

# **SOUTH WAIRARAPA DISTRICT COUNCIL**

**24 OCTOBER 2018**

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## **AGENDA ITEM B3**

### **SWDC LOGO AND BRANDING WORKING PARTY**

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#### **Purpose of Report**

To inform Councillors of the progress on the new SWDC logo.

#### **Recommendations**

Officers recommend that the Council:

1. *Receive the information.*
2. *Resolution to approve the appointment of Satellite Design as our recommended designer for the logo.*

#### **1. Executive Summary**

Advertisements for design studios, agencies and graphic designers to register their interest (EOI) in the development of the new council logo and request briefing documents resulted in 21 requests for the briefing papers.

We received 8 submissions from design companies, advertising agencies and graphic design companies from across the Wairarapa and Wellington. All submissions were on time and all signed confidentiality clauses and Conflict of interest forms. No conflict of interest was recorded.

A short list of four companies was drawn up and appointments made to meet with the Logo Working party. We met with the four short-listed candidates on Thursday 18<sup>th</sup> October 2018.

Jennie Mitchell, (Group Manager Corporate Support) made special arrangements for our new communications manager (who starts on 25<sup>th</sup> Oct) to attend the meetings. We found this extremely valuable and added to the robustness of the decision making process.

Candidates presented to us, we had a range of questions for all of them from members of the Logo working party. The views of those members of the working party who were unable to attend the interviews were sought via phone, email & tx.

We accessed the companies and rated them against the following criteria.

1. Partnership Potential
2. Strategic Thinking
3. Market Research
4. Ability to Work Across All Platforms
5. Value for Money
6. Credentials/Experience
7. Creativity
8. Project Management

Of the four companies the standout company was Satellite Design. We were unanimous in our agreement that would be the ideal fit for SWDC. They were the only company that gave a further presentation (in addition to their original submission) on how we would proceed from here and had clearly given a lot of thought to the needs of SWDC.

We also undertook reference checks with clients of Satellite Design all of whom could not recommend them highly enough.

We recommend we appoint Satellite Design as our agency of choice to work on our logo.

## **2. Background on Satellite Design**

Satellite Design is based in Tauherenikau, South Wairarapa. They sit firmly in the geographic heart of our region. They have the experience and proven track record, both internationally and locally. They are passionate about the Wairarapa and have the ability to deliver our vision. When considering the final company we also had to ensure that council were getting value for money.

We believe that Jo Lysaght and Dave Murray from Satellite Design will be the perfect fit for SWDC.

They specialise in responsive websites, graphic design and illustration, and many other services that answer clients many different digital needs. With 20 years agency experience we can confidently say they know their way around the changing digital world and can provide us with hassle-free solutions. They were very strategic in their thinking about the needs of SWDC.

They do not out source as they have all the technical knowledge and experience in house. This has big implications for SWDC, in terms of cost savings and deadlines.

Their references were exemplary. Details of their references are available. To summarise comments from clients "With Satellite Design you are getting big city experience, knowledge and service levels with small town prices and accessibility.

### **3. Transparency and Robustness of the Process**

While it has taken slightly longer than anticipated to get to this point and for the successful applicant to be chosen we believe the process has been robust, transparent and above all very professional. We have confidence this will result in a better outcome for council and our ratepayers and a level of transparency in our processes which will stand the council in good stead in the long term.

### **4. Where To From Here?**

Once we have ratified their appointment as agency of choice we plan to start the process immediately. With the appointment of the new communications manager we will include her (where time and other deadlines permit) as much as possible in the process.

### **5. Bi-Lingual Logo/Input from MSC**

All logos will be bi-lingual. The words are "Te Waharoa o Wairarapa" which translates as "Gateway to the Wairarapa" will be included in our logo. Cr Maynard (who sits on the MSC) emphasised at the interviews the need to consider our Maori heritage in the design.

### **6. Communications**

We will issue a press release to local papers (embargoed until 12 noon Wednesday 24<sup>th</sup> October). This will be done in consultation with the Logo working party and the new communications manager. We will also undertake presentations/briefing documents to council staff, CB and MSC about our decision.

### **6. Conclusion**

We are on track with new logo development and are very pleased with the decision to appoint Satellite Design.

Written By: Leigh Hay, Chair Council Logo and Branding Party