

**Chairperson and Committee Members**  
ENVIRONMENT AND COMMUNITY DEVELOPMENT COMMITTEE

28 MARCH 2013

Meeting Status: **Public**

Purpose of Report: For Decision

## **DESTINATION MARKETING BRAND FOR KĀPITI**

### **PURPOSE OF REPORT**

- 1 The purpose of this report is to seek approval of the proposed destination marketing brand for Kāpiti.

### **SIGNIFICANCE OF DECISION**

- 2 The report does not trigger the Council's Significance Policy.

### **BACKGROUND**

- 3 The Council previously considered this matter on 7 March 2013 (Report SP-13-784 refers see Appendix 2). The Council resolved that the report lie on the table and that Council staff produce at the first available opportunity a marketing brand option with the word "Coast" included".
- 4 The alternative option including the word "Coast" is attached as Appendix 1. It takes into account the feedback from the previous Council meeting.

### **CONSIDERATIONS**

#### Issues

- 5 Report SP-13-784 of 7 March 2013 outlines what a destination brand is, the process followed in the development of the Kāpiti brand and the key elements of it. The brand is not the brand of the Kāpiti Coast District Council. It is the brand which will be used to market and attract visitors to the Kāpiti area.
- 6 The key objectives behind the brand development process are that it focuses on what will bring more visitors to Kāpiti, have them stay longer and choose to visit Kāpiti over other places.
- 7 The brand is more than the logo. It is also the story that goes behind it, which captures the essence of what unique experiences visitors to Kāpiti have. Therefore approval relates to the use of the combined brand attributes as well as the logo itself.
- 8 It will be the umbrella brand for providing consistent marketing messages to potential visitors who want to experience what Kāpiti has to offer.
- 9 Once the Committee has endorsed the brand, development of the destination marketing guidelines and wider marketing plan will be finalised. The intention is to have the total brand package available for local operators, the Kapiti Company and Positively Wellington Tourism in sufficient time for them to be able to

incorporate it into the marketing materials developed for the 2013-2014 summer season.

## Financial Considerations

- 10 There are no financial considerations.

## Legal Considerations

- 11 There are no legal considerations.

## Delegation

- 12 Support for economic development is one of the five key priorities in the Long Term Plan. Development of a destination marketing brand is important for the successful implementation of the Strategy for Supporting Economic Development.
- 13 Pursuant to Section B1 – 7.1 of the delegations, the Environment and Community Development has delegated authority to recommend to the Council the adoption of policies relating to District Image and Promotion.

## Consultation

- 14 Eden Design has consulted with a range of key stakeholders as they have developed the proposed brand.

## Policy Implications

- 15 The development of a destination marketing brand is important for the successful implementation of the tourism section of the Strategy for Supporting Economic Development.

## Tāngata Whenua Considerations

- 16 Iwi were invited to be part of the preparation of the destination marketing brand. They were subsequently provided with copies of the draft destination brand considered by the Council. No response has been received.

## Publicity Considerations

- 17 A press release will be issued once a decision is made on the brand. A communication plan will be required to launch and promote use of the proposed brand and guidelines. Care will be needed to explain and position the brand's purpose for destination marketing.

## RECOMMENDATIONS

- 18 That the Committee recommends to Council the endorsement of the proposed destination marketing brand for Kāpiti (including logo and associated brand attributes) using the word “Kāpiti” as outlined in Appendix 1 to SP-13-850.

**Report prepared by:**

**Approved for submission by:**

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Gael Ferguson

**Strategic Projects Manager**

**Group Manager Strategy and Partnerships**

## ATTACHMENTS:

Appendix 1: Kāpiti destination marketing logo – including the alternative option with the word “Coast” included

Appendix 2 Report SP-13-784 and Appendix 1 to that report