X

Snowy Valleys

Research Summary

Summary of Brand Exhibition Feedback

Section 1:
Introduction

Introduction

The purpose of this document is to:

1. Summarise the findings of the community
   engagement from the brand exhibitions
   December 11 - 13

2. Provide recommendations & rationale for how
   to treat type, photography, colour, illustration

3. Get sign off on recommended direction in
   order to finalise identity

Section 2:
Our approach

Traditional vs. Community-Driven Place Branding

|	Traditional	Community-driven
Model	Top-down	Bottom-up
Empathy for	Brand owner	Brand user
Marketing	Inside out	Locals first
Engagement w/ community	Nice to have	Must-have
Content	As dictated by research	As told by locals
Brand management style	Command and control	Open source
Focus	Deliverables	Behaviours

Why this approach for Snowy Valleys?

Because of the extreme tension in the community surrounding amalgamation, it was particularly important throughout the community engagement process to allay concerns that branding was an attempt to erase individual town identities and 'whitewash' the region with one single name / brand, and to accurately reflect the features of the region as expressed by the locals in the area.

We don't consider community engagement in branding a 'democracy' or 'polling' process but rather an input of the branding process that makes the end result richer and truer to place.

Top Down Brand Building
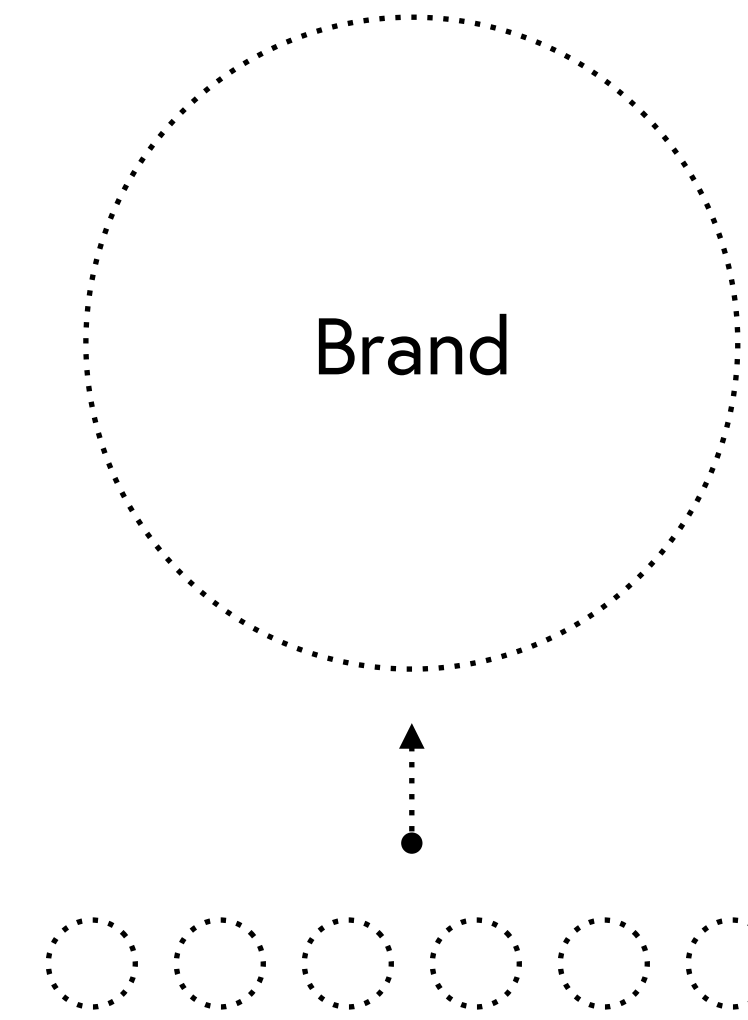
Brand

Community Driven Branding
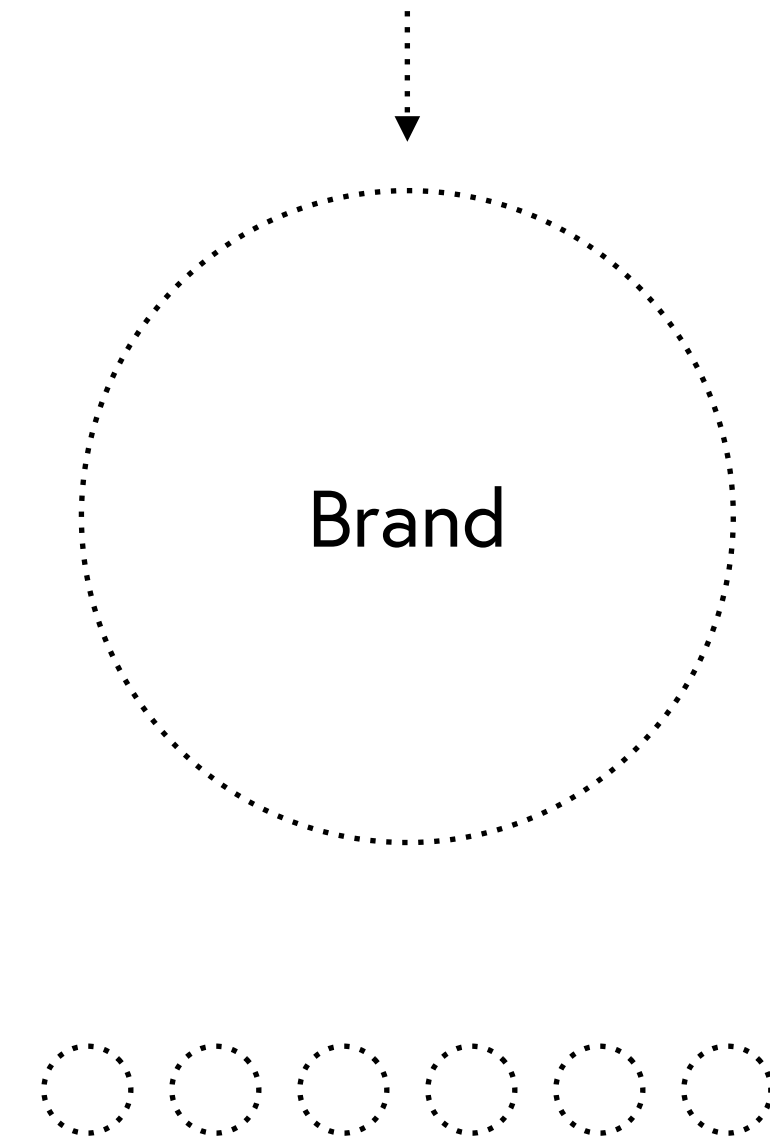
Brand

Snowy Valleys Research & Engagement Inputs

Desk Research ––
Destination Management Plan
Community Strategic Plan
Upper Murray 2030
Existing Brand Guidelines
High Country Footprints
Current Signage

Field Research & Site Visits ––
Batlow Literary Institute
Wilgro Orchards and Cider
Tumbarumba
Tumut
Batlow
Khancoban
Jingellic
Talbingo
Adelong
Tooma
Adelong Falls Gold Mill Ruins
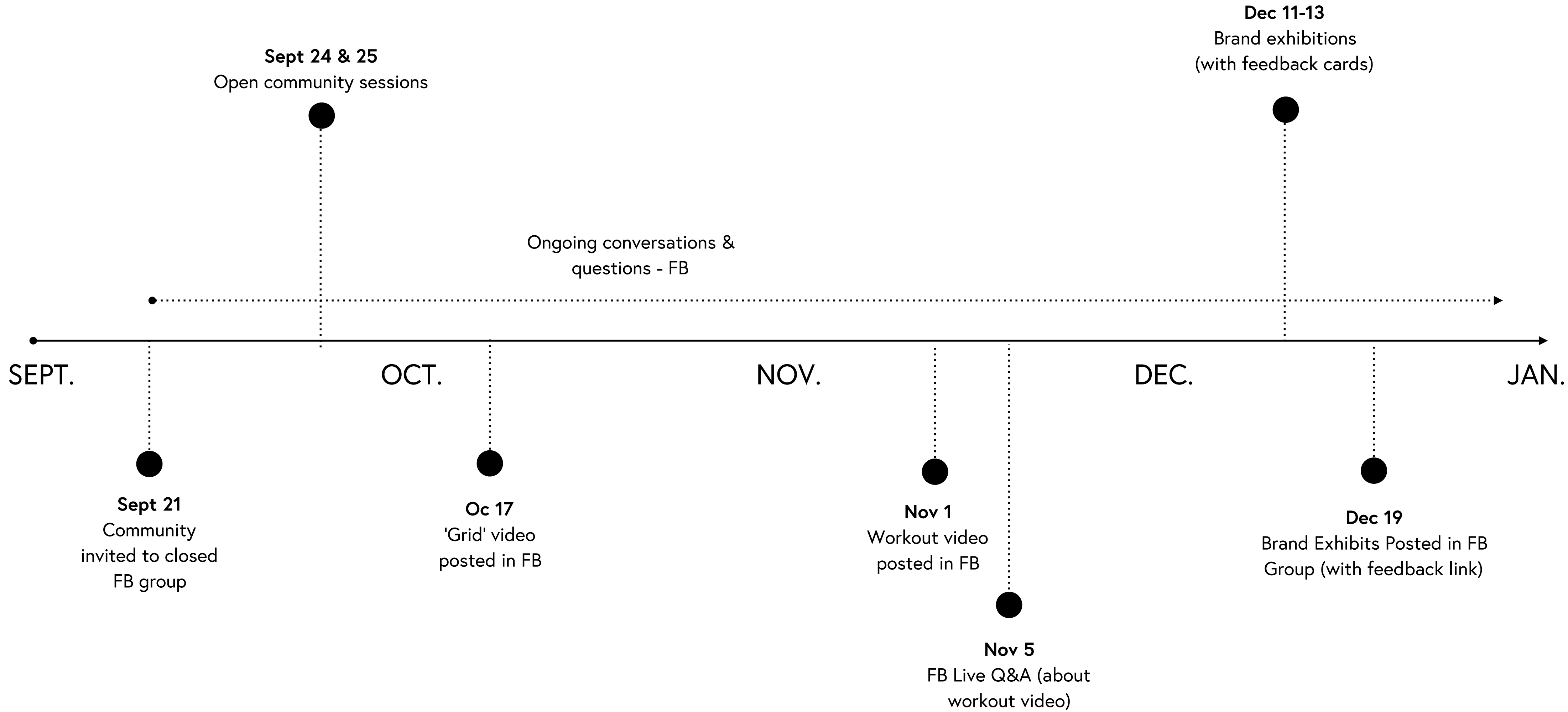Paddy's River Falls
Sugarpines Walk

Community Engagement ––
Tumut + Tumburumba community engagement sessions (2)
Tumut, Tumbarumba, Batlow, Adelong brand exhibitions (4)
Facebook workout video, Facebook Live Q&A, Facebook brand exhibition video & survey
Ongoing FB moderation

Interviews ––
Gus Cox, SVC
David Sheldon, Tumut
Ray Billing, Batlow Development League
Ralph Wilson, Wilgro Orchards
Simon Currant
Tim O'Brien, Boggy Creek
Chris Russell, Tom's Outdoors
Louise Halsey, Adelong Falls Gold Mill Ruins
Tumbarumba Tourism Network
Batlow Development League
Jammin' at Jingellic committee
Khancoban Community, Talbingo Ratepayers Association
Tumbarumba Vignerons Association

Working alongside the community from start to finish

Sept 24 & 25
Open community sessions

Dec 11-13
Brand exhibitions
(with feedback cards)

Ongoing conversations &
questions - FB

SEPT.   OCT.   NOV.   DEC.   JAN.

Sept 21
Community
invited to closed
FB group

Oc 17
'Grid' video
posted in FB

Nov 1
Workout video
posted in FB

Nov 5
FB Live Q&A (about
workout video)

Dec 19
Brand Exhibits Posted in FB
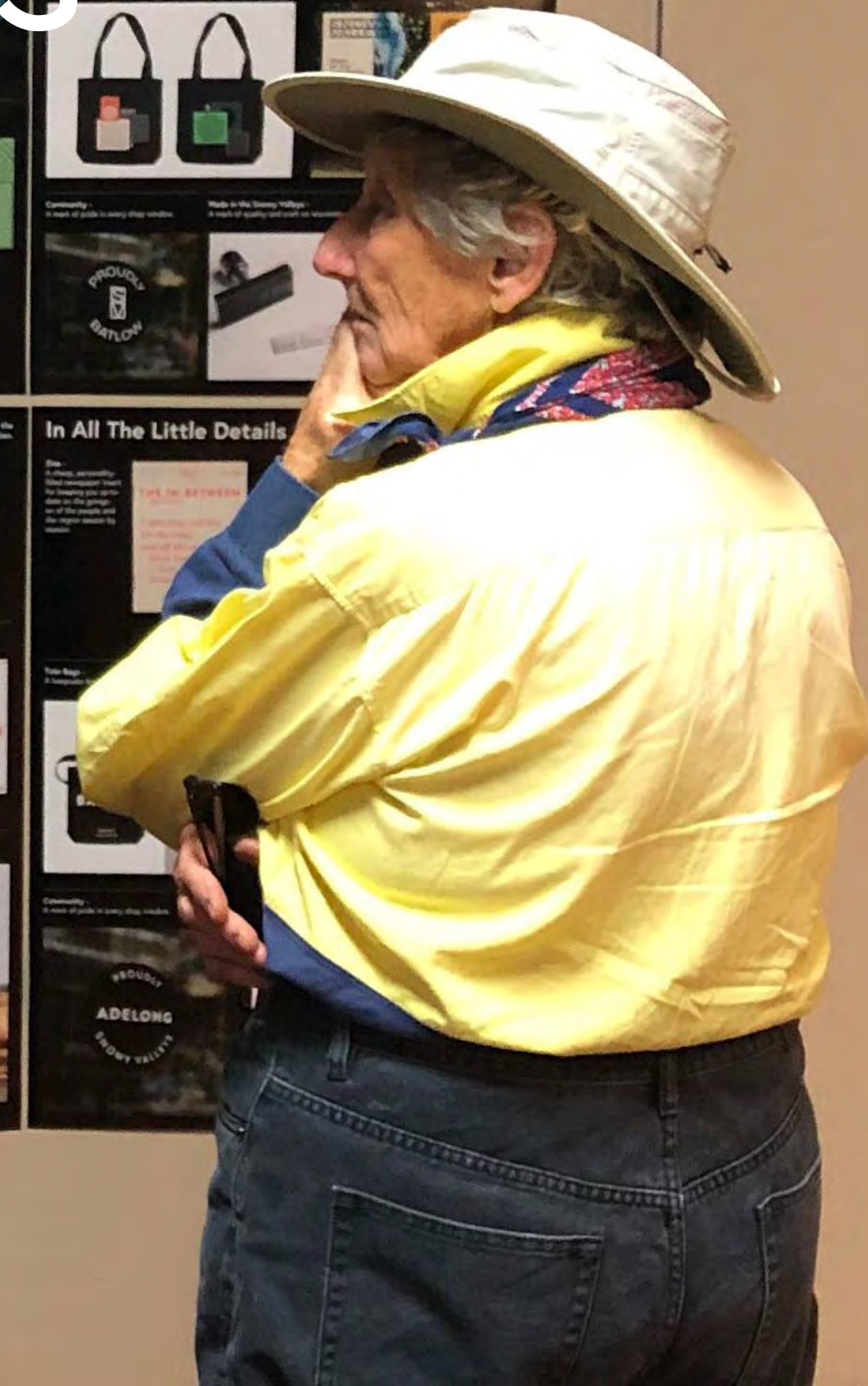Group (with feedback link)

Section 3:
What was shared

Two concepts were exhibited to the public for feedback.

+Exhibits held in: Tumbarumba, Tumut, Batlow and Adelong
+Concepts were posted in FB closed group (SVC Tourism & Marketing Project)

4 x community exhibitions

Brand Exhibition Locations

—Tumbarumba
—Tumut
—Batlow
—Adelong
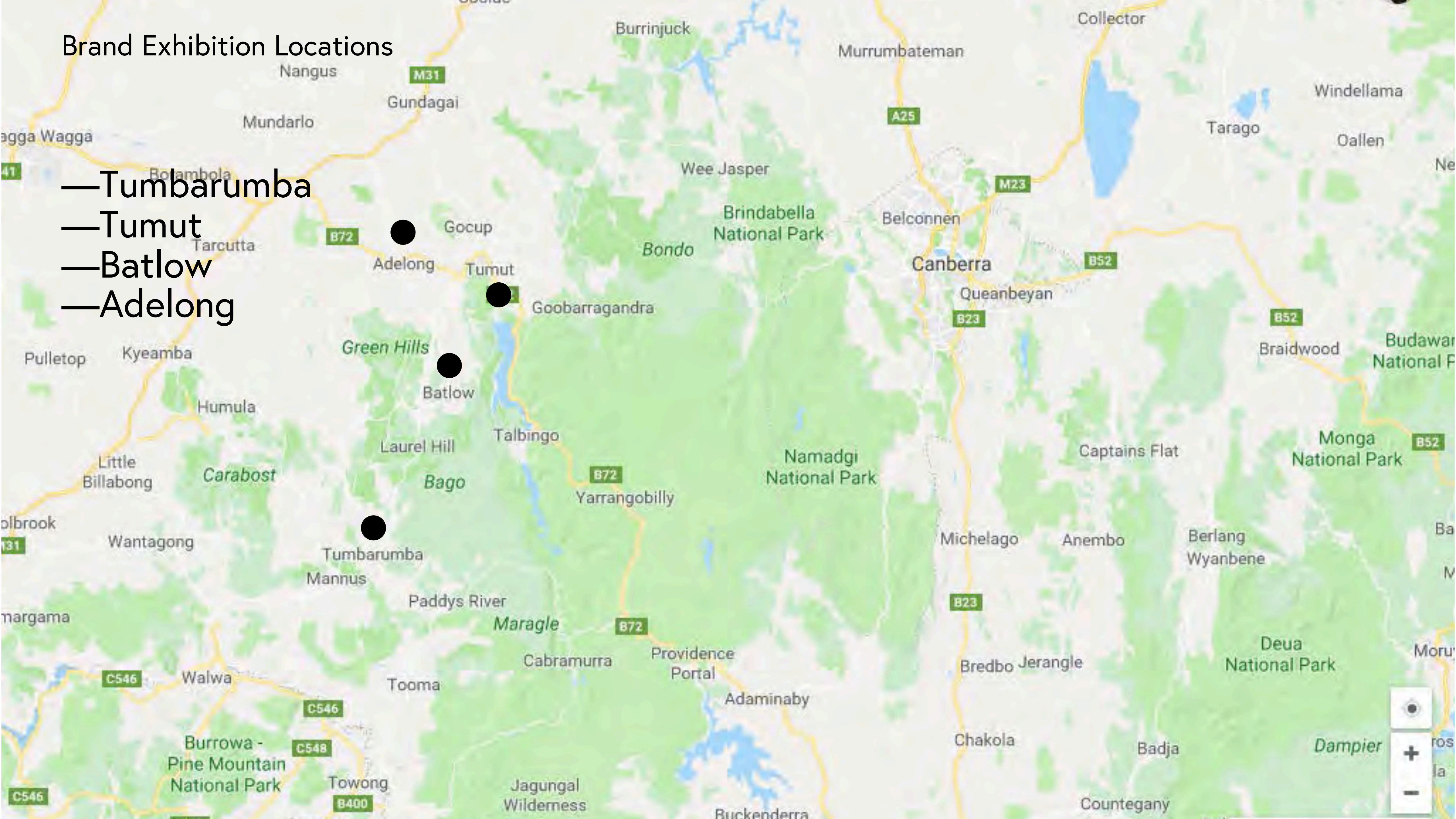
Route 1: Between Times

01. Between Times

Time, and timelessness.

The Snowy Valleys has been shaped by time. The ages have slowly worn away our land— creating our valleys, our lakes and our caves. And the needs of our nation have shaped our history, as we've organised ourselves to best provide first gold, then timber, cattle and wine.

And yet, despite the immense importance of our history, we're not defined by time. At least, not in the way the rest of the world seems to be.

Yes, we have seasons— but they are unique to our place and to our climate. Yes, we work hard— but only to our own, self-defined goals, and to our definitions of success.

We work and we live to our rhythm. We exist in our own time.

Time, and timelessness. History, and individuality. This is what has defined us. And as we move into the future, with a collective identity... they will become the hallmarks of all that we offer to the world.

West of the SNOWY MOUNTAINS. East of the outback. Beyond the tension line.

Background — Our sources of visual inspiration draw from the character and heritage of the region.

Colour — The distinctive hues that will come to define our brand are inspired by the land and produce of the Snowy Valleys.

FEATHER RED · RUSTIC BROWN · RIVER BLUE · SNOW WHITE · DARK GREY · CATTLE BLACK · FOREST GREEN · SPRING GREEN · CRATE BROWN · HAY YELLOW

Logo — The Snowy Valleys Logo reflects the rich fabric of the landscape, and the richness of its parts - towns and experiences that come together to make up the region.

SNOWY VALLEYS

Photography — Capturing the essence of our landscape, how people interact with the region and a general sense of a slower pace.

Illustration — A celebration of colour, details and handcraft.

Telling Our Story To The World

What people will see and hear outside of the Snowy Valleys.

Posters - Low-fi guerrilla advertising illustrating the diverse region.

Bus Shelters - Advertising to those outside of the region.

Advertising Seasonal Offerings - Encouraging visitors to the Snowy Valleys with what's on offer season by season.

TIME TO EXPLORE · TIME TO EXPLORE

Adelong figs **Cosy** mountain digs Ralph's Batlow apples & sunlight that's DAPPLED *All now in season* SNOWY VALLEYS

Crackling fires CRISP air Hot cider Cool climate *wines* *All now in season* SNOWY VALLEYS

Leaflets - Striking leave-behinds for guiding and promoting.

Bus Shelters - Advertising the Snowy Valleys those outside of the region.

GET ON A TRACK TO GET OFF THE CLOCK.

Letting Our Towns Shine

Giving our towns a place at the fore of the brand

Town Logos - Celebrating the individual towns in the region.

WONDALGA · ADELONG · BATLOW · YARRANGOBILLY · TUMBARUMBA · TUMUT

Town Logos, more expressive - Allowing each town to bring their personality to the fore by drawing on their heritage.

Adelong · BATLOW · ADELONG · BRUNGLE

Signage - Used to welcome visitors.

Now Entering WONDALGA · Welcome to Adelong

Guides - Advertising the towns to those outside of the region.

Time to Wander · Time to Enjoy

A Guide to *the Enduring* & Iconic Historic Buildings of ADELONG

A Visitor's Guide to the *Many* and *Varied* Wine Experiences of TUMBARUMBA

Posters and Leaflets - Advertising the towns to those outside of the region.

BATLOW · TUMBARUMBA · THE NATURE OF A PLACE

Signage - Bringing our personality to Treks, paths and bike trails.

TUMUT · HIT THE TRAIL

In All The Little Details

How we'll build pride and connect people, places and stories across the Snowy Valleys.

Zine - A cheap, personality-filled newspaper insert for keeping you up-to-date on the goings-on of the people and the region season by season.

THE IN-BETWEEN quarterly

Capturing infinity *On the road, and off the clock* Meet the MAKERS — *Ralph Wilson*

Meet the MAKERS · Ralph Wilson Batlow Apples

Tote Bags - A keepsake from each town.

BATLOW · TUMUT

Made in the Snowy Valleys - A mark of quality and craft on souvenirs.

Community - A mark of pride in every shop window.

PROUDLY ADELONG SNOWY VALLEYS

Seasonal Producers Dinner - A quarterly dinner to kick off each season, together.

YOU'RE INVITED · SNOWY VALLEYS

Route 2: The Fabric

02. The Fabric

For a rural and agricultural region in Australia, the landscape of the Snowy Valleys is unusually varied.

Most other comparable places are simple, and flat – but the Valleys is marked by foothills and valleys, by caves and lakes. It's neither the mountains, nor the plains... it's the varied and unpredictable region in-between.

And it's not just the geography. The Snowy Valleys, as a unifying identity to present ourselves to the world, is a new construct. Tumbarumba and Tumut, and their surrounding areas, haven't traditionally thought of themselves as a whole. We're not one homogeneous entity... we're a varied patchwork.

But this is our strength. The diversity of what we have to offer.

Our sometimes seemingly eccentric approach to otherwise simple things. Our difficult to categorise offerings.

Because the people who lived and worked the land here for years have shown us the way – we don't fight idiosyncrasies, we embrace them. We let the land guide us, and we open ourselves up to new approaches and let ourselves be surprised by the distinct and characterful results.

So no, the Snowy Valleys isn't a place that meets typical expectations. We do things differently here. We're hard to describe. But we're proud of it. Leave the formulaic and the convenient to rest. We'll always be the patchwork – an unusual-but-profoundly-rewarding collection of landscapes and produce and ideas, that is so much more than the sum of its parts.
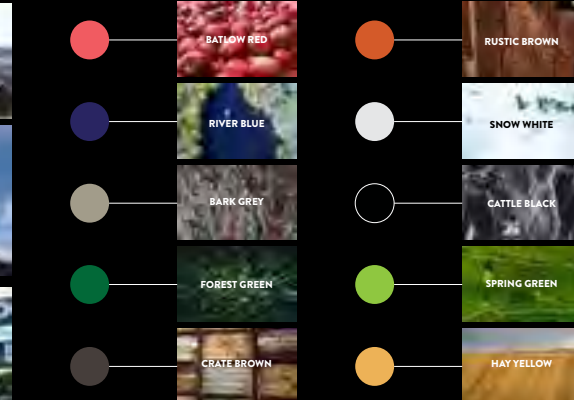
Background — Our sources of visual inspiration draw from the landscape and signage from the region, handcrafts and patchwork storytelling.
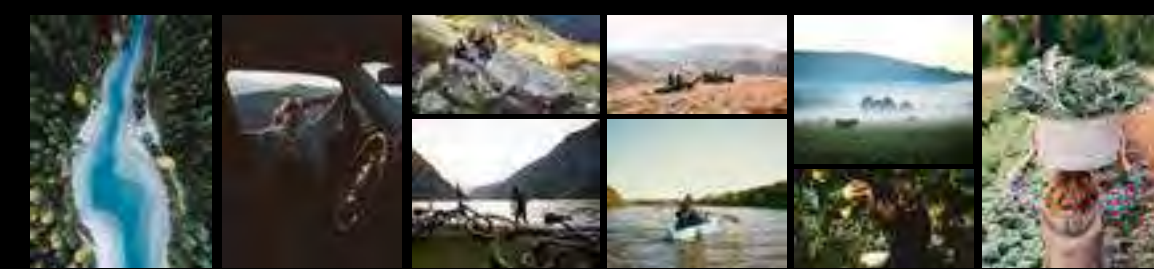
Colour — The distinctive hues that will come to define our brand are inspired by the land and produce of the Snowy Valleys.

Photography — Capturing the essence of our landscape, how people interact with the region and a general sense of a slower pace.

Logo — The Snowy Valleys Logo reflects signage from the area and works as one component of a broader patchwork of the region.
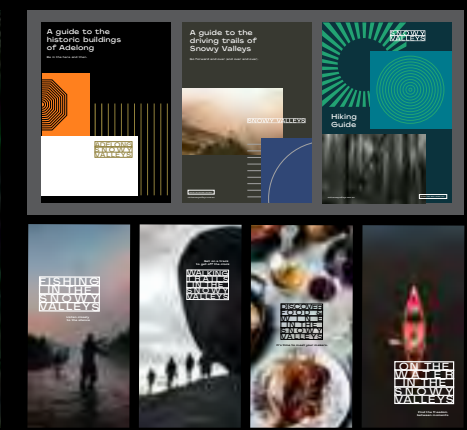
Telling Our Story To The World

What people will see and hear outside of the Snowy Valleys.

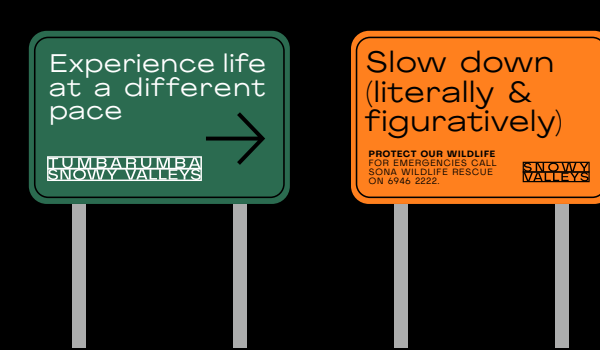**Billboard** - Advertising the Snowy Valleys those outside of the region.

Leaflets - Striking leave-behinds for guiding and promoting.

Bus Shelters - Advertising the Snowy Valleys those outside of the region.

Signage - Seen as you drive into the Snowy Valleys region.

Print ads - Advertising and telling stories of place and produce.

Letting Our Towns Shine
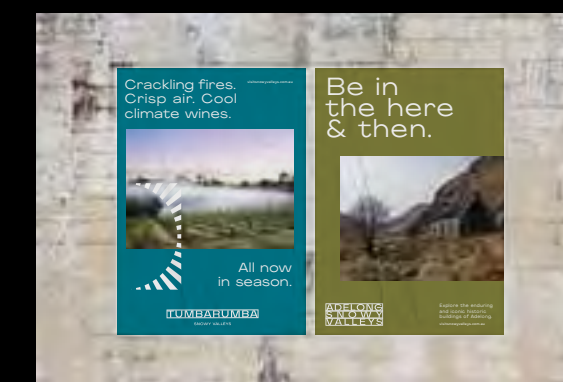
Giving our towns a place at the fore of the brand

Town Logos - Celebrating the individual towns in the region.

Unique expression - How we create the visual fabric for each town.

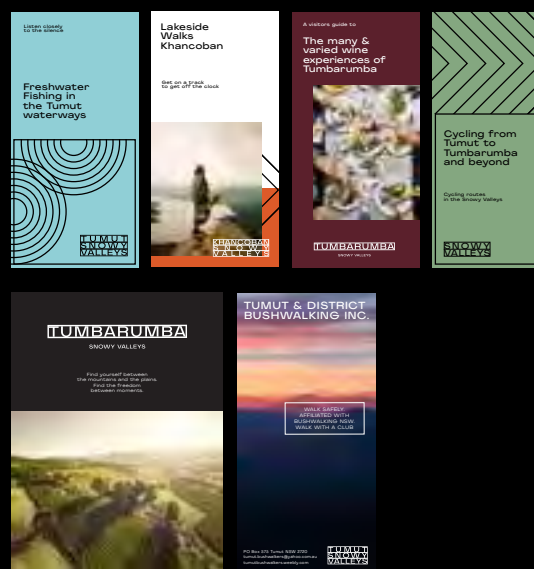**Posters** - Advertising the towns to those outside the region.

Signage - Used to welcome visitors.

Signage - Bringing our personality to Treks, paths and bike trails.

Leaflets - Advertising the towns to those outside the region.

In All The Little Details

How we'll build pride and connect people, places and stories across the Snowy Valleys.

Zine - A cheap, personality-filled newspaper insert for keeping you up-to-date on the goings-on of the people and the region season by season.
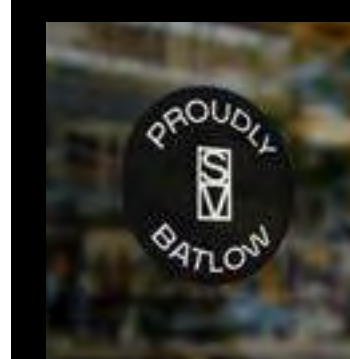
Tote Bags - A keepsake from each town.

Signage - Advertising our offering to those visiting the region.
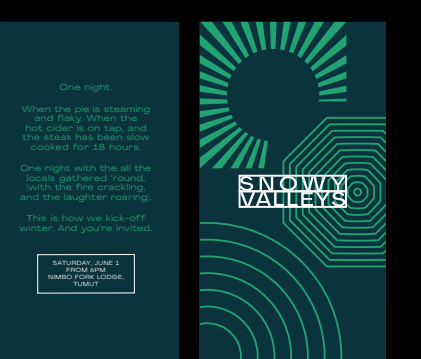
Community - A mark of pride in every shop window.

Made in the Snowy Valleys - A mark of quality and craft on souvenirs.

Seasonal Producers Dinner - A quarterly dinner to kick off each season, together.

Feedback Mechanisms

Community members were able to feed back 3 different ways.

1. **Postcards**. These were available to community members who attended the exhibitions in person.

2. **Digital survey** (with same questions as postcards). This survey was posted in the SVC Tourism & Marketing Project FB group along with a video explainer of the two brand directions, for residents who didn't attend the exhibitions in person.

3. **FB group.** This is an ongoing channel for questions from the community.

4. **Verbal feedback.** Locals were extremely vocal in person about what they liked & didn't.

Section 4:
How the community responded

Overall, with concepts received positive sentiment, however the people were overwhelmingly more vocal around the heritage and usability of 'Between Times'. It rang true to more people.

Summary of Community Feedback

Between Times		The Fabric	
Like	**Don't Like**	**Like**	**Don't Like**
Elevating the town names within the identity	Stock photography - want photography to play greater role in showcasing nature and experiences	Photography style, but want to see more local activities	Legibility of typography inside wrought iron box caused concern
Focus on seasons, and expression through icons	Narrative wasn't easy enough to re-tell	Overall aesthetic	Concern expressed about style being too 'graphic' and 'try hard'
Zine execution was well liked	Concern that too much heritage could limit future focus	Sentiment expressed and 'season' concept resonates	Seen as more relevant to Melbourne crowd
Emphasis on nature, produce and experiences		Use of local materials relative to each town	
Concept felt true to place			

Community Feedback - The Fabric

"The image, photography, and pattern together work great.

"Our nature activities and experiences have a calming and restorative undercurrent and I think you've captured that. Love the imagery."

"The logo is so constrained in those dreary lines."

"Don't like the box around the words, too hard to read."

"Great to see a stylised labyrinth, however it looks as if you have tried too hard."

"Imagery - yes. Typography not so much." (Is is a good fit)

NOT A GOOD FIT •————————————————————• **VERY GOOD FIT**

"Don't like much about this one."

"Not sure about the graphics or text."

"The logos etc look too Japanese and don't look like our area."

"Not a good fit."

"The writing style creates tension rather than releasing tension. I like the patchwork image idea though."

"The sentiment expressed is great but the boxy writing is a real distraction, feels the opposite of what you are trying to say."

(needs) "Better collective of local images."

The stone wayfinding pillar (stands out)

"I love it, refreshing."

The billboards stand out. They're lovely. The colours are great. Well chosen.

"Love the billboard and images."

Community Feedback - Between Times

(What stands out)
.The type face keeps it simple no italic.

(What stands out)
The graphics and how they can be used, the simple text fonts for towns, love the language across both.

"I prefer this theme - more open and logos are more pictorial. Colours are better."

(What stands out)
Tote bags are generic - no way to identify towns.

"The heritage images are strong but sometimes a bit ambiguous e.g. the cloud and mountain design.

(What stands out)
"Modern design.

(What stands out)
"Symbols are better than the other option."

"The focus on seasons is a good fit as they are so distinctly different."

"Great feel, true to origin and history of sub regions."

"Pretty neat.

NOT A GOOD FIT ●————————————————————● **VERY GOOD FIT**

(Concern) "The Batlow/Tumut bags didn't actually say anything much about the towns."

"Very difficult to read. However there is hidden information."

(Concern) Use of wording - Snowy Valleys above grapes. Tumbarumba should be foreground and Snowy Valleys background.

(Is it a good fit) "Close. Don't know about different fonts for different towns. Better to keep it uniform. Same font, different colours or tones to suit town."

"The font is better signs are easier to read than the other option.

"Love it - personal enough, patchwork is all together in a story. Love the narrative.

(Concern) "I would like to see local images unlike stock."

(What stands out)
"Different town aspects."

(What stands out)
"Focus of produce and experience with great look."

(How true is it ion SV) Yes, a cross of good straplines and imagery. Love the bag - can see the merch.

Thank you.