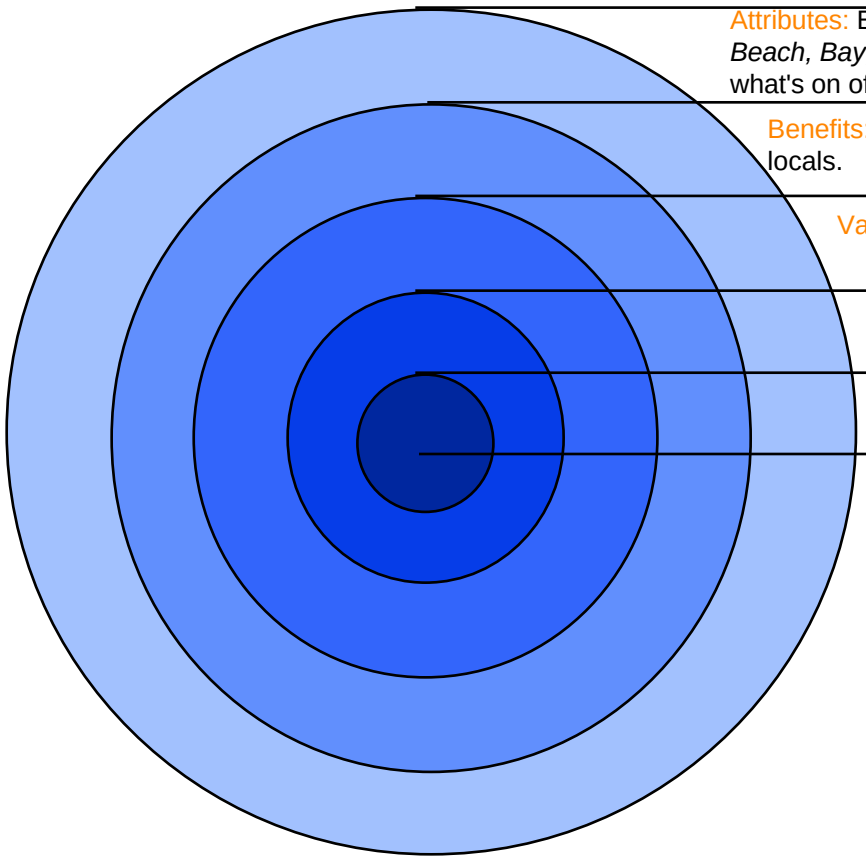
SOUTH COAST BRAND WHEEL



Attributes: Easy access from both Sydney and Canberra. Unique coastal vistas-beach. *Bay, Village, Beach, Bay, Village*. Un-commercialised Coastal Village Life. Fewer people and easier access to what's on offer.

Benefits: Time is on your side. Stop and discover. Calm down and relax. Truly connect with self and locals.

Values: Authenticity. Natural. Welcoming.

Personality: Warm. Charming. Dramatic. Inspiring.

Essence: Wondrous return to Coastal Village Life.