopy results:
 - 72% of responses from outside the State
 - 64% of travellers were couples
 - 52% had visited Peterborough before
 - 39% stayed at least two nights
 - 41% stayed in the caravan park
 - 49% visited somewhere else in the region
 - 92% would visit Peterborough again
 - 100% would recommend Peterborough
 - 43% spent \$201-\$500
 - 56% were aged between 55-69



Phase 2: Brand Strategy



Primary Target Market

- Caravan and camping enthusiasts (more than 670k RV vehicles registered)
 - Baby boomers and grey nomads 55+
 - Generation X 45+
 - Generation Y – 29-43

Secondary Target Market

- Train enthusiasts
- Motorcycle enthusiasts
- History enthusiasts
- Explorers and adventurers



Phase 2: Brand Strategy

Brand Vision

1. Celebrate Peterborough's rich rail history and the town's role in the nation's story
2. Entice audiences to visit Peterborough for a real South Australian experience
3. Be known as a destination that boasts real history, real people and real adventure
4. Generate opportunities for people to create their own exciting stories within the local natural and man-made landscape

Brand Values

History, Community, Genuine, Exploration, Optimism



Phase 2: Brand Strategy



Brand Story

Peterborough is the real Australia. You can find us north of Goyder's Line in the heart of South Australia's Mid North. We offer a superior experience where natural and man-made beauty exists and is admired.

From the vast cropping and grazing plains to the awe-inspiring Steamtown, we are a destination for enthusiasts and explorers. We don't just remember our heritage and heroes; we revere them. We are proud of our story and delight in telling it. Our railway history is unmatched and our heritage buildings stand as testament to our importance.

We played an instrumental role in building Australia's prosperity. We are committed to ensuring our legacy is immortalised for generations to come.

We don't pretend to be something we are not. We are a welcoming community and serve country hospitality 'extra-large' to everyone who visits. We are optimistic for our future, knowing people will leave richer for the experience of having visited Peterborough.



Phase 2: Brand Strategy



Tagline: *Make Tracks to Peterborough*

Make tracks to Steamtown

Make tracks to Peterborough's Motorcycle Museum

Make tracks back in time

Make tracks to SA's best stargazing

Make tracks to the true Australia

Make tracks to unbound adventure

Make tracks to the unexpected

Make tracks to your new life



Phase 3: Visual Identity and Brand Guidelines



- Logo
- Colour palette
- Typography
- Photographic style
- Icons
- Brand Guidelines





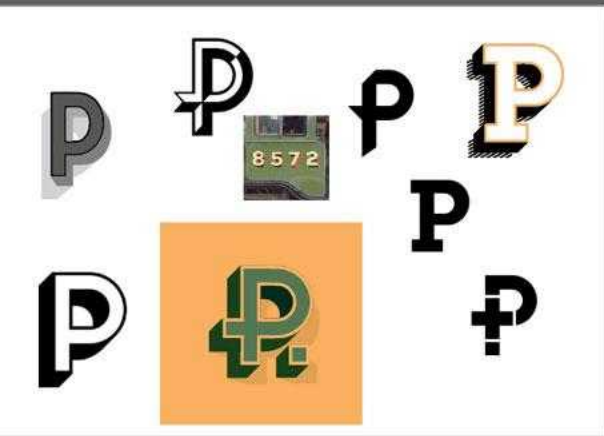
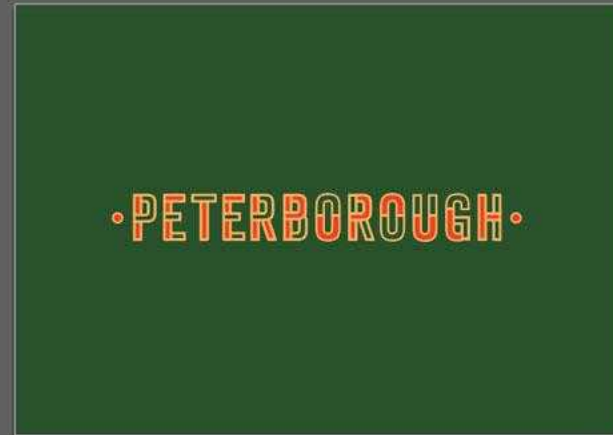
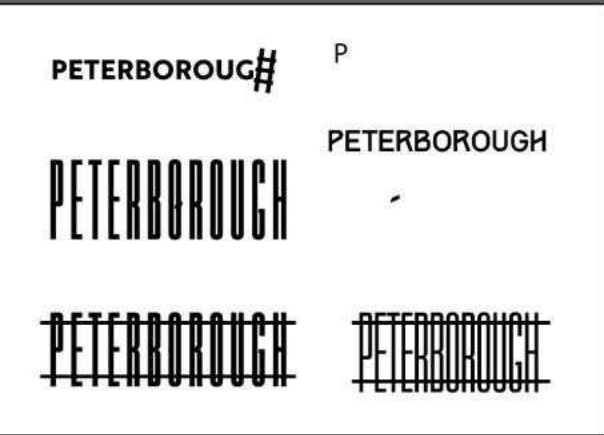
PETERBOROUGH
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make tracks to

PETERBOROUGH

Make Tracks

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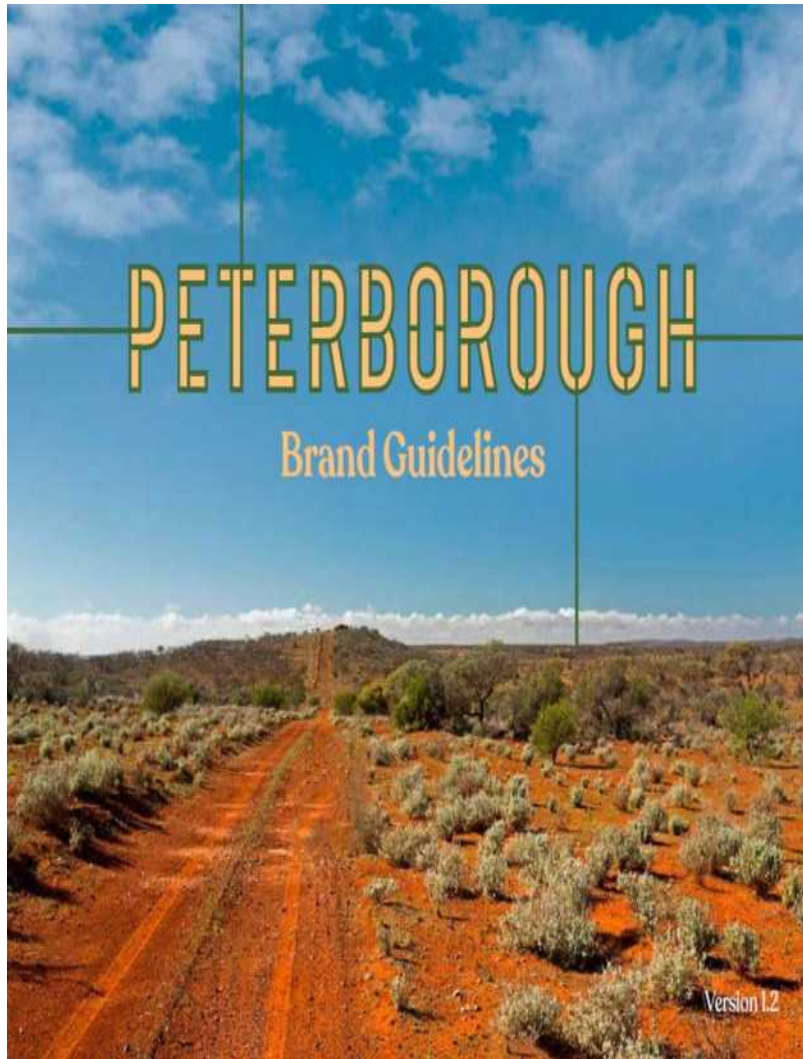
PETERBOROUGH



Phase 3: Visual Identity and Brand Guidelines

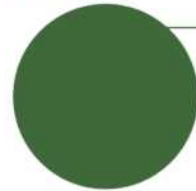
Make tracks to
PETERBOROUGH

Phase 3: Visual Identity and Brand Guidelines



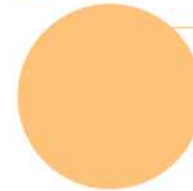
Colour Palette

Gum Leaf



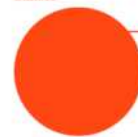
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CMYK 70 31 78 27
RGB 90 104 64

Sand



Pantone 149C
CMYK 0 25 50 0
RGB 233 187 123

Sunset



Pantone 172C
CMYK 0 71 90 0
RGB 208 84 46

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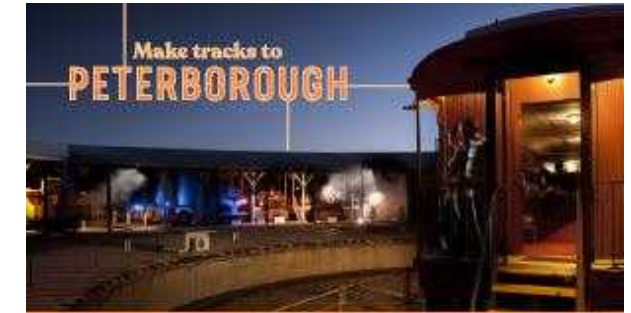
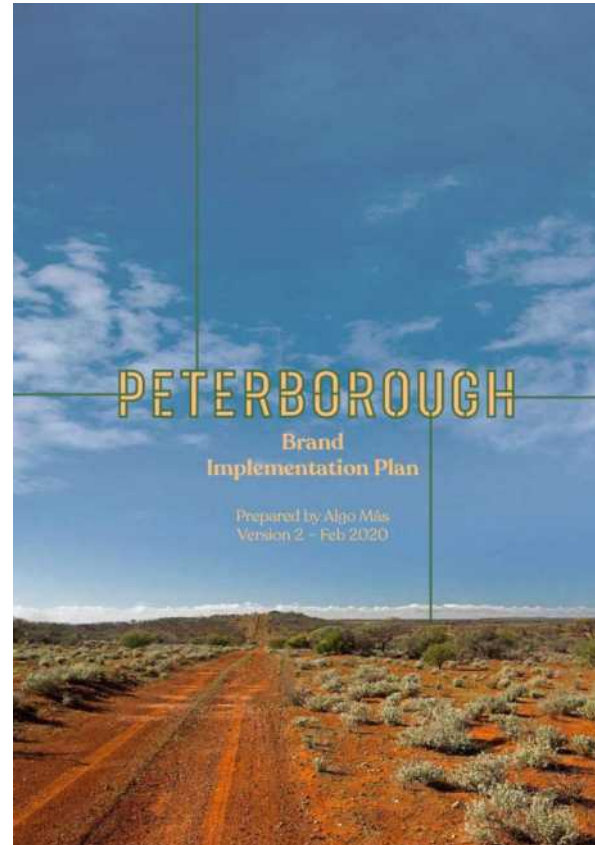
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Phase 4: Implementation

- Implementation Plan developed
- COVID delayed brand launch (due March 2020)
- Increase in Intrastate travel
- Launched June 2020



Peterborough has a new brand.

Why do we need a new brand?

The District Council of Peterborough and the Regional Development Australia Yorke and Mid North (RDAMN) have been working with the community since mid-2019 to look at ways to grow our local economy. A place brand has been developed to help encourage people to visit, stay, live and work in Peterborough.

The vision for the Peterborough brand is to:

- 1 Celebrate Peterborough's rich rail history and the town's role in the nation's story
- 2 Entice residents to visit Peterborough for a real South Australian experience
- 3 Be known as a destination that boasts real history, real people and real adventures
- 4 Generate opportunities for people to create their own exciting stories within the local natural and man-made landscape

Our community engagement process showed that Peterborough has a high quality tourism offering. It is logical to use the new brand to promote Peterborough as a travel destination, initially because people are generally more likely to move to a place they have been to before and had positive experiences.

What is the new brand?

The new Peterborough brand represents the best of what our destination offers: a real South Australian experience. The logo draws upon Peterborough's history and geography as a rail and road junction.

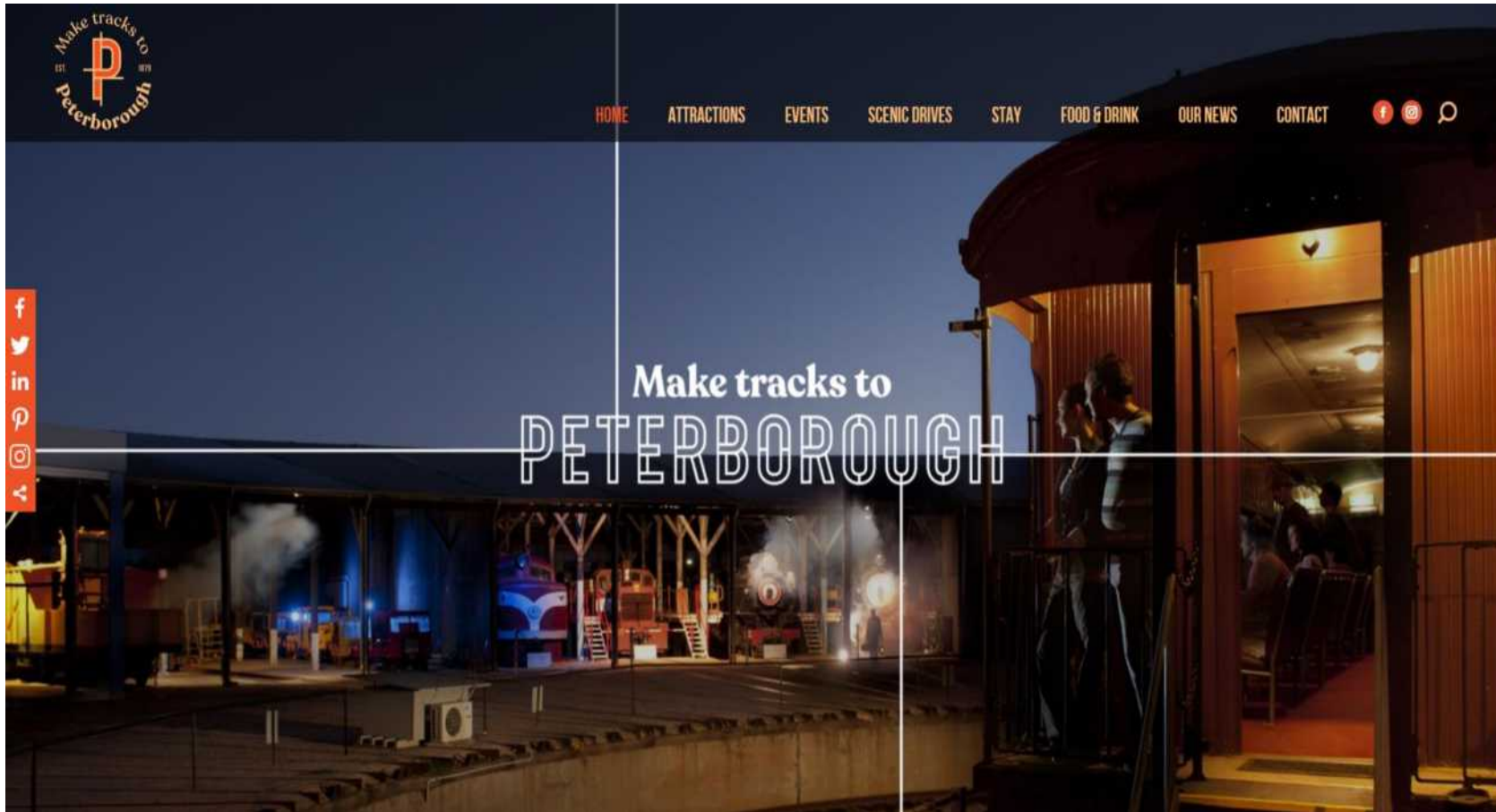
PETERBOROUGH

The tagline 'Make Tracks to Peterborough' serves as a memorable call to action with a with a transportation twist.

The brand is more than a logo and a tagline. Fonts, colour palette, writing style and photography are all elements that come together to communicate the Peterborough brand to a wider audience and create a strong, and consistent, town identity.

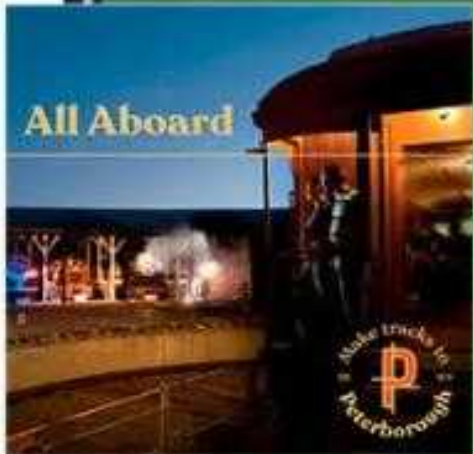
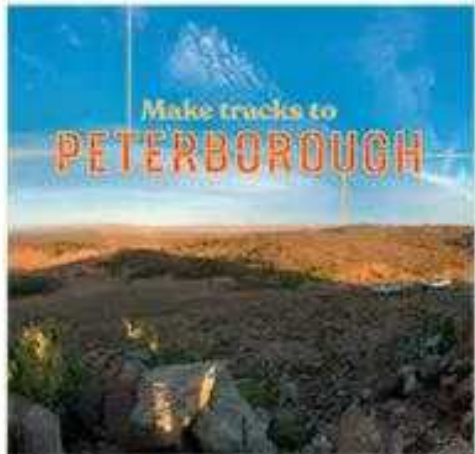
maketrackstopeterborough.com.au

Phase 4: Implementation



maketrackstopeterborough.com.au





Phase 4: Implementation



ABC North and West
2 hrs · 🌐

Peterborough Council is inviting you to 'Make Tracks' to their town as part of a re-brand which includes a new logo. 📸

How would you re-brand or sell your town to tourists?

📍 South Australian Tourism Commission

PHOTO BY @ SATC

👍 11 4 Comments 2 Shares

Like Comment Share

New Peterborough brand invites you to 'make tracks'

The sound and light show at Steamtown is a must when in Peterborough. PHOTO: SOUTH AUSTRALIAN TOURISM COMMISSION

Peterborough: Fast Facts

- Peterborough is home to the only three-gauge railway turntable left in the southern hemisphere, Australia's last remaining locomotive workshops and a heritage-listed 85-foot railway turntable.
- Peterborough has a bronze statue honouring Bob 'The Railway Dog' who hitchhiked the railways of South Australia in the late 1800s.
- Peterborough was the first friendly town in the mid north and offers free accommodation at its dedicated RV Park in the centre of town.
- Peterborough is the only town in the region that has an evening tourism experience for visitors: the million-dollar production Steamtown Sound and Light Show.
- Peterborough has one of only a few remaining examples of 'The Bug' motorcycle (later known as 'The Favourite') which was produced by the local Smith Brothers Garage in the early 20th century and is on display at The Peterborough Motorcycle Museum.
- Peterborough is home to many heritage-listed, and culturally significant, buildings including the town hall.
- Peterborough provides free WiFi to locals and visitors in the main street.

GRIEF TO GROWTH

Have you ever felt like you were in a big black hole? Unable to get out?

- Pause the downward spiral by doing something you once enjoyed.
- Face your pain, cry, get angry.





Key Driver

The Peterborough Development Officer Role



Nicole Lewis
2015 - 2018



Hayley Trott
2018 - 2020



Megan Cusack
2020 - 2021



Initial Implementation

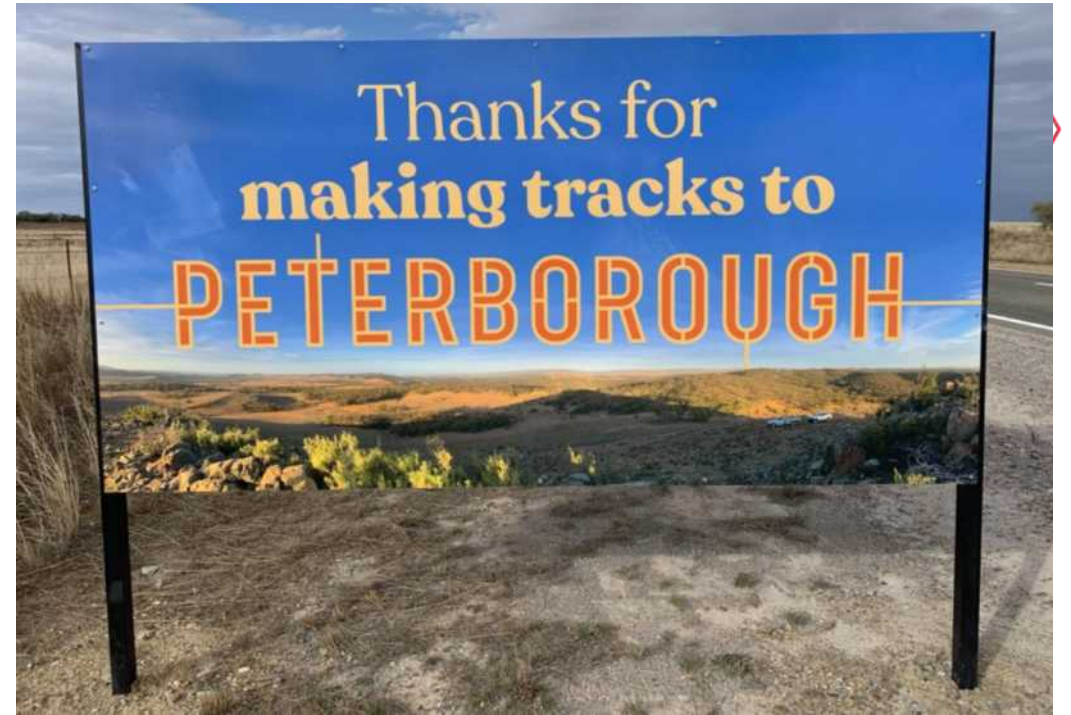
The brand was officially launched in June 2020.



Initial Implementation

Our role

- ✓ Work with local web designer to create the website (Snap Peterborough Competition)
- ✓ Professional Photographer
- ✓ Speaking to and engaging with Media to tell our story (as organized by Algo Mas)
- ✓ Purchased promotional tools including stickers
- ✓ Organised signage at key entry points around Peterborough
- ✓ Collaborated with the Peterborough Rodeo Club to implement truck signage
- ✓ Engaged with Businesses and the community to use the branding
- ✓ Work with the Elected Members to get them on board



Ensuring long term success



Governance

- A priority was for this brand to remain and be community brand and something everyone can use.
- Structure already in place - Peterborough Tourism Management Committee
- Implementation Budget




Collaborative Strategies

- Facebook and Instagram posting and stories
- Blog Posting and updating the website
- Promoting local initiatives and events
- Updating the Peterborough Visitor Guide
- Teaching and encouraging key businesses and groups to use the branding



Key Results



Facebook	Instagram	Steamtown & VIC Visitors
 <p>2354 followers & 2285 likes</p> <p>65,000 people reached</p>	<p>Created with 242 followers</p>	 <p>SA Visitors</p>  <p>Interstate Visitors</p>

COVID-19

The pandemic did have a large impact on our key indicators and has made the data slightly skewed because of Peterborough's reliance on Interstate visitors. However, most recent data including March through until mid-May are showing a positive increase to a return to pre-pandemic numbers.



Learnings

There are a few..

- External consultant, fresh eyes.
- Have a clear brief when pitching to branding agencies.
- The right people from the start
- Initial budget commitment for the branding AND implementation
- Training and developing the required skills
- Community and local buy in - Shared vision
- Encourage creativity and use everything available to you (be savvy)
- Confirm the long term future of the brand before you start (where does it fit strategically)



What's next for Make Tracks



- Continue to promote Peterborough with the new branding through all available channels
- Encourage people to use the branding in alignment with local initiatives such as events, specials, purchase local campaigns etc.
- Better utilise social media with competitions and paid promotions
- More regular blog posting and involvement from local people towards the website
- TV and Radio Advertisements
- Facilitate training





Creating unique regional experiences 'that sell', through placemaking, tourism and destination branding.

**Tourism
Kick  Start**

ENROL NOW