



REQUEST FOR SERVICE (RFS)

Oberon Council Community Branding Strategy



1. INTRODUCTION / BACKGROUND

The beautiful Oberon region is located adjacent to the Blue Mountains of New South Wales on the Great Dividing Range, 196 km west (two-hour drive) of Sydney. Much of the area is considered to be sub-alpine with the Oberon township 1,113 metres above sea level.

Our neighbouring Councils are Bathurst Regional, Blue Mountains City, Upper Lachlan Shire, Lithgow City and Wollondilly Shire. The historic township of Oberon is the largest town, with a number of villages including Black Springs, Burruga, and O'Connell also included within the Local Government Area.

The total land area of the LGA is 3660 square km. This area includes the Kanangra-Boyd National Park, which is approximately 180,000 hectares, the Jenolan Caves Reserve which is World Heritage listed and Mayfield Gardens which is one of the worlds largest, award winning, privately-owned gardens.

From humble roots, to a progressive and thriving rural community, the region continues to benefit from sustained population and economic growth. Industry and trade have capitalised on Oberon's natural assets and proximity to key markets with the region seeing continued investment, employment and wealth generation in key sectors such as Manufacturing, Forestry, Fishing, Agriculture, and Tourism. The economic drivers of the town are only set to continue as infrastructure and trade routes in and out of the region are enhanced, placing Oberon at the heart of trade links such as the Tablelands Way.

The 2016 census predicts continued growth for Oberon with the population growing, ageing and becoming wealthier. In the years 2011-2016 population growth was 5%. This bodes well for our community and bucks the trend of similar rural towns in NSW who are facing significant industry and population declines.

As the region looks forward, Council has worked with the local community to develop The Oberon Community Strategic Plan. This is the community's long term plan for capturing the priorities, expectations and ideas to create a bright dynamic future for our town. The plan is developed in consultation with the community, business and other government agencies providing services in Oberon.

Council has a key role in delivery of this plan and must be guided by the 5 strategic themes that were highlighted by the community as key to Oberon's prosperity towards 2040. These themes have been highlighted below.



2. WHY THE NEED FOR A COMMUNITY BRANDING STRATEGY

As the Council looks to develop and implement the Community Strategic plan, it has been highlighted that there is a need for a more integrated and professional visual representation of what Oberon stands for as a community. Various tourism, business and community stakeholders have indicated that Oberon’s brand and the way it is represented in the media and public realm is unclear. There are various assets used across tourism, community and council initiatives which lack integration as per the illustration below.



Oberon Brand?



A logo is like a stamp that is designed to visually represent a place or an organisation. A brand is all the ideas and values that sum up the essence of what makes a place or organisation distinctive or unique. A brand is a set of words that ring true when associated with a place or organisation. In the case of Oberon it is about the place – and it is **not the same as the council’s corporate logo**.

So before Council commences work on projects such as upgrading town signage, websites, community publications, it is important to understand the visual representation that will guide this activity.

3. THE TASK

Oberon Council is seeking the services of a suitably qualified branding consultant to develop a branding strategy for the Oberon region which incorporates our community and economic initiatives. This strategy should translate into a brand position, brand design and style guide that can be adapted by council, community organisations and tourism / economic development associations for usage across town welcome signs, websites, events, heritage buildings etc. As the brand is the ideas and values that sum up the essence of Oberon, the community must continually be engaged to garner feedback and support for the initiative.



4. PROJECT DELIVERABLES

To present a contemporary and professional community brand which,

a) **Communicates and reflects the Oberon region's** character and refreshed vision for the future, taking special note of the key Community and Economic development plans.

a. **Community Strategic Plan**

<https://www.oberon.nsw.gov.au/sites/oberon/files/public/20181218%20Oberon%20CSP%20-%20Public%20Exhibition%20Version.pdf>

b. **Abercrombie Region Economic Development Strategy**

<https://www.dpc.nsw.gov.au/assets/REDS/744954945c/Abercrombie-REDS.pdf>

b) **Is a unifying force within the community** such that the brand is for everyone and is a combination of the town, communities and people. The brand should have the following dimensions.

- The voices of the people
- The sense of place or places in which our community dwells
- The character of the place and the people
- The heritage of our places
- Shared values
- Shared vision for the future

The vendor should take note of data from the CSP surveys as significant findings were generated around taglines and best city attributes. Survey data has been attached as [Annex A](#)

c) **Has a clearly defined community engagement plan** to involve Oberon residents, business owners, workers and other key stakeholders effectively in the preparation of the brand. The community engagement plan is to be developed in conjunction with council and the working party.

d) **Clear and adaptable style guide** which allows for suitable adaptation across various regional community and tourism assets. As a baseline the style guide should provide assets that can be used on town entry signs, council and tourism websites, and social media.

The branding strategy should be accompanied by images to illustrate the proposed concepts and aesthetics. Reports and graphics on the community consultation process should also be provided.

All information would become property of the Oberon Council.



5. REPORTING AND TIMETABLE

The consultant would be required to provide a timetable to undertake the scope of works outlined in this brief, noting this project should be completed by end of the 18/19 FY. Consideration should be given to the schedule of Council Meetings and achieving optimal community consultation.

6. SUBMITTING A PROPOSAL

Your proposal to carry out work outlined in this brief must include the following information.

- Company profile and/or details of the principal consultant – or where multiple organisations are proposing a collaborative project delivery model, details of all involved parties.
- Details of the individual project team members and their roles in the delivery of the project, including identification of the principle contact managing interaction with the client representatives.
- A concise statement outlining the proponent's appreciation and understanding of the project scope, and required outcomes.
- A detailed response to the proposed project deliverables, including an overall summary of the methodology to be employed by the consultant team in achieving the milestones and timeframe outlined in the briefing material – or discussion and evidence to support alternate proposals.
- A project delivery program highlighting key milestone delivery points, and anticipated client feedback requirements to maintain the proposed program.
- Details of the proponent's expertise and experience in formulating and managing stakeholder consultation on similar projects.
- Reference information of past work by the proponents, of a relevant type and scale to this project.
- Contact details for at least two Referees who are able to provide an overview of recently completed projects of a similar type and scale.

7. FORMAT OF SUBMISSION

Submissions must be lodged electronically in strict accordance with the following lodgement conditions.

Submissions must be received by **4pm on the 11th March 2019**

Submissions must be sent to the office of the Oberon Council addressed to Mathew Webb - Mathew.webb@oberon.nsw.gov.au and will be accepted provided they are received at place of lodgement before the closing time and dated of tenders. Any RFS received after the specified closing time and date will not be considered.



8. EVALUATION CRITERIA

The preferred consultant will be selected on the basis of satisfactorily submitting all required information above, and the following weighting criteria:

- Price and timeframe (30%)
- Qualifications and experience of team (15%)
- Methodology and consultation strategy (40%)
- Previous relevant/similar experience (15%)

9. CONFIDENTIALITY AND OWNERSHIP

A prospective tenderer acknowledges that the RFS remains the property of the Oberon Council and may be used by the prospective tenderer only to the extent required to prepare its submission.

Except for information available to the public, a person receiving the RFS must not publish, disclose or copy any of its content except as necessary to prepare a submission in response.

All submissions become the property of the Oberon Council immediately on lodgement and the Oberon Council may reproduce and distribute all or any part of the submission as required for assessment.

10. ENQUIRIES

Prospective tenders must refer all enquiries in relation to this RFS to the following Contact Officer.

Name: Mathew Webb
Title: Tourism and Economic Development Manager
Organisation: Oberon Council
Email: Mathew.webb@oberon.nsw.gov.au
Phone: 63298212