

**Limestone Coast Food, Wine,
Tourism and
Agriculture Collaborative**

**Development of a Recognisable Regional
Brand**

Dev: 001.15/16

Closes: January 15 2016

Limestone Coast Food, Wine, Tourism and Agriculture Collaborative – development of a Recognisable Regional Brand

The Limestone Coast Food, Wine, Tourism and Agriculture Collaborative (the Collaborative) is a group of passionate organisations and individuals seeking to raise the profile of the Limestone Coast region through the development, promotion and integration of the food, wine, tourism and agricultural sectors. The group is auspiced under the Wattle Range Council for funding and administration purposes.

The Collaborative is calling for Expressions of Interest for the services of a marketing agency with proven brand development and advertising experience to develop a brand identity that can be used to promote the Limestone Coast region.

It is expected that the successful organisation will engage with the consumer to market test the proposed brand, ensuring that it is relevant and will encourage consumers to purchase quality products, experiences and services from the Limestone Coast.

The logo and tagline will tell a story of the region, and may also in the future act as a trademark, representing exceptional quality.

The Region

The Limestone Coast Region (South East of South Australia) lies midway between the capital cities of Adelaide and Melbourne, covering the south eastern section of South Australia and encompasses the Local Government areas of the City of Mount Gambier; District Councils of Grant, Kingston, Robe and Tatiara; and the Naracoorte Lucindale and Wattle Range Councils. The Limestone Coast region supports a population of 64,105 people (ABS Census 2011). The region houses many of South Australia's key resource based companies and covers an area of some 21,337 square kilometres.

Strengths of the Region

- Diverse economic base
- Reliable rainfall and significant groundwater resources
- Highly productive agricultural and horticultural land
- Epitome of clean, green environment
- Healthy marine environment and fishing resources
- A wealth of natural resource attractions
- Attractive region in which to live and work

The Mission of the Limestone Coast Collaborative

Create a sustainable brand proposition for the Limestone Coast and encourage capacity building among commercial level and farm gate food, wine and agricultural producers. In doing so the Collaborative will foster innovation in product development and integrate tourism opportunities within the region's valuable agriculture, wine and primary production sectors.

Background to the brand

Following a forum with producers, industry, State Government, Local Government and community, data was collected to assist with the development of a brand. Limestone Coast producers and operators may use the brand as a co-brand to their own brands. The Limestone Coast brand will add value to products, services and experiences and sell the region as a destination.

A full copy of the forum information and other data that has been gathered by the Collaborative will be available to the successful tenderer.

Key component of the brand must include:

The aim of this project is to create a recognisable brand proposition that includes a logo and tagline that can be used by the region particularly for food, wine and tourism.

The brand proposition must be attractive to producers and operators to encourage them to be part of the project, but more importantly it must be attractive to consumers and instill a sense of confidence that purchasing this product or service is better than the competition.

Due to the broad nature of the brand that covers food, wine, tourism and agriculture, there may be scope for two taglines to be used if one doesn't capture everything the Collaborative covers. However the preferred option is for one tagline that promotes the world-class food, wine and natural wonders of the region.

Key messages the brand proposition including the logo and tagline must portray:

- Quality (experiences, services and products)
- Local produce / service from a clean green environment
- Trusted
- Puts the Limestone Coast on the Map and encompasses the story of the region
- A must have brand for people who care about where their food/wine comes from

What the Expression of Interest must include:

- Past experience of logo and brand identity, including examples
- The costing to produce a brand proposition including a series of logos and taglines that will be presented to the Collaborative Executive Committee (a minimum of five concepts to be provided). The costing must include a pre-briefing meeting with the Collaborative Executive Committee face to face as well as update meetings with the Project Officer which can be done via phone or Skype if required.
- Once a preferred brand proposition, logo and tagline have been developed there will need to be some consumer testing completed. The expression of interest will outline how you propose to undertake this testing with an Adelaide based or similar market and the costs associated with this market research. A specialist third party market research firm can undertake this part of the project if the studio doesn't have the in-house experience to undertake this work. Consultation taken as part of the process of developing the brand proposition should include consumers both within and external to the region
- Hourly rate for additional work if required outside the scope of work quoted on.
- Availability to undertake this project and a timeframe including the names of the people who would be working on this project and a brief biography about their experience.

More information on the Collaborative is available at <http://thelimestonecoast.com.au/> or by phoning Kaye Best, Project Officer, Limestone Coast Collaborative on 0427 358 061.

Expressions of interest will be received until Friday 15th January 2016 and will be submitted to Kaye Best, Project Officer, Limestone Coast Collaborative via email at: collaborative@thelimestonecoast.com.au and hard copy applications can be sent to:

**“Confidential”
Tender Box
Dev: 001.15/16
Wattle Range Council,
PO Box 27
Millicent SA 5280.**