



**AGENDA FOR AN ORDINARY MEETING OF THE PROJECTS SPECIAL COMMITTEE  
TO BE HELD IN THE CIVIC CENTRE, 6 WAIPAREIRA AVENUE, LINCOLN,  
WAITAKERE CITY, ON WEDNESDAY, 5 JUNE 2002  
COMMENCING AT 9.00 AM.**

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**1 APOLOGIES**



**2 URGENT BUSINESS**

Section 46A(7) and (7A) of the Local Government Official Information Act and Meetings Act 1987 provides that where an item of business is not on the agenda, it may only be dealt with at the meeting if:

- (i) the item is a minor matter; and
- (ii) the Chairperson has explained at the beginning of the meeting (when open to the public) that the item will be raised for discussion, why the item is not on the agenda, and why it cannot be delayed until a subsequent meeting; and
- (iii) the Committee resolves to deal with the item.

No resolution, decision, or recommendation may be made in respect of the item except to refer the item to a subsequent meeting for further discussion.

**NOTE:** Urgent Business need not be dealt with now and may be delayed until later in the meeting.



**3 CONFIRMATION OF MINUTES**

Ordinary - Wednesday, 3 April 2002

**RECOMMENDATION**

That the minutes of the Ordinary Meeting of the Projects Special Committee held on Wednesday, 3 April 2002, as circulated, be taken as read and now be confirmed.



#### 4 AQUATIC CENTRE DEVELOPMENT - COMMITTEE BRIEFING AND UPDATE

##### **PURPOSE OF THE REPORT**

The purpose of this report is to advise the Committee of the results of consultation carried out regarding the branding and logo for the upgraded Aquatic Centre. The Project Leader: Programmes and Marketing, Mr Paul Evans, will be introduced to Committee members at the meeting. Mr Grant Hodges from Pulse CPR will also be in attendance.

##### **BACKGROUND**

At its meeting of 3 April 2002 the Committee resolved:

*“That the preferred name branding and logo for the upgraded Aquatic Centre be focused around the word “Wave”, that it be further developed with the use of “Waitakere Aquatic Centre”, and that the Mayor and the Youth Council be consulted prior to the matter being brought back to the Projects Special Committee meeting to be held on 5 June 2002.”*

599/2002

*“That the copyright issue concerning the name branding and logo for the upgraded Aquatic Centre be addressed by the Director: City Enterprises.*

600/2002

##### **STRATEGIC CONTEXT**

Council's 1994 Leisure Strategy includes three action points that are relevant:

- 2.3.1 Reflect the excitement of the west coast surf in development and promotion of fun pools and the Aquatic Centre through development of wave pools, fountains, paddling pools and interactive water play areas.
- 3.2.4 Add fun pool and hydroslide and range of fun activities for youth at the Aquatic Centre.
- 3.2.5 Café linked to “people place” location.

The redevelopment will enhance the Henderson Creek corridor by providing an additional six-metre strip at the rear of the building by the stream that can be “reclaimed” as parkland. This will allow the relocation of the path further up the bank and also enable an improved edge treatment and interface between the Aquatic Centre, the path, and the stream. The proposed windows and closed-circuit television camera to the rear of the Centre will improve safety and surveillance of the area and McLeod's Crossing bridge, as well as improving its amenity value.

The project also has linkages to Council's ‘First Call for Children’ and ‘Safer City’ policies, and includes provision for the extension to the urban and regional cycleway network.

##### **BRANDING**

A1-A2

The Manager: Aquatic and Recreation Centre, accompanied by Mr Grant Hodges from Pulse CPR, made presentations to the meetings of the Youth Council on 10 May 2002 and the Maori Youth Council on 16 May 2002. The presentations included a briefing on the plans and construction to date, a showing of the ‘virtual tour’ video, and a show and discussion around several versions of the Wave brand and logo. The methodology and results from the Youth Councils is recorded in the attached pages A1 to A2.

Due to diary commitments, the Mayor was unable to be briefed until 29 May. His comments will be provided at the meeting.

### **Copyright**

Following the April Projects Special Committee meeting, KPMG Legal were asked to research the registration of Wave as a trade mark for the Aquatic Centre. This research indicated existing trade marks (Wave House and Wave World) which could provide opposition to our registration. However, KPMG Legal indicated that the two names being considered - namely 'West Wave' and 'Waitakere Wave' - would have a strong chance of being acceptable. A progress report on the outcome of the application to register the two preferred names will be provided at the meeting.

### **CONCLUSION**

The responses from both meetings, involving representatives of the youth of the City, to the visuals were overwhelmingly positive, with a strong preference for 'West Wave'. This was seen to provide an identity and connection with the community that the complex is located in and will predominantly serve.

### **RECOMMENDATIONS**

1. That the information be received.
2. That as a result of further consultation it be recommended to the City Development Committee that 'West Wave' be adopted as the preferred name branding and logo for the upgraded Aquatic Centre.

Report prepared by: Doug Guthrie, Manager: Aquatic & Recreation Centre.



**A FOCUS GROUP  
COMPLETED ON BEHALF OF WAITAKERE CITY AQUATIC CENTRE BY PULSE CPR**

**THE BRIEF**

The aim of the Focus was to test the effectiveness of the 'West Wave' brand and the use of the word 'West' to localise the branding.

Effectiveness to be measured in terms of...

- Connection to target audience (Youth Market)
- Understanding of the term West Wave
- Graphical appeal (size and colour)

**HOW WE TESTED IT**

The visuals and strategic approach were presented to the Waitakere City Youth Council and Maori Youth Council in an open discussion fashion. The youth groups included a diverse range of people in regards to sex and ethnicity. Respondents were asked to look closely at the various concepts for half an hour (with spontaneous reactions noted), then invited to comment on the following questions:

- What are your first thoughts?
- What is it trying to communicate?
- What do you understand by the term "west wave"?
- Who is it aimed at? Is it relevant to you?
- Does it work? Why/why not?
- Attitudes towards the creative in terms of visual appeal...

**THE RESULTS**

**SPONTANEOUS REACTION** - The initial response from 100% of respondents was "Love the name West Wave and the Wave graphic". This was displayed in terms of facial expressions to verbal confirmation with statements such as...

*"Cool"*

*"I like the west wave name a lot"*

*"It has a cool ring to it"*

*"I like the funky black writing?"*

*"It's catchy and a ton better than Big Top"*

*"West is good, it has a patriotic feel"*

**FIRST THOUGHTS**

When respondents were presented the opportunity to offer their first thoughts, the overwhelming majority asked questions relating to the colours used:

*"feel green and orange will date – metal won't"*

*"It doesn't bring any bad stereotypes because it is associated with wave, and the west coast"*

*"I like both the green and the orange, but the silver more"*

Other "first thoughts" included comments upon the visual presentation, most of which were positive and included...

*"West is good too"*

*"Green is an aquatic-type colour so it might not outdate like the orange"*

*"It looks better with just the two fonts for the café/gym etc."*

*"I can't see any problem with west, we have West City, West Gate, etc..."*

## **WHAT IS IT TRYING TO COMMUNICATE?**

100% of respondents were able to identify that the concept had a strong link with the west coast beaches. It is important to note that the connection to the Koru, which also forms part of the wave and represents the 'e' took little time until connection took place with the Maori Youth Council. It was commonly agreed upon that the connection between the west coast beaches was made easier in conjunction with the word 'West'. All agreed that it would be beneficial to have the words "West" somewhere in the wave graphic.

Looking past whether or not a respondent made the connection to West Wave, the majority of respondents believed the concept was trying to communicate the excitement of the west coast beaches.

## **WHAT DO YOU UNDERSTAND BY THE NAME "WEST WAVE"**

100% of respondents were able to identify that "West Wave" represented the western district and reflected the natural environmental aspirations of the community. Some spontaneous comments played on the "West Wave" as being the "West Way" which was expressed in a positive accusation of how we do things in the west.

## **WHO IS IT AIMED AT? IS IT RELEVANT TO YOU?**

80% of respondents felt they were included in the concept's target audience and believed the audience to be all those who are part of 'the community'. This was made more clear with the introduction of the images used for the signage, which depicted all aspects of the complex's facilities.

## **EXPLORE THE CREATIVE**

70% of respondents believed that the metallic / silver colour was eye-catching and had endless potential in respect of colour and use within the substrates used in the construction of the complex. The balance of the respondents preferred the option of green as a supporting colour for the wave graphic, with little or no support for the orange. It was considered that this colour would date quickly.

85% of respondents agreed the "Wave" graphic on it's own gave no specific message beyond that of just a wave, and lacked community identity and connection without the use of the word "West".

## **WHAT DO WE RECOMMEND**

1. Include West Wave as part of the name. This is also relevant given the possible problem with naming rights for "Wave" in isolation.
2. Further develop the metallic / silver colour option to reflect the substrates that will be used in the complex and ensure uniformity with the look and feel.