Putting the Mitta Valley Brand on the Map

Project Brief

March 2015
Purpose

The Mitta Valley Branding Project is a community engagement and planning project which will result in the production of a brand, a style guide and design, and a management plan to administer the Brand.

The aim of the project is to develop a profile for the Mitta Valley which will:

1. Increase the number of tourists visiting the Valley;
2. To improve the experience people have whilst visiting the area and persuade them to revisit regularly;
3. Encourage young families to invest in residential and farming properties and/or businesses in the valley;
4. Encourage people to participate in sport, art, educational and cultural activities available in the Valley;
5. Promote events held in the valley;
6. Promote existing agricultural products grown in the Valley and encourage diversity and investment in new ventures; and
7. Encourage participation in nature based activities which compliment the natural beauty and ambience of the valley.

Management of the Project:

The Project will be managed by a Project Control Group.

The Project Control Group will:

1. Engage a suitable consultant and graphic designer;
2. Meet regularly with the Consultant and facilitate stakeholder/community meetings;
3. Adopt the brand design and management plan; and
4. Promote and coordinate the launch and use of the Mitta valley Brand and marketing collateral.

The Consultant will:

1. Research other successful branding models in regional areas;
2. Facilitate and evaluate meetings with key stakeholders and the community and develop a Brand which reflects the views of the whole community;
3. Design a logo, supporting Brand and style guide, and a management plan to administer the Brand;
4. Engage with other Our Valley Our Future Projects, whose views and cooperation will be vital to this Branding Project; and
5. Make suggestions about future marketing of the Valley, which can be implemented at a later date.

**About the Mitta Valley**

The Mitta Valley is located in the Towong Shire and includes the towns of Eskdale, Mitta Mitta and Dartmouth and the rural communities of Tallandoon and Noorongong. The significant rural land that surrounds these townships and the unique balance of farming land, natural assets and historical townships is a strong part of the Mitta Valley’s identity. As the name suggests, the area is based around the Mitta valley as it makes its journey from Dartmouth Dam through the Valley to the Murray.

The Mitta Valley is close to Albury Wodonga, and the township of Tallangatta. Whilst many people travel into the larger centres, we are fortunate that a variety of businesses and services operate locally, including Mitta and Eskdale Primary Schools, 3 hotels, a variety of accommodations options, general stores, post offices, churches and a supermarket and produce store.

Agriculture, forestry, and fishing play an important role within the valley, employing over 34% of the workforce. Dairying and beef farming are the predominate contributors and we have more recently seen the emergence of grapes, hazelnut and hops farms.

The Valley has the potential to grow as a nature based and touring destination recognizing its authentic quality. It is part of the Victorian High Country and offers adventure, engaging characters, charming villages, inspiring scenery and a lifestyle envied by many. By visiting the Valley many can experience a touch of traditional rural lifestyle and gain real life knowledge around the dairy and beef industries.

**Project Background**

The Branding Project was identified by the Our Valley’s Our Future Tourism Working Group and is based on issues raised in the Mitta Valley Community Plan 2013-2016.

This Project addresses the Our Valley Our Future Plan through: Our Economy- Strategy 1.4: “We will improve the perception of the Mitta Valley in the broad tourism, residential and commercial market, by;

- Developing a clear brand and marketing platform to more effectively position the Mitta valley in a range of markets including tourism, dairying, production and residential growth.”

The Project is based on the premise that small communities are great places to live, work and visit. It will build on the characteristics that attract people to the Mitta Valley.

The funding for this Mitta Valley Branding project was obtained through the Gardiner Foundation’s Our Valley Our Future Strengthening Small Dairy Communities Program. The funds will be used to employ a consultant to carry out key tasks in the Project.
This Project is a catalyst for change in the Mitta valley by promoting a consistent marketing approach across the whole valley which will assist in future sustainability.

**Key Project Stages and Scope of the Project**

1. **Research and development** that will investigate best practice branding models that have worked in other regions. Extensively engage with the Mitta Valley community to identify the Valley’s unique marketing strengths/weakness, and develop a Brand.

2. **Design and adoption of the Brand and suite of marketing tools** that meet the needs of the various groups within the Valley and results in logo, tagline, marketing tools, style guide and an accompanying management plan for access of use to ensure the integrity of the Brand is maintained.

3. **Launch and implementation** that will present marketing brand to the community at an official evening launch, demonstrating its use and management structure. Develop some branded example marketing items to present at the Launch.

**The Consultant’s Role:**

1. The Consultant will attend regular meetings with Project Control Group;
2. The consultant will research other successful regional branding models and present to Project Control Group;
3. The Consultant will coordinate and facilitate stakeholder, business, industry and community meetings in conjunction with Project Control Group;
4. The Consultant will complete the Mitta Valley Branding brief with the assistance of the Project Control Group;
5. The Consultant will assist the Project Control Group to engage a graphic designer to develop brand and style guide;
6. The Consultant will develop an operational management document in conjunction with the Project Control Group to oversee the access to and use of the Brand by individuals, businesses and groups; and
7. The Consultant will assist with the official launch of the Brand.

To ensure that the Mitta Valley Brand is effective; the brand and operational plan should be clearly defined, highly specific, realistic, relevant to our valley and financially viable.

**Project Timeline:**

The Tourism Working Group has developed a project plan as attached and will review this with the successful applicant. This Project is to be completed by September 2015.

**Additional Resources**

Expressions of Interest:

Expressions of Interest must be lodged by 5pm, Friday 10 April 2015 via email to Mrs Robyn Scales at dartmouthmotorinn@bigpond.com.

The successful applicant will be required to meet the tasks and timelines outlined in this Project Brief.

Remuneration Range: $5,000 - $9,000 (terms negotiable – includes graphic design costs)

Key Selection Criteria:

1. Demonstrated experience and capacity to:
   - Engage with a diverse range of stakeholders
   - Encourage and facilitate agreement and cooperation
   - “Take stakeholders on a journey”; keeping stakeholders engaged when they may not be getting the exact outcomes that they desire or may be reticent to participate in the project;
   - Delivering successful outcomes in “like” projects.

2. Demonstrated experience and capacity to research, analyse and evaluate information collected to meet identified project outcomes.

3. Demonstrated experience and capacity to develop marketing brand and associated collateral (style guide, tagline) which are implementable, accessible and reflective of community input.

It is anticipated that applications will not exceed 2,000 words.

Applicants are invited to provide additional supporting documentation (max. 10 MB) that must be referenced per below in your cover email:

Document: ______________________ File Name: ______________________

Applicants are required to provide the names and contact details of two current professional referees.

All applications to be submitted electronically by 5pm, Friday 10 April 2015 to Robyn Scales, Project Control Group Leader, via email dartmouthmotorinn@bigpond.com.

If you require further information, please contact:

Robyn Scales
Project Control Group Leader
Our Valley, Our Future Tourism Group
dartmouthmotorinn@bigpond.com
(02 6072 4233)