

Terms of reference

Brand Leadership Team

1. Agree Vision for the future development of the city
2. Agree Brand Strategy
3. Agree Action Plan to implement the Brand Strategy
4. Lead implementation with “on-brand” behaviours, actions and investments

Brand Development Team

1. Assess current intelligence on development proposals for the city
2. Assess perceptions of the city – its “de-facto” brand
3. Develop options [scenarios] for Brand Strategy
4. Select and develop a Brand strategy
5. Test and refine Brand Strategy
6. Devise Action Plan for implementation of the Brand Strategy
7. Manage Action plan
8. Monitor and evaluate impact of Action Plan