

**Subject 6.2 Shell Cove Business Entity Development
(11004295)**

To the General Manager

Directorate: Council Sustainability

Department: Shell Cove

Manager: Matthew Youell – Director Council Sustainability

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Reason for Confidentiality

This item is classified CONFIDENTIAL under the provisions of Section 10A(2)(d) of the *Local Government Act 1993*, which permits the meeting to be closed to the public for business relating to the following:

- (d) commercial information of a confidential nature that would if disclosed:
 - (ii) confer a commercial advantage on a competitor of the council
 - (iii) reveal a trade secret

The naming of both harbour and marina will require Council to register the recommended names for business and trading purposes. If Council does not have the first opportunity to register the names, it risks the names being registered by an independent third party.

Declassification of this Report

This report will be declassified once all resolved actions within the report have been completed.

Summary

The purpose of this report is to seek a resolution from Council to adopt a name for the areas currently referred to and marketed as the Shell Cove Harbour and Shell Cove Marina over the life of the development.

In order to proceed with the establishment of the businesses at Shell Cove, it is necessary to finalise the naming of the harbour and marina. This report details some name options and seeks that Council provide officers with a resolved name for the harbour and marina at Shell Cove.

Background

The Shell Cove Harbour is essentially complete. In addition, Council officers along with Frasers Development are commencing the development of the marina business entity at Shell Cove. This first requires Council to nominate the formal name of the harbour and marina, along with associated logos.

To effectively promote this space, the name must have a concise, yet meaningful description. The name needs to make sense to locals and still be understood by visitors. The name chosen will be around for a long time and can have substantial impact on the activation of the Shell Cove town centre.

As listed in an article by Marty Zwilling published in the Fortune.com magazine (ie Fortune 500 Companies) titled 10 Rules for Picking a Company Name, a summary of what a name should achieve is as follows ---

- Unique and unforgettable
- Avoid unusual spellings
- Easy to pronounce and remember
- Keep it simple
- Make some sense
- Make sure the name is available
- Give a clue
- Favor common suffixes. ie easy to use as an internet site
- Don't box yourself in
- Sample potential customers

The marketed name that The Shell Cove Project has promoted; and most people are familiar with, referring to the harbour and marina is the 'Shell Cove Harbour and Shell Cove Marina'.

That said, there now needs to be a formal decision on the name of the harbour and marina at the Shell Cove Project. Some harbour and marina name options are outlined below. Councillors may of course choose a name not listed below:

Harbour Name Examples

The harbour name examples are outlined below:

Local Government Branding Focus

- Shellharbour City Council Harbour
- Shellharbour Cove
- Shellharbour Harbour

Local Area Branding Focus

- Bass Point Harbour
- Shell Cove Harbour
- Waterfront Harbour

Local Cultural Heritage Branding Focus

- Indigenous named Harbour
- European settlers named harbour (e.g. James Cook; George Bass; Matthew Flinders, etc.)

Note: Each of the specific business names noted above are currently available for registering.

Note: The above list of example names are not exhaustive and thus Councillors have the opportunity to select other names.

Marina Name Examples

The marina name examples are outlined below:

Local Government Branding Focus

- Shellharbour Marina
- Shellharbour City Council Marina
- Shellharbour Harbour Marina

Local Area Branding Focus

- Bass Point Marina
- Shell Cove Marina
- Waterfront Marina

Local Cultural Heritage Branding Focus

- Indigenous named Marina (to be considered further if chosen as the focus)
- European settlers named (e.g. James Cook; George Bass; Matthew Flinders, etc.) Marina (to be considered further if chosen as the focus)

Note: Each of the specific business names noted above are currently available for registering.

Note: The above list of example names are not exhaustive and thus Councillors have the opportunity to select other names.

Financial / Resources Implications

The cost of registering a business name is \$82 for 3 years.

The cost of registering a domain name is \$79 for 1 year.

Note: It is common practice for Business Owners to register a variety of business names associated with the chosen business name and thus the additional cost of registering multiple business and domain names would apply.

Legal and Policy implications

Registration of the recommended business and domain names must take place. If registrations are not promptly requested and approved, Council risks not having access to preferred business and domain names.

Public / Social Impact

Outcomes of this report as recommended will provide the community with a specific branding that defines their harbour and marina that will have the greatest community involvement.

Link to Community Strategic Plan

This report supports the following objectives and strategies of the Community Strategic Plan:

Objective: 3.2 Supported by a strong local economy with business and employment opportunities.

Strategy: 3.2.1 Establish the Shell Cove Boat Harbour as a lifestyle and boating destination providing development, tourism and community opportunities.

Consultations

Internal

Nil.

External

Nil.

Political Donations Disclosure

Not applicable.

Recommendation

That Council:

1. Approve the Shell Cove Business Entity Development actions resolved by Council under confidential matters.
2. Declassify the report Shell Cove Business Entity Development once Council officers have completed the necessary actions resolved within the report.



Approved for Council's consideration: _____

Date of Meeting: 27 February 2018

Attachments

Nil