

Bellingen Shire
COUNCIL



Bellingen Shire Branding Project

Council would like to invite the Bellingen Shire community to contribute to the development of a new brand for the Shire.

The Bellingen Shire branding project offers the opportunity to create a landmark regional destination brand - one that defines the essence of our Shire and reflects the distinctive character of our special place.

A good brand can connect people with our culture, our heritage, and the natural world around us. It should build our sense of place, strengthen our sense of community, embrace inclusivity, and enhance connection to this land.

An enduring, meaningful and compelling brand will help define and position the Shire, and appeal to like-minded visitors. A strong and innovative brand will provide the foundation for the development of sustainable, responsible tourism, and help attract creative businesses to our Shire. It will provide a strategic tool for Council, our tourism industry, business operators and community groups to expand opportunities and engage in new ways, whilst fostering meaningful connections between people and our place.

The vision for the Bellingen Shire branding project is to capture the spirit of our place - to create a brand that respects and celebrates Gumbaynggirr culture, reflects who we are, embodies our values, captures the diversity of our people and places, and presents a unified and identifiable brand identity.

Your thoughts, aspirations and ideas will inform the development of the brand and provide guidance to Council in order to make well informed, acceptable and sustainable decisions.