

Wednesday, August 23, 2017

www.icc.co.nz

## City's new identity makes its mark

There's a buzz around town now as fresh branding wins national attention

FROM being featured on television's The AM Show and Radio New Zealand to reports and comments in local newspapers and social media, people seem excited about the potential of the new identity for Invercargill's city centre

It is a brand to delight visitors and inspire locals with a belief that Invercargill is a place of opportunity where aspirations are achievable.

More than 300 local businesses were involved in providing direction for the brand, and themes of attraction, pride, and confidence were key elements discussed and agreed upon.

In 2016 the Invercargill City Council engaged with First Retail Group to develop a retail strategy. One of the issues identified was that Invercargill did not have a recognisable identity – a brand.

First Retail Group Managing Director Chris Wilkinson said that from a central city without its own brand Invercargill now had the country's most innovative theme and story.

"Invercargill CBD's new logo is something locals will admire and others will aspire toward."

The Council has been working with Wellington-based designer Tim Christie to develop and refine the new brand.

Mr Christie said he had enjoyed meeting and working with the people of Invercargill. The enthusiasm and support of the project team, the Councillors and the many locals consulted with had inspired the design team to provide something special for the city.

"We've done our absolute utmost to deliver something that will resonate with as many people as possible, work hard for the city and provide a huge asset for Invercargill for a long time to come."

"We're confident that this is a brand locals will embrace and wear with pride. Businesses will be able to incorporate the branding into their products and packaging. It will enhance tourism marketing and visitor experience."

"It's an opportunity for Invercargill as a whole to stand a bit taller and say 'look at us'."



Six Invercargill heroes were honoured at the brand launch. From left: Suzanne Prentice, Tracy Heads (on behalf of her great-grandfather Burt Munro), Wendy Frew, Shona Richardson (on behalf of her late husband Bill Richardson), Eddie Dawkins and Mayor Tim Shadbolt.



Visit [www.invercargillnz.com](http://www.invercargillnz.com) to watch a video showing how our new branding can be applied!



Jane Stanton, founder of The Seriously Good Chocolate Company, displays some of her goodies featuring the new branding.

## Love the look? Now you can wear it!

DEMAND for clothing featuring Invercargill's new branding has been so hot, it was all hands on deck at Council to find a local business to print 500 T-shirts to be sold through local retailers and online.

Council City Centre Co-ordinator Kari Graber said the demand for brand-related merchandise had been much greater than expected, and city retailers were enjoying the buzz around the brand.

As part of the brand launch, products featuring the new branding was offered for sale at various local retailers, as well as through the new website [www.invercargillnz.com](http://www.invercargillnz.com).

Brand-related merchandise includes T-shirts, hoodies, coffee mugs, stickers, magnets, and cotton carry bags.

Ms Graber said she had to find a local business which could make up to 500 T-shirts with the new branding on them in a hurry.

"We've been completely taken by surprise by how much people love the merchandise. We

knew we were on to a great thing with the new branding and we are delighted to see locals are getting behind it and making it their own."

Retailers who already have some of the merchandise for sale include E. Hayes and Sons, Toi Toi Maori Gift Shop, Invercargill Airport and Southland Museum & Art Gallery.

Ms Graber has been fielding enquiries from other businesses keen to use the branding or merchandise.

"The launch has gone better than I could have imagined."

"I have had confidence throughout that we were on to something really special but you never really know you are right until you get opinions from the key stakeholders."

"The day after the launch my email folder was filled with positive feedback from residents and businesses alike," she said.

"This is a fantastic catalyst for the city and I am looking forward to implementing even more strategies to help us grow and thrive," Ms Graber said.



Tay Street hoardings featuring six Invercargill heroes are attracting plenty of interest in the new branding for the city centre. Related merchandise is available at several local outlets and online at a new website (see report at right for details).

## Apply now for community and music funding

TWO funding opportunities and two scholarships are on offer with applications closing in September.

The Invercargill Active Communities fund is available to support Invercargill clubs and organisations undertaking projects which aim to increase participation in sport, play, and physical activity.

Applications wanting funding under \$1000 close on the 15th of every month; applications

seeking funding of over \$1000, close at noon on September 29, 2017.



Creative Communities Invercargill supports Invercargill groups and individuals aiming to increase the range and diversity of arts opportunities for Invercargill residents. The funds are provided

by Creative NZ for local projects happening in the Invercargill City Council area. Projects supported during 2016/2017 include street art installations, a dance workshop with international tutors, and an orchestral and choral music evening featuring international and New Zealand singers. Applications close at noon on 29 September 2017.

Application forms can be downloaded from [www.icc.govt.nz](http://www.icc.govt.nz) Meanwhile, applications for the

O'Byrne/Jones Memorial and Alex Lindsay Memorial scholarships are open until 29 September. Information and application forms are available online at [www.icc.govt.nz](http://www.icc.govt.nz) or from Council offices.



## Smokefree consultation

AIMING to encourage the development of a healthy community with a clean air environment, the Council has developed a new policy which would result in areas around the Invercargill CBD becoming smokefree.

The Council would like your views on the policy, and which areas the policy should cover, and how it can best meet Central Government's goal of a Smoke-free Aotearoa 2025.

The draft Smokefree CBD Policy can be viewed online at

[www.icc.govt.nz](http://www.icc.govt.nz)

There are three ways to make your submissions:

- A written submission can be posted to the Invercargill City Council clearly labelled with the submitter's name, address and contact phone number
- Online at [www.surveymonkey.com/r/smokefreecbd](http://www.surveymonkey.com/r/smokefreecbd)
- Or emailed to: [policy@icc.govt.nz](mailto:policy@icc.govt.nz)

Submissions close at 5pm on Friday, 15 September 2017.



## Council meetings

Notice is hereby given of the following meetings:

**Child, Youth and Family Friendly Committee**

Monday, 28 August, 4pm

**Bluff Community Board**

Monday, 4 September, 7pm

**Community Services Committee**

Monday, 11 September, 4am

**Regulatory Services Committee**

Tuesday, 12 September, 4pm

**Infrastructure and Services Committee**

Monday, 18 September, 4pm

**Finance and Policy Committee**

Tuesday, 19 September, 4pm

**Events Committee**

Thursday, 21 September, 9am

**Council Meeting**

Tuesday, 26 September, 4pm

The meetings will be held in the Council Chambers/Committee Room, First Floor, Civic Administration Building, 101 Esk Street, Invercargill, except for the Bluff Community Board meeting, which will be held at the Bluff Municipal Chambers, Gore Street, Bluff.

- [www.icc.govt.nz](http://www.icc.govt.nz)

## Significant Events Bylaw Review 2017

Council is reviewing its Significant Events Bylaw, as required under Section 158(2) of the Local Government Act 2002.

This bylaw enables Council to address issues associated with street trading, distribution of free products or advertising material, advertising and trading/retailing from both public and private property and the contractual obligations imposed on Council during the hosting of Significant Events.

Council proposes that no changes are made to the existing bylaw and that it be reviewed again in 10 years.

You can view the full Statement of Proposal at the Helpdesk of Invercargill City Council, at the Bluff Service Centre and at the Invercargill Public Library.

Written submissions can be posted to the Invercargill City Council clearly labelled with the submitter's name, address and contact phone number.

You can also make a submission online at [www.surveymonkey.com/r/significantevents](http://www.surveymonkey.com/r/significantevents) or email a submission to [policy@icc.govt.nz](mailto:policy@icc.govt.nz)

Submissions close at 5pm on Friday, 15 September 2017.

## noticeboard

For more about the Council's Noticeboard items contact the Communications Department on 03 211 1777.

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