

Strategic Focus Area: Inclusive. Productive. Balanced

## **Euroa Branding Project, Stage Two**

### **Problem and opportunity:**

Last year the Euroa Chamber of Business and Commerce was successful in pitching our idea to create a Euroa Branding Strategy.

It's an exciting project for our community and in the next few months we will have completed this project and will have a new brand strategy that positions our town as progressive, exciting and desirable town to live, work and play.

We're excited about the opportunity this creates for our township. Our aim is to help put Euroa on the map. The next steps in this project is updating assets.

Examples could be:

- local township entry signs (the Village by the Ranges ones)
- New wayfinding signage – at key places like the Tesla charging station to drive people into town, updating the historical signage trail will be included
- Anything else identified in the branding strategy.

### **How does it affect or impact the community?**

For our community this project will bring many benefits. Being only 1 hour 45 minutes from Melbourne and under two hours to the snow fields, Euroa is a great midway stop over, or even to stay a little longer and see what our region has to offer.

The biggest problem we see is we don't sell our wares. What we mean is we don't tell people about the flowers, food, fashion and shopping that's just around the corner from the usual stops. Euroa has a vibrant shopping precinct that is hidden to many visitors.

### **What is your idea and what difference would it make?**

A thriving visitor economy supports economic growth, stimulates business investment, generates direct local expenditure and supports new local jobs.

We expect the focus of this 'next step' in the Euroa branding project would be wayfinding signage with helps educate and inform visitors about Euroa to help familiarise themselves with the features, amenities and function of our town.

Another key contribution of strong, positive, branding is installing pride in the community by those who live here.

There is no doubt Euroa's wayfinding signage is outdated, or non-existent. This opportunity would make a huge difference.

### **Further information:**

We believe our pitch aligns to Strategic Focus Area 2: Live. Access. Connect. It supports the goals of, connection people and places, by:

- connected walking and cycling tracks, and
- focussing on activities that build economic, financial and social security