



CARPENTARIA SHIRE
Outback by the Sea®

Brand Strategy

December 2023

*It's a great place to work,
live and play*





www.carpentaria.qld.gov.au

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Carpentaria Shire Council would like to respectfully acknowledge the Gkuthaarn, Kukatj and Kurtijar peoples as the traditional owners of the lands and waters that form the Region. Council pays its respect to elders' past, present and emerging and welcomes the ongoing role that indigenous people play within the Carpentaria community.

Adopted by Council at the Ordinary Meeting held in Normanton on 17th January 2024



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Introduction

Carpentaria Shire is located on the Savannah Way in North Western Queensland in the south eastern region of the Gulf of Carpentaria. The region is uniquely placed to offer residents and visitors opportunities and experiences in lifestyle, holidays, employment, and investment opportunities. Carpentaria Shire has a friendly, laid-back lifestyle and is a place where children still ride their bikes down to the river to go fishing after school without parents having to worry as they would in larger towns and cities.

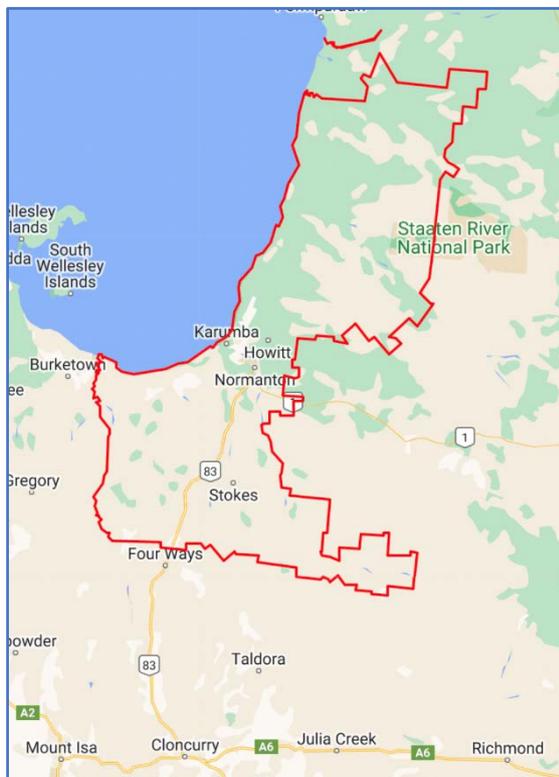
Carpentaria Shire is the traditional country of many Indigenous groups, and the townships of Normanton and Karumba are the traditional land of the Gkuthaarn, Kukatj and Kurtijar people.

The Shire covers an area of approximately 65,000 square kilometres and has a population of 1,974. The countryside ranges from vast inland plains to mangrove forests, deltas, and salt pans along the coastal areas of the Gulf.

Carpentaria Shire has a diverse industry base with agriculture, fishing, mining, tourism, and government administration providing most of the Shire's income. Normanton is the region's government and administrative centre.

Much of the Shire's commercial activity comes through Karumba, which has an active port based around export of zinc and lead. It also has a substantial fishing industry that targets prawns, barramundi, Spanish mackerel, salmon, and mud crabs.

The region offers good infrastructure and facilities, with sealed access roads, well-serviced airports, developed freight routes, primary and secondary schools, medical services, recreational and sporting facilities, and the standard infrastructure expected in a modern community.



Corporate Values

Corporate Values are the set of guiding principles and fundamental beliefs that help people work together as a team and toward a common goal. The following are the Corporate Values adopted for the Carpentaria Shire Council.

C.R.I.S.P.

The first letters of each of our values spell CRISP. This provides an easy recall for staff when recalling the values of the organisation, if we are to be a truly values based organisation it is important that we can all recall what our values are and why we aspire to live these every day.

Community

Service provision for the community, for it is why we are here.

Respect

We respect one another's views, not all of us have the same view and we respect that.

Integrity

We always act with integrity of local government.

Safety First

Safety is for everyone, staff, residents, visitors, and the general community.

Professionalism

We remain professional in all that we do.



Trademark

Carpentaria Shire Council has a registered trademark for our Outback by the Sea ®



CARPENTARIA SHIRE

Outback by the Sea®

We also promote the Region as: -

*It's a great place to work,
live and play*

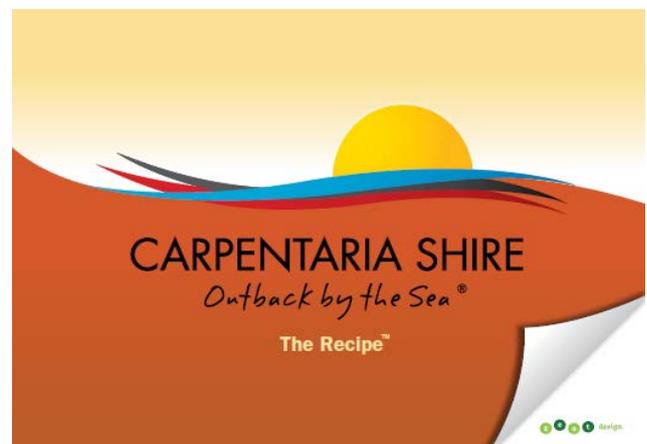
This is now appearing on all our Corporate Documents as they are released.

Style Guide

Council has a style guide ("The Recipe") which has been in use for some time now and is just as relevant today as it was when introduced in 2013.

The style guide assists those who produce material on behalf of the Council to remain on brand when providing artwork, printing, signwriting, advertising, and promotional items.

A copy of the guide will be made available on request, or supplied when requests are made.

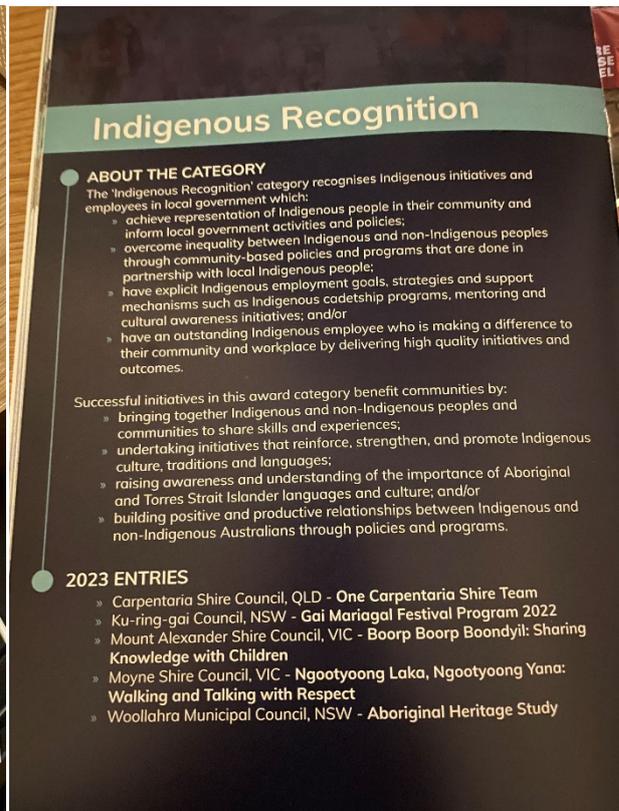


A Sense of Team at Carpentaria Shire Council

An opportunity presented itself in late 2022 to introduce a uniform that provided for those working indoors and those staff who work within the open spaces with a design that provided connection for all staff.

Carpentaria Shire Council has partnered with Trademutt to develop a Uniform for staff at the Carpentaria Shire Council. This will be the first uniform where staff from the indoors and those staff working in the open spaces will have a similar uniform and become part of a one Carpentaria Shire Team. The print to be used for the fabric behind the design has been developed from a painting by local artist Margaret Sailor. Margaret's work was also used for the development of logos for the Coastal Hazard Adaptation Strategy. We think this will be a great opportunity to showcase & celebrate our Region while also creating a sense of Team at Council.

Carpentaria Shire Council chose Trademutt as the supplier for our uniforms and ensured the messaging was included on our garments to continue the story and discussion about suicide and mental health, in the interests of the wellbeing of our staff, and our wider community. TradeMutt shirts are 'Conversation Starters', encouraging team members to have Authentic conversations with one another about mental health and wellbeing, and in doing so, create a greater level of trust and companionship. Each shirt comes with a QR code sewn into the left breast pocket, linking directly to TIACS, the Not-for-profit Mental health service, funded by TradeMutt - This allows free access to same-day call and text counselling, meaning it's easier than ever to find and share help, when it's needed.



We submitted a nomination for an award in the National Local Government Awards in the Indigenous Recognition Category, the image above is from the document that was released during the National General Assembly in Canberra in June 2023.



2023 has seen the long-awaited delivery of the custom design uniforms, and the community are just as excited; with multiple requests having been made for private purchases. We are proud of the significant financial investment Council has made, their commitment to mental health and wellbeing and **our Carpentaria Shire Team**.

Our new uniforms are our new staff brand and everywhere we go people comment on the uniforms and the sense of team that it creates, people also ask how they can get a shirt, our response is the only way to get a shirt is to join team - Carpentaria Shire.



Accountability

The best measure of our brand will be *“when we do what we say we will do”*, and this is evidenced in the reduction of complaints received about not doing what we said we would do.



Strategic Documents

In recent years the Council has prepared and released several strategic documents which are all available on the Council Website, while every attempt was made to capture and report the relevant and current facts at the time of publication, they will remain open to be updated and modified as circumstances change. They were never intended to just be a static document; they will remain agile to reflect and incorporate new opportunities as they arise.

Some of the documents include: -

- Advocacy Action Plan
- Corporate Plan (and Annual Operational Plans)
- Economic Development Strategy
- Regional Priorities and Opportunities
- Tourism Strategy
- Youth Strategy
- Housing Strategy – Carpentaria Shire Council
- Local Housing Action Plan
- Shire Road Network



Templates have been established to assist staff with using the correct templates when developing strategic documents for endorsement and adoption by the Council for release, this ensures that the branding for corporate documents remains relevant and members of the public can easily identify with documents produced and adopted by the Carpentaria Shire Council.



Communications Strategy

Community

Carpentaria Shire Council will be preparing a Communications Strategy and Implementation Action Plan setting out the framework for how Council will engage with its key stakeholders to maintain effective relationships with the community.

Council is committed to maintaining open, honest, and transparent communication and being accountable to the community. Engaging in two-way communication to understand and meet the community's diverse needs plays an important role in this commitment.

The aim of this strategy is to outline how Council will deliver accurate, timely, and consistent information through the most effective channels to deliver its communication objectives for the next four years. The associated Communication Action Plan provides clear detail on how the strategy will be implemented to achieve this.

A monthly Newsletter, including a forward from the Mayor, is provided to the community, usually towards the end of each month and contains information that is relevant for community member interest regarding council operations and events that are coming up.

Have Your Say

The Council has a dedicated area on the website that is available for members of the public to comment on matters that the Council seeks feedback and input on.

From time to time the Carpentaria Shire Council will engage with the community through the "Have your say" section of our website.

Legislation requires that Council consult with the community on a variety of topics, and this is one means of being able to obtain community feedback on issues.

Please keep an eye on this section of the website for future engagements

<https://www.carpentaria.qld.gov.au/council/have-your-say>

Staff – Internal and External

Staff Survey

Each year the staff are encouraged to provide feedback of a variety of questions and comments in relation to their employment with the Carpentaria Shire Council, information provided through this survey assists management with implementing change within the workplace and pick up the areas where we are starting to fall behind.

Staff Newsletter from CEO

The Chief Executive Officer introduced a monthly Staff Newsletter in January of 2022, and this has continued to be released monthly since its introduction in January 2022 providing information from the Office of the CEO to employees monthly.

New Innovation, Suggestions and Questions – Box collected monthly

The Chief Executive Officer introduced a New Innovation, Suggestions and Questions box at the Depot, Administration Building, Normanton Child Care, Karumba Depot and the Les Wilson Barramundi Discovery Centre. This allows staff to anonymously place an innovative idea, suggestion, or questions for the CEO to provide a response. The boxes are checked monthly to ascertain if any notes have been included during the month.



Community Events

Council has a range of events that are scheduled each year, some are regular events and are run for the benefit of the community, like Day for Daniel, and some are annual civic events such as Australia Day, Anzac Day and Remembrance Day, while other events are special events for a specific celebration like the N150 celebration for the 150th year for Normanton in 2018 and K150 celebration for the 150th year for Karumba in 2023.

It is when Council runs and sponsors these events that our brand is on display for one and all. In the past 5 or 6 years we have been very fortunate to receive many positive comments and feedback on the events, the preparations, the programs and overall general appearance and cleanliness of the communities when Carpentaria Shire Council has run these celebrations. This is something we should be very proud of and ensure that we don't drop the ball and start to impact our civic pride for providing good experiences for locals and visitors alike.

Signature Events

Council also runs a couple of signature events, usually annually, and for one and all to enjoy. These events are designed to be built up over time and grow in popularity and attendance.

Charity Ball

The Charity Ball held in Normanton in August is becoming a must attend event on the annual Carpentaria Calendar. Funds raised, through sponsorship and an auction held during the ball are provided by the Council to a cause that assists the Normanton Community. In 2022 the Royal Flying Doctor Service was the beneficiary of funds raised through the charity event while 2023 saw funds donated to Ronald MacDonald House Charities.

Outback by the Sea Festival

Commencing in 2019 to coincide with the official opening of the Les Wilson Barramundi Discovery Centre and branded as the Barra and Blues Festival, the festival kicked off this initiative and was to become an annual signature event to increase visitation to the Shire.



The festival was renamed the Outback by the Sea Festival and is run as a signature event for the Shire, encouraging program events in both Normanton and Karumba. The festival has been impacted a couple of times with COVID restrictions one year and funding impacts in 2023. The plans are well underway for the return of the festival in 2024 to be run in the September school holidays.



Community Engagement

Council utilises the IAP2 (International Association of Public Participation) spectrum for community engagement, it is designed to assist with the level of participation that defines the public's role in any community engagement program.

The spectrum includes five levels of public participation: Inform, Consult, Involve, Collaborate and Empower.

Advisory Committee Meetings

Carpentaria Shire Council has several Advisory Committees that have been established to enable members of the community to participate on a range of matters that Council will be seeking recommendations and community input on. Some of the Advisory Committees established by Council include: -

- Australia Day Advisory Committee
- Heritage Advisory Committee
- K150 Advisory Committee
- Local Housing Action Plan Advisory Committee
- Mutton Hole Wetlands Advisory Committee
- Plant Advisory Committee
- RADF Advisory Committee
- Road Safety Advisory Committee
- Tourism Advisory Committee

Town Meetings

Council will implement a series of Community Meetings during each year to hear from community members, allowing them an opportunity to hear from the Councillors on proposed projects and for the Councillors to listen to community concerns on matters that require attention.

Feedback from the community meetings will be made available on the website as soon as possible following the meetings.

From time to time the Council will also seek valuable input from the Community during consultation on a particular item or matter. This may be done using the Have Your Say section of the Website (mentioned previously). A link to that section of the website is available here - <https://www.carpentaria.qld.gov.au/council/have-your-say>

Normanton

Meetings with the Normanton Community will be usually held at the Normanton Shire Hall in the late afternoon, commencing around 5:30pm to allow members of the community who run small businesses to attend.

Karumba

Meetings with the Karumba Community will be usually held at the Karumba Civic Centre in the late afternoon, commencing around 5:30pm to allow members of the community who run small businesses to attend.



Road Trips

To provide access to the elected members and senior executives it is envisaged that once per year the Councillors and Executive Leadership Team will travel to the rural properties to meet with the landowners.

This is generally arranged over the weekend to allow attendance at properties when the owners are more likely to be home, overnight accommodation may be required if planning to visit each of the stations in the North and South.

Properties located in the Northern part of the Shire

- Rutland
- Koolatah
- Dixie
- Dunbar
- Inkerman
- Dinah Island
- Miranda Downs
- Dorunda
- Stirling
- Vanrook
- Delta Downs
- Mutton Hole
- Double Lagoon
- Oriners
- Lotusvale
- Shady Lagoon

Properties located in the Southern part of the Shire

- Broadwater
- Iffley
- Glenore
- Mundjuro
- Talawanta
- Wernadinga
- Inverleigh
- Inverleigh West
- Haydon
- Pioneer
- Old Glenore
- Yappar River
- Wondoola
- Doners Hill
- Cowan Downs
- Neumeyer Valley
- Lorraine
- Augustus Downs
- Magowra
- Trenton
- Sawtell Creek





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