



**SOUTHERN METROPOLITAN  
REGIONAL COUNCIL**

**AGENDA PAPERS**

**SPECIAL MEETING OF COUNCIL**

**THURSDAY 5 AUGUST 2021**  
**4.00pm**

**SOUTHERN METROPOLITAN REGIONAL COUNCIL**  
**9 Aldous Place**  
**BOORAGOON**

**Our Purpose:** *We deliver innovative and sustainable waste management solutions*

On behalf of our Participant Local Governments





Dear Members

In accordance with section 5.25(1)(g) of the Local Government Act 1995, the SMRC gives notice that a Special Meeting of the Southern Metropolitan Regional Council to be held at the Southern Metropolitan Regional Council, 9 Aldous Place, Booragoon commencing at **4.00pm on Thursday 5 August 2021** for the following purposes:

1. SMRC Rebranding

**Tim Youé**  
**CHIEF EXECUTIVE OFFICER**

**SPECIAL MEETING OF COUNCIL  
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<b>1.</b>	<b>DECLARATION OF OPENING / ANNOUNCEMENT OF VISITORS</b> "We respectfully acknowledge the traditional owners of the land on which this meeting is taking place today – the Nyungar people of Western Australia and pay our respects to their elders past and present".	
<b>2.</b>	<b>RECORD OF ATTENDANCE / APOLOGIES</b>	
<b>3.</b>	<b>DISCLOSURE OF INTERESTS</b>	
<b>4.</b>	<b>PUBLIC QUESTION TIME</b>	
<b>5.</b>	<b>DEPUTATIONS / PRESENTATION</b>	
<b>6.</b>	<b>ANNOUNCEMENTS BY THE CHAIRMAN OR PRESIDING PERSON</b>	
<b>7.</b>	<b>ELECTED MEMBER MOTIONS OF WHICH PREVIOUS NOTICE HAS BEEN GIVEN</b>	
<b>8.</b>	<b>ANNOUNCEMENT OF CONFIDENTIAL MATTERS FOR WHICH MEETING MAY BE CLOSED TO THE PUBLIC</b>	
<b>9</b>	<b>REPORTS OF THE CEO</b>	
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<b>10.</b>	<b>QUESTIONS BY MEMBERS OF WHICH DUE NOTICE HAS BEEN GIVEN</b>	
<b>11.</b>	<b>DECLARATION OF CLOSURE OF MEETING</b>	



<b>SOUTHERN METROPOLITAN REGIONAL COUNCIL AGENDA REPORT</b>	
<b>SUBMISSION TO</b>	<b>Special Meeting of Council – 5 August 2021</b>
<b>REPORT NO</b>	<b>9.1</b>
<b>SUBJECT</b>	<b>SMRC REBRANDING</b>
<b>AUTHOR</b>	Tim Youé
<b>AUTHOR'S INTEREST</b>	Nil
<b>DATE OF REPORT</b>	2 October 2021
<b>FILE REFERENCE</b>	FD:
<b>ATTACHMENTS</b>	<ol style="list-style-type: none"><li>1. Brand Concept Presentation 2</li><li>2. Recommended brand concept</li><li>3. Recommended Parent brand linkage</li></ol>

**CEO RECOMMENDATION:**

1. That the name Resource Recovery Group and associated logo replace the name and logo of Southern Metropolitan Regional Council (SMRC)
2. That the name Resource Recovery Group be reflected in the review of the Establishment Agreement

**VOTING REQUIREMENT**

Simple Majority

**PURPOSE OF REPORT**

**For the Regional Council to consider a new Name and Logo.**

**NATURE OF COUNCIL'S ROLE IN THE MATTER:**

**Advocative**

Not applicable

**Executive**

The brand development workshop considered the name change and logo and recommends to Council that a new name and logo be adopted.

**Legislative**

Not applicable



**IMPLICATIONS TO CONSIDER:**

**Consultative:**

All Council members and members of the Regional Executive committee or delegates attended the Brand Development workshops and provided input and feedback to arrive at a consensus view with variations presented to the CEO for consideration in conjunction with the Chair.

**Strategic relevance:**

**Key Focus Area**

Objective 2.1 Our governance model supports an effective & efficient business model.

**Strategy**

Strategies	Actions	Responsibility	Timeframe				Informing Documents
			2021/22	2022/23	2023/24	2024/25	
2.1.3 Rebrand existing entities and operations to reflect vision & objectives	a. Create and promote a brand that reflects the vision and objectives of SMRC	CEO MEMBERS	✓	✓	✓	✓	Communications Plan

**Policy related:**

Not applicable

**Financial:**

The cost to replace name and logo is nil for electronic media. The main cost is for building signage namely the Regional Resource Recovery Centre (RRRC) and Booragoon office which are estimated to be \$5-10,000.

**Legal and statutory:**

In order to formally change the name, it needs to be incorporated into the review of the Establishment Agreement which once finalise requires approval of the Minister. In the interim the SMRC is able trade with the new name and logo and maintain the name SMRC for formal documents and other matters until this occurs.

**Risk related:**

Potential loss of any brand equity associated with the previous name and logo.

**BACKGROUND:**

The Strategic Workshop held 18 March 2021 agreed to continue to provide regional services for Participants and other stakeholders recognising the RRRC as a strategic asset in delivering on Participants, State and Community resource recovery and circular economy aspirations.

One of 6 key strategies adopted was to create and promote a brand that reflects the vision and objectives of SMRC. It was further agreed that consideration be given to re-brand the regional local government and its projects to re-vitalise and enhance brand awareness.



**REPORT:**

SMRC engaged Market Creations Agency to undertake a re-branding exercise. This consisted of two focussed workshops, provision of branding options and final selection. It will also include provision of style guide and various templates once the concept is endorsed.

All Council members and members of the Regional Executive committee or delegates attended the Brand Development workshops and provided input and feedback to arrive at a consensus view that the existing name and logo required changing.

In summary, the unanimous view was that the existing brand was outdated, insular, did not evoke the vision and objectives of SMRC or even provide a signal as to who or what we are as an organisation.

The new brand is considered contemporary, inclusive and evocative of what we do.

The final selection is attached for consideration.

market  
creations.  
agency

s brand concepts brand  
nd concepts brand co



# Resource Recovery Group

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Recycle. Innovate. Educate.

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Concept A





# Resource Recovery Group

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Recycle. Innovate. Educate.

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Concept B



**Resource  
Recovery  
Group**

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Recycle. Innovate. Educate.



**Resource  
Recovery  
Group**

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Recycle. Innovate. Educate.

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**Concept C**



**Resource  
Recovery  
Group**

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Recycle. Innovate. Educate.



**Resource  
Recovery  
Group**

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Recycle. Innovate. Educate.

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**Concept D**



**Resource  
Recovery  
Group**

Recycle. Innovate. Educate.



**Resource  
Recovery  
Group**

Canning Vale Centre



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**Parent Brand 1**

# market creations. agency





# Resource Recovery Group

Recycle. Innovate. Educate.

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Concept A



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Parent Brand 1