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Corporate Plan Output: External Communication	

The purpose of this report is for the Subcommittee to report back to Strategy and Resources Committee to present designs for a visual identity specific to the Christchurch City Council and to outline a process for implementation of this new image.

BACKGROUND

At its February meeting, Strategy and Resources Committee agreed to be involved in a process to determine how to better communicate the Council's service delivery activities to the citizens of Christchurch. The committee was advised that the following specific issues needed to be addressed:

- Facilitating greater accountability by clearly communicating to Christchurch citizens what services are funded by rates and user charges;
- The large number of Council logos and visual identities that have been developed and are in use.

A Subcommittee of Councillors Anderton, Austin, Close, Corbett and Evans was to work with staff in a working party. They were to bring back to Strategy and Resources Committee recommendations on an approach for raising awareness of Council services within the community through consistent use of a corporate visual identity, which is consistent with the Council's values.

The working team met on 28 April to receive presentations from short-listed Design Agencies and to select a preferred design. A preferred design was selected unanimously by the working team. Subsequent to the 28 April meeting additional development work on a preferred design was carried out and the design executions and tag lines (slogan) tested with representative citizen focus groups.

DESIGN EXECUTIONS

Copies of the preferred design executions will be available at the meeting. The preferred design is seen as an evolution of the current City That Shines logo. It retains the Cathedral, Avon River and green image of Christchurch as the key City identifiers, but redesigned in a crisp modern style.

FOCUS GROUP RESULTS

The focus group work that was undertaken confirmed that it is important for the word "Council" to be retained if we are to secure ready identification with this organisation.

IMPLEMENTATION

Given that the design is an adaptation of the existing, it will be phased in progressively so that the specific implementation costs are small and can be accommodated within existing unit budgets.

Sub-Committee's

Recommendation: That the new visual identity for the Christchurch City Council be referred to the Council for confirmation.