

a little CRC

Look familiar?

Have you seen this logo before somewhere?



Well, prepare to see it everywhere folks!

Business and community groups will be invited to participate as brand partners to incorporate this logo into their own marketing as well as joining the Northcliffe community in a Shop local campaign.

The NCRC together with the NVC co-own this trademarked logo and our new program will license Northcliffe businesses and organisations to make use of it.

To explain the scheme we are hosting a Business Sundowner for all the businesses and community groups within the Northcliffe postcode area.

Yes, that means you!

On Thursday 20th September a Business Sundowner will be held at the Meeting Space in the Northcliffe Info. and Visitor Centre (unless the numbers attending are overwhelming) and there will be a \$10 charge to cover costs. Bookings are required by 7th September for catering.

Attendees will get the opportunity to mingle and listen to the ideas and experience of the local guest speakers, as well as go in the draw for a door prize of local goods and services. They will also receive a free drink, a tasting plate of local produce, and a gift bag containing Northcliffe...*naturally* marketing material.

At the event we will be launching a survey which will ask for your views on, amongst other things, whether the (fifteen year old) logo design, which requires standardisation, could do with some slight tweaking.

After experimenting and rejecting some redesign ideas we have narrowed down on the need to consider modernising our font, changing spacing of some elements, and considering making our water waveforms more dynamic. We will be presenting options for a modest redesign/ logo standardisation proposal and based on the survey results we will be making a local effort to tackle this job.

Currently, this logo is used by the NVC on all their merchandise. At the NVC you can buy stickers, pins, keyrings, spoons, shot glasses and even thimbles, all at a reasonable price. For those really keen to promote their little town you are also able to purchase a Northcliffe number plate from the NCRC.



Soon enough you may see Northcliffe Naturally reusable shopping bags, posters, business directories and maybe even tee-shirts, making their way into the local shops, so watch this space.

Examples of strong town brands which Northcliffe could learn from are Byron Bay, Margaret River and Pemberton. There are a number of brands that incorporate these town names into their products. The town and the product promote each other. The chance for locals to develop successful businesses increases (seen the new Pemberton Butter company?).

We haven't seen effective town branding happen for Northcliffe yet and we want to see if we can change that, together... Get behind it Northcliffe, and you can look forward to better promotion of Northcliffe... *naturally*.

For more information on the event, or to book a place to attend, please call or email the NCRC.

Monday, Tuesday, Wednesday 10 am to 5 pm • Thursday 10 am to 6 pm • Friday 9 am to 6 pm



Tel: 9776 7330
Fax: 9776 7338
PO Box 133
Northcliffe 6262
ncrc@northcliffe.org.au

We are a not-for-profit organisation supported by the Northcliffe Community and DPIRD:



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