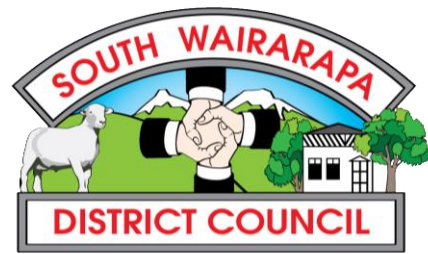


South Wairarapa District Council  
19 Kitchener Street, Martinborough 5711  
PO Box 6, Martinborough 5741  
Telephone: 06 306 9611  
Email: [Barbara.Gavan@swdc.govt.nz](mailto:Barbara.Gavan@swdc.govt.nz)



## **Briefing Document for companies or individuals seeking to submit an expression of interest (EOI) in the development of the new South Wairarapa District Council logo.**

### **1. Name of Project**

Development of new South Wairarapa District Council Logo

### **2. Background & About Us**

#### **Our Business**

The South Wairarapa District Council (SWDC) is the territorial authority responsible for the area. For the purposes of local government, Wairarapa is divided into the Masterton district, the Carterton district, and the South Wairarapa district. For the purposes of regional government, Wairarapa is included in the Wellington region along with Kapiti, Porirua, the Hutt Valley, and Wellington, and governed by the Greater Wellington Regional Council.

The SWDC have 58 full, part time and casual staff, The Mayor (elected), 9 elected councillors, 3 community boards with 12 elected board members, The Maori Standing Committee with 10 representatives and 6,643 ratepayers.

SWDC serves both rural and urban communities. The three main towns are Featherston, Greytown and Martinborough.

Council's role is to enable democratic local decision-making and action by, and on behalf of, communities. To meet the current and future needs of communities for good-quality local infrastructure, local public services and performance of regulatory functions in a way that is most cost-effective for households and businesses. We prepare long-term financial strategies including funding, financial management and investment policies.

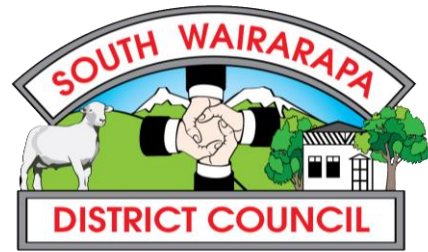
#### **What is our community in South Wairarapa?**

First settled by Māori in the 14th century, the Wairarapa later became a farming area, known for its meat and butter. Today this largely rural region also produces wine and olives. Locals and holidaymakers enjoy its quiet towns, rugged coastline, rivers, lakes and forested mountains.

The official population of the South Wairarapa District as of the 30th June 2017 is 10,250 with a population density of 0.04 persons per hectare. The population of the towns in South Wairarapa are: Featherston (2,420), Greytown (2,310) Martinborough (1,640). The land area is 245,692 hectares (2,457 Km<sup>2</sup>).

A number of people have holiday homes in the region (predominately from Wellington) and the census figures may not reflect that.

South Wairarapa District Council  
19 Kitchener Street, Martinborough 5711  
PO Box 6, Martinborough 5741  
Telephone: 06 306 9611  
Email: [Barbara.Gavan@swdc.govt.nz](mailto:Barbara.Gavan@swdc.govt.nz)



Only 71% of its people live in the urban areas, compared to 85% nationally. Agriculture is the largest single industry and employer. Previously, over-reliance on livestock farming exposed the region to a boom–bust trading cycle, and recently its economy has diversified. Once largely known for meat and butter, Wairarapa now produces quality wine and fine food. It is also promoted as a holiday and lifestyle destination.

Sheltered by the Tamaroa Range, the Wairarapa has a dry, warm climate. Winters are cool to mild and frosts are common.

### 3. **Our current Logo**

This was first created in 1989 after the merger of Featherston, Greytown and Martinborough Borough councils and the Featherston County Council into the South Wairarapa District council. The four hands represented the four councils and rural, town, land and hills were also depicted.

Since then our population has become larger and more diverse. Our economy, values and beliefs have changed. Post amalgamation vote when we had certainty around our future, we decided to look at the logo and see whether it was still appropriate and truly represented us as a council.

In addition the number of platforms where the logo is used has also dramatically increased and as a result the current logo is not appropriate or clear enough for all the current platforms we use.

#### **Qualitative market research**

In early 2018 we conducted qualitative market research to assess people's opinions on the current logo. People polled were simply asked what they thought of the logo (either positive or negative). 20% of those polled came from the Wellington region as they represent part time residents, future residents and visitors to the region. We also asked 4 leading advertising agencies their opinion of the logo.

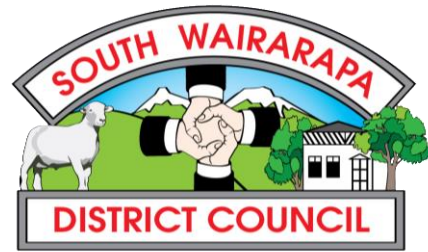
#### **Results of Market Research**

These were unprompted results of the market research. Some of it was repetitive.

Two white men shaking hands, looks like a weird religious cult, reminds me of Gloria vane & film The Handmaidens Tale, what is that building, freaky, no relationship to council, mono-cultural, lacks clarity, too busy, dated, irrelevant, not representative of SWDC, cluttered, too much going on, what's with the snow is it Mt Taranaki or South Island?, Design disaster, a messy blob of colour, President Putin, communist, never seen it before (in 20yrs), old fashioned, nice typeface, looks like a children's colouring competition, messy.

Based on this it was decided to proceed with new logo. The old logo had been the subject of some criticism for a number of years.

South Wairarapa District Council  
19 Kitchener Street, Martinborough 5711  
PO Box 6, Martinborough 5741  
Telephone: 06 306 9611  
Email: [Barbara.Gavan@swdc.govt.nz](mailto:Barbara.Gavan@swdc.govt.nz)



#### **4. Further Market research**

When considering our new logo we asked ourselves two questions.

- What Unites Us in South Wairarapa?
- What makes South Wairarapa special or different?

We have gone out to council staff, councillors, community boards, Maori standing committee And received considerable feedback. This will be given to the shortlisted group. If, however you think it will add to your submission we are happy to send it to you.

#### **5. The New Logo Process**

##### **Companies responding to EOI**

We recognise that companies in the Wairarapa are small and do not have the capacity to develop a new logo for SWDC as part of the submission process. We are therefore happy to review your existing projects as the basis for our decision. Should you chose to make a more detailed submission that would be at your own cost.

##### **Stages**

Initially we are calling for expressions of interest (EOI) across the Wairarapa. For transparency ads asking for EOI have been placed in all Wairarapa local papers and in the Midweek and Times Age in the month of July. There will also be notices placed on official social media sites. Those expressing interest must contact council prior to Wednesday 15<sup>th</sup> August 2018 by 5pm and request a detailed EOI backgrounder document.

All information requested by SWDC must be returned by 5pm on Tuesday 28<sup>th</sup> August 2018 for consideration.

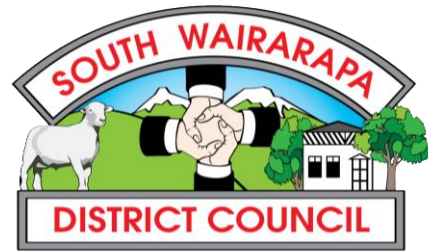
The Logo Working party committee (which consists of 3 councillors, 1 community board chair and the Mayor) will consider all applications and develop a short list for consideration. Shortlisted candidates will be expected to present to the logo working party at council together with Group Manager Corporate Support and/or the CEO.

The successful applicant will be notified 1 week after these presentations. At that point a very specific more detailed brief will be given to you.

##### **Completion dates**

As soon as the successful applicant is appointed we wish to start work immediately on developing the new logo. We anticipate that we will make a recommendation to council on our preferred choice, after market research has been completed. The new logo will be formally adopted at the next council meeting.

South Wairarapa District Council  
19 Kitchener Street, Martinborough 5711  
PO Box 6, Martinborough 5741  
Telephone: 06 306 9611  
Email: [Barbara.Gavan@swdc.govt.nz](mailto:Barbara.Gavan@swdc.govt.nz)



## Rollout

Once the new logo has been ratified at a council meeting the rollout can precede immediately. We anticipate that this may take several months.

## Applications for the New Logo.

- Website, email signature, letters, business cards, signage, cars & utes, clothing (jackets, tee-shirts, hats), newsletters, print advertising, name badges, promotional material, flags, banners, apps, rubbish bags, folders and covers for official documents.
- Social media- Facebook cover, Facebook profile, eventfinder, twitter, Instagram
- Look good in both colour & B&W & small & large sizes.
- All logos will be bi-lingual. It has been agreed that rather than literal translation of SWDC we intend to have a USP under our council logo. This is “Gateway to the Wairarapa” which translates as Te Waharoa o Wairārapa . The font size and weighting in relationship to the words South Wairarapa District Council will be the same as the example give here.
- In addition we will have further logos in the logo family for community boards and the Maori Standing committee (as per the example shown here). These will also be bi-lingual.

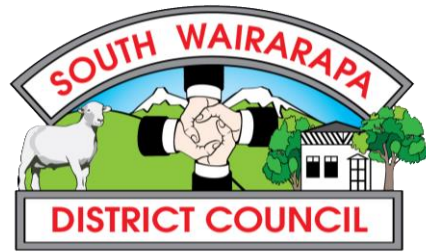


## 6. What we require from you with the EOI

In the first instance we wish to have an electronic copy of your full presentation emailed to [Barbara.Gavan@swdc.govt.nz](mailto:Barbara.Gavan@swdc.govt.nz) . At the same time we need TWO bound hard copies couriered to SWDC at South Wairarapa District Council, 19 Kitchener Street, Martinborough 5711 for attn. Barbara Gavan. This should be a courier package requiring a signature.

The following should be included in your presentation:

- Show examples of your work developing a new logo which showcases your understanding of the brief and the result. Provide a summary of the brief given to you and how you interpreted that.
- Give us a sample copy of Logo Guidelines that you have developed. This should discuss a logo family where there are a wide range of applications and sizes.
- Give two references from companies you have worked with to develop a new logo.



- Discuss how you will approach market research on the logo. What is your preferred method? Who you will use for the market research. Please note a sample size of 100 including 20% in Wellington is required.
- Give timeframe for completion of work after your appointment. Please note we will give you priorities for different applications. Most urgent and easiest first.
- Give an estimate of budget to create all artwork and logo guidelines for all the different applications. These should be in all of the normally acceptable formats for print media, online applications, large signage, billboards and high and low res JPEG's and PDF's.
- The submitter will also provide budgets for logo refresh and updating brand guidelines
- An hourly rate/costings for further work (e.g. production of new ads, new collateral, annual reports etc.)
- Give a brief history of your company and your team.
- Provide a list of current clients
- Provide standard terms and conditions you operate under.
- You must be GST registered.

## 7. Conditions of EOI Process

- Applications will be assessed against the above criteria to identify suitable lead candidates
- You must include your full contact details together with mailing and physical address, GST number.
- Applications must be received by due date and time.
- Submission must contain information for 2 referees, which indicated your permission to ring them.
- Confidentiality responsibilities  
All of the EOI project's discussions, meetings and material (written and electronic) are confidential and you must agree to keep this information safe. You will not give this information to anyone outside the immediate EOI team without prior approval from the Chair of the Logo Working Party Committee at SWDC. You agree not to reproduce SWDC documents or any part of them.
- Conflict of Interest Clause. You will be required to sign the attached conflict of interest and confidentiality clauses.  
*"In a small country like ours, conflicts of interest in our working lives are natural and unavoidable. The existence of a conflict of interest does not necessarily mean that someone has done something wrong, and it need not cause problems. It just needs to be identified and managed carefully."* Controller & Auditor-General
- Submission documents become the property of SWDC
- Each Respondent will meet its own costs associated with the preparation and presentation of its EOI and any negotiations.

## 8. Attachments

- Conflict of interest and confidentiality form
- Cover letter for EOI ( not mandatory but may be useful)