



TQUAL UPDATE JUNE 2010

Project Manager: Nola Craig

BRANDING

In **February** 2010 the TQUAL Project Committee agreed to engage Peter Singline of BrandDNA to develop a Regional Food Brand.

Peter has been referred to as a reputable Australian brand expert who has developed other well know brands such as King Island Dairy (where a company brand put a regional brand on the map), the Eyre Peninsula in South Australia and Coffin Bay Oyster Farm that sealed success for Coffin Bay as the premium oyster region in Australia.

In **March** Peter completed four workshops in the region with the total attendance of 91 participants from a cross section of the agri-food industry and community leaders. The workshops were held at Cairns, Mossman, Walkamin & South Johnstone.

The objective of each workshop was to gather the thoughts and ideas of the people and businesses of the area, and to identify a shared mindset of values and behaviour. The purpose of this process was to create a language to clearly describe each region and its produce and defines its point of difference that together will create a brand that will encompass the whole region.

It was exciting to see so many people show such passion for the region and our food produce. There was a pattern to the conversations and words started to fall into place and a highly descriptive image of regions food began to emerge.

Peter later facilitated a Brand Committee group of 14 leaders from across the industry to 'drill down' on the outcomes of the previous four workshops and to capture the essence of the region and for the committee to decide on a tagline of two words that re-occurred at each workshop. These two words the committee chose were for their ability to adapt across a region, town, food product, retailer, restaurant and tourism marketing.

When Peter returned in **April** to present to those same industry leaders, the brand essence of our belief system and values that will project the personality and voice of our emerging brand in a draft version of the brand book. The design and images were questioned and a request for more regional images was requested to be forward to BrandDNA. Work with the brand book has been since ongoing.

At the same time, a request for a quotation (with the draft brand book) was sent out to 9 local graphic design companies to design two interpretations of a logo using the chosen tagline words, a written descriptive of the brand and of course a quotation. From 9 potentials, 3 companies submitted designs.

At a recent TQUAL committee meeting the agenda items included; an updated version of brand book and the graphic design presentations. The committee was not happy with the outcome of the design and images of the brand book and it was decided that the final brand book would be done locally, once a list of images was decided and it would be given to the awarded graphic designer to create, complete with the final logo design. This was welcomed by the committee and would present as a better option as the final Brand Book.

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Suzanne Ashmore's presentation was creative, innovative and within a reasonable budget. Her submission was also the company preferred by BrandDNA. Although the logos submitted were not deemed the final artwork, it was considered that she would be the most worthy of working with to create what the region wants.

A small brand committee with consultation with industry, will work with Suzanne Ashmore to deliver the brand book in July

NOTE: It has been interesting to note that all committee members express that in their own personal belief, they may have not agreed with every aspect of the branding process. However they ALL agreed that the process was the best for the region and with consultation and where it ends – they will embrace it.

WEBSITE

A domain name has been register for the branding and a simple wordpress website will be created. Initially the branding was going to be integrated with www.australian-tropical-foods.com website; however it would be better to have a clean new website devoted to the brand and linked across for reference.

AGRI-FOOD TOURISM DEVELOPMENT

Rose Wright has submitted her proposal for the development work of the agri-food tourism industry

A MAJOR FOOD EVENT

It was decided that the Food Event activity of the TQUAL project would join with Cairns Regional Council's Festival Cairns banner in late August 2010.

Discussion with the Cairns Regional Council's new Festival Cairns team about a food event was well received and the festival committee would source sponsorship for the food events. An EOI was submitted with a 'mock up' brochure of a food event with several sub event suggestions that could be held in Cairns and the surrounding regional areas. Festival Cairns were very happy to receive the EOI and made suggestions of what they felt could be achieved.

Given that the TQUAL project started later than expected, the short lead in time to bring this event together would require the attention that the Festival Cairns to source sponsorship, however there was a later change within the festival committee and sponsors will need to be sourced separately.

There is an amount in the TQUAL budget for a major food event and it would require more money in sponsorship and ticketing to be successful.

Discussions with Sauce Events Management have been made for them to quote on managing the event which would include gaining sponsors.

Celebrity Chefs have been contacted (over 20 well known chefs) and it has been found that their fees have gone up considerably or they are not available. Also not every local celebrity chef is available for the dates 19-29th August, 2010.

The Festival Cairns program book will be printed in July and copy for two pages dedicated to food is required by 1st July. Later details of events will be listed on the website and further promotional materials.

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OTHER ACTIVITIES

Work with the DEEDI project has been ongoing:-

Commercialise your Food Product workshop held over two days with specialist speakers presenting topics as indicated from a survey sent to the food processors to find out their needs for knowledge and skills to develop a food product to market. This workshop attracted 35 participants.

Organic Forum held on the Tablelands with guest speaker Andre Leu, Chair of the Organics Federation of Australia. 52 participants of organic and diverse agriculture attended. An immediate outcome was the connecting of Mungalli Creek Bio-Dynamic Dairy and a Bio-dynamic grower who will now grow feed for the dairy cattle. Linkages of potential growers to information on skills and knowledge required for organics. Information gathered for Feasibility Study.

The **Organic Feasibility Study** was completed by Bob Cobavie and it was presented to The Hon. Tim Mulherin MP in Brisbane where Nola Craig, Sue Fairley & Belinda Down discussed with the Minister how DEEDI (DPI) could contribute to the industry and invited him to launch the Feasibility Study in July. The Minister is now looking at the state as a whole to map the organics industry and identify organic expertise within the state and department to analyse their contribution.

Chefs Tours – another chef's tour of the Southern Tablelands will be planned for July.

Australian Tourism Exchange (ATE) 1st June in Adelaide - an opportunity for a soft launch of the regional food brand transpired through the official Tourism Queensland and Tourism Tropical North Queensland hospitality event being allocated to the food brand for ATE Queensland operators and top International tourism buyers. It was thought to take chefs; Craig Squire, Nick Holloway and Jason Chuck to Adelaide to cook a very tropical menu matched with Queensland wines and beers. The lead in time was too short and the investment was decided to be better focused on events after the brand launch.

TTNQ request for sponsorship of \$2,000 for The Morning Show filming in Cairns in June was granted.

TTNQ Membership. Advance Cairns on behalf of the Regional Food Brand has now gained Silver membership. This means that TTNQ will now assist in marketing the brand and food tourism. The name will be changed over after the launch.

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