

Community Opportunity Workshop & the Violet Town StreetLife Project

Sustaining and Expanding Business Opportunities

WHAT IS THE VIOLET TOWN BRAND/IMAGE?

YOUR IDEAS ARE IMPORTANT TO US



Information gathered through processes such as the StreetLife Business Survey and the Community Opportunity Workshop have identified a need to review the “branding” and “image” of Violet Town. It is felt that there are currently a range of images or messages being presented, that this is confusing and that it is important to convey a consistent image and message.

It is essential that the community as a whole is united in the use of the Violet Town “brand”, that is the school, health services, local businesses, Strathbogie Shire etc. The more our brand is seen, the more valuable it becomes. Thus the brand and images created will need to be both available and easy to share.

The VT Brand/Image Working Group of VTAG are therefore seeking views from *individual community members of all ages, community organisations, sporting groups and clubs, businesses and visitors* about what the Violet Town “brand” and “identity” is and how this makes Violet Town unique compared to other towns in the region. This information will then be used to prepare a brief for GOTAFE Students who will develop the brand and images for the community to consider.

List 3 words that you think describe Violet Town

In your opinion, what is the best thing about living or visiting in Violet Town

What building or feature would you call Violet Town’s landmark?

Local Residents and Community Organisations ONLY

Describe how you would like Violet Town to be described by other people (visitors, tourists and other locals etc)?

If you would like to be involved and/or participate in future consultations please let us know your:

Name: _____ **Phone:** _____ **Email:** _____

Please Return to the VT Brand/Image Working Group by Wednesday 18 July 2007

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