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## **MEDIA RELEASE**



# **BOLD NEW BRAND FOR SOUTHERN MALLEE READY TO ROLL OUT**

A bold new visual brand is ready to be rolled out across the Southern Mallee in the district's latest plans to prepare for the return of interstate tourism.

The Southern Mallee District Council has adopted the exciting and contemporary new brand, paving the way for its use to identify local facilities and draw travellers off the Mallee Highway and into local towns.

Using a vibrant orange that reflects the district's rich soil and farming heritage, the design's intricate features also pay homage to the Southern Mallee's unique underground water supply, the sun, the highway connection point, the district's connected community, and progressive and welcoming nature.

Developed by experienced brand agency *On Creative* under the Council's *Business and Visitor Wayfinding Project*, the brand is a vital component of Council's plan to achieve its strategic goal of raising the profile of the district as an attractive place to stop, visit and spend money.

While COVID-19 border restrictions have limited interstate travel from particular Victoria and New South Wales, the Council and the Visitor Wayfinding Project Steering Committee have recognised the opportunity in progressing projects (such as the new brand) to ensure the Southern Mallee is in a strong position to capitalise on domestic tourism when it returns.

Southern Mallee District Council Mayor Andrew Grieger says the brand will start to appear on township signage, banners, maps and digital platforms.

"The brand will complement some of our biggest revitalisation projects, including the redevelopments planned as part of the new Pinnaroo Village Green and Lameroo Town Centre projects," Mayor Grieger says.

"We are confident that it will give our district a bold new look that, when used across public signage and banners, will catch the eye of travellers and intrigue them enough to stop and discover the many great things we have to offer. When combined with our targeted messages such as 'You're always welcome' and 'Call in... for a cuppa', the effect will be welcoming, friendly – and hard to go past.

"We also believe this brand reflects our district's rural heart and highly connected communities."

The brand is designed to create a sense of identity for the Southern Mallee district, and is separate from Council's own brand.

"This project really is about creating a sense of place that's designed to appeal to visitors, to make them feel welcome and encourage discovery of our district and businesses," Mayor Grieger says.

"It's a unique way in which we can support the economic growth of our towns, by encouraging visitation and expenditure locally, while also promoting civic pride."

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