

## 11.3 Mudgee Region Gallery Branding Update

### REPORT BY THE DIRECTOR COMMUNITY

TO 21 APRIL 2021 ORDINARY MEETING  
GOV400088, COR400426, REC800048

### RECOMMENDATION

**That Council receive and note the report by the Director Community on the Mudgee Region Gallery Branding Update.**

### Executive summary

This report provides an update to Council on the brand platform process that was requested by Council at the April meeting.

### Disclosure of Interest

Nil

### Detailed report

At the March Council meeting, Council resolved (Min 75/21):

*That Council:*

1. *receive the report by the Manager, Community & Cultural Services on the Mudgee Regional Art Gallery Logo;*
2. *rename the gallery, Mudgee Region Gallery;*
3. *engage an appropriate marketing consultant to develop a Brand Platform for the gallery;*
4. *amend the 2020/21 budget to allocate \$12,000 to this project, funded from unrestricted cash; and*
5. *consider a further report at the April Council meeting.*

A request for quote for a marketing consultant with experience in branding was advertised and three submissions were received. Destination Marketing Store were selected as the successful consultant and Council staff have begun discussions with them regarding the brand platform and the way forward.

Consultation meetings are scheduled in the near future with a goal of providing a further update at the Council meeting in May. It is hoped that this update will finalise the brand positioning and strategy and provide recommendations to Council on the Gallery name in line with the work undertaken on the branding process. Work on iconography and logo design would then continue following this update in May.

The Gallery remains on track for an official opening in the first week in August.

## Community Plan implications

<b>Theme</b>	<b>Looking After Our Community</b>
Goal	Meet the diverse needs of the community and create a sense of belonging
Strategy	Support arts and cultural development across the Region

## Strategic implications

### Council Strategies

Nil

### Council Policies

Nil

### Legislation

Nil

## Financial implications

Council resolved to provide an additional \$12,000 to this project, funded from unrestricted cash. Any additional costs will come from the existing Gallery operational budget.

## Associated Risks

Nil

SIMON JONES  
DIRECTOR COMMUNITY

30 March 2021

*Attachments:* Nil

### APPROVED FOR SUBMISSION:

BRAD CAM  
GENERAL MANAGER