

YAI Branding Survey

Dec 2015

24 responses



YAI member?	Describe Yungaburra	Current title represent Yungaburra?	Your better title?	Current logo represent Yungaburra?	Better symbol of Yungaburra?	Current tagline represent Yungaburra?	Better tagline?	Who are you?	Age?	Anything else?
YAI MEMBERS: 10 responses										
Yes	Yungburra is a very unique, pretty, historic Village. It is surrounded by beautiful natural beauty and hosts an incredible variety of experiences not to be missed.	Yes		Yes		Yes		resident, group member	30 - 65	
Yes	natural beauty, village atmosphere, quirky arty shops and cafes, outdoor fun and watersports, markets and folk festival	No	Yungaburra Village	No	platypus	Yes		group member	30 - 65	
Yes	Quirky, arty, unique, pretty. We are also a heritage village but I don't think we are capitalising on that enough at the moment.	Yes		No	Maybe another heritage listed building. The church may give the wrong impression to people	No	At the Cairns Show stall we used 'Yungaburra, cooler than Cairns'. This can be taken in several ways which is handy	resident, group member	30 - 65	

Yes	Beautiful, full of colour, quaint village feel. Lots to do and see, all with in walking distance of accomadation. Colourful creative, old school community where everyone really does work together. It is the place where dreams do come true: weddings	No	Yungaburra - cooler than Cairns	No	Seven Sisters	No	Yungaburra - where the sisters peak, craters meet and locals greet	resident, business owner, group member	30 - 65	the brand should cover the diversity of Yungaburra, young and old, modern and traditional. Artistic, realistic,
Yes	Heritage buildings, flower baskets, cafes and shops, market.	Yes		No	Maybe a shot of the main street with all the hanging baskets in bloom.	Yes		business owner	30 - 65	I just think the actual logo is a little old fashioned.
Yes	friendly platypus wildlife					Yes		resident, business owner, group member	30 - 65	I am happy with what we have. While these may not be the most important things for me I suspect we have a certain amount of brand recognition going.
Yes	Its already perfect! can't think of what else to add, no need to make the description longer as most people don't read lengthy text on the web	Yes		Yes		Yes		resident, business owner	65+	
Yes	Heritage, Quaint, Village, lovely atmosphere. What makes us different is the friendly village atmosphere. The eclectic collection of shops and cafes.	Yes		No	A photo looking down the street featuring the pub and Whistlestop with the flower pots in bloom.	No	'Yungaburra - Heart and Soul of the Tablelands'	resident, business owner	30 - 65	

Yes	Heritage, world heritage, temperate climate, friendly atmosphere, nature lovers paradise, food lovers paradise, honeymooners paradise, relaxed, convenient location...	Yes		Yes		Yes		group member	30 - 65	I think it's very important to be careful with a total reinvention of names and logos... While we have a lot to offer what the tourist sees as they drive into the town is heritage buildings, cafes and accomidation showcasing our heritage era. It is what Yungaburra is and should always be known for. I say if changes to the title and banner are made we need to keep those changes in line with our heritage, lathe while emphasising the friendly and temptate climate we have as a compliment to our history.
Yes	NATURE & NURTURE (wildlife, Peterson Creek walk, lots of bird life in town & cafes, dining, unique shops, quirky accommodations and experiences that make us feel good)	No	Welcome to (insert 1 adjective) Yungaburra	No	Platypus or tree-kangaroo drinking a cup of coffee	No	First redesign logo, then choose tagline that matches logo	group member, visitor	30 - 65	
NOT YAI MEMBERS: 14 responses										
No	Spend \$500 at 99 Designs give them a brief and choose what you like.	No		No						

No	A Very Community Friendly Village A Village Preserved in Time but also moving with the Times Always Young - Always Friendly in Yungaburra	No	Yungaburra Village Est. 1890	No	The Hotel Corner and our beautiful flowering baskets etc.	Yes		resident, group member	30 - 65	
No	Platypus. Walking distance to attractions and shops. Curtain Fig Tree.	Yes		No	Curtain Fig Tree. Platypus. Railway Bridge. Pub.	No		resident, group member	30 - 65	Markets are becoming too commercial. All the old favourite stalls have left. Garage sale stalls and trash and treasure aren't there anymore- just a lot of stuff similar to what you can buy online. It's not the nice community feel anymore, it's becoming more and more commercial like Kuranda markets or Rusty's, with the locals avoiding it. Tolga and Malanda are great community markets.

No	Cooler climate, quaint cottages, beautiful trees, all the nearby lakes, boutique shops, amazing cafes and restaurants and the old heritage hotel	Yes		No	All the streets in yungaburra are named after trees and we have some beautiful trees in this village I think there's even a lovely flame tree beside the church so it would be nice to see that feature in the logo	Yes		resident	30 - 65	
No	The fact that we are a unique village, with so many heritage listed buildings, we have a village green surrounded by shops, which I have only seen in Tasmania and England. The weather is so less humid then Cairns, and we have some beautiful walks around the village, and unique shops.	Yes		No	I would consider Lake Tinaroo, and the greeness of the surrounding countryside.	Yes		resident	65+	I have always thought that Yungaburra needed at least one permanent all year round tourist attraction, not sure what it could be. But something that makes people say "Let's go to Yungaburra and see.....?"
No	Quaint, pretty, clean, colourful (flowers etc), festival, pub, music, cafes, shopping, holiday, lake...	Yes		No	It is not colourful enough or very appealing	No	Natural is nice, but it's everywhere in the Far North, Yungaburra has more than that! Colour, art, vibrancy	visitor	30 - 65	
No		Yes		Yes		Yes		resident	30 - 65	I like it how it is!

No	Heritage Boutique Authentic Craft Picturesque Connected Good retail options Ok dining options	Yes		No	I think it's a little dated and could be freshened up to really appeal to the current vintage style that's very much on trend right now	No	The historic heart of the Tablelands	resident, business owner	30 - 65	
No	Yungaburra's unique selling point is its rich heritage abundance. Customers/visitors/tourists normally associate interesting B&Bs, good restaurants, arts and crafts, and boutique shops with a heritage village. This expectation is what enables us to stand out amongst the other towns vying for tourist visitations, and endears us to our regular visitors from Cairns and Townsville. Our current logo and image says it all. Let's not go down the path of Kuranda.	Yes		Yes		No	"Yungaburra..... .the historic heart of the Atherton Tablelands".	resident, business owner, group member	65+	
No	Village, Arts and Crafts, Relaxed, Welcoming, Historic	Yes		No	The Curtain Fig tree or another natural wonder in the area to go with the tagline "The natural heart of the Atherton Tablelands"	Yes		business owner	Under 30	To me: Yungaburra is Arts and Crafts, Natural Products and a fantastic place to meet up with friends and have a coffee.

No	Centrally located. . Retaining a heritage feel. . . Enterprising . . Popular. . . Welcoming . . Vibrant spirit of community. . .			No	Something more than just the church, perhaps adding an environmental/wildlife aspect. Platypus and tree kangaroo being obvious choices	No	'Welcome to the heart of the Atherton Tablelands'	resident, group member	30 - 65	The current logo/brand seems somewhat outdated, not wide enough in scope to encompass the feel of Yungaburra and all it has to offer.
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No	<p>(1) The fact that there is an opportunity to maybe see Platypus and Tree Kangaroos right in the village.</p> <p>(2) Numerous sites listed on the Qld Register of the National Trust of Australia - which interprets as appreciating the history of the village and our pride in its beginnings. We recognise those that have gone before us and who laid the groundwork for what the village is today.</p> <p>(3) Appreciation of our environment and pristine World Heritage rainforest and National Parks, particularly the Crater Lakes National Park - If the pioneers of Yungaburra did not appreciate the significance of that place and lobby for it to be saved for posterity, we and the visitors to this area would not be able to enjoy it as we do today.</p> <p>(4) The Beautification team have done a marvellous job to make this village "blossom". The floral displays are outstanding and appreciated and commented on by visitors to our town.</p> <p>(5) Visitors also appreciate the friendliness of the townspeople and the variety of shops available - particularly the fact that they are quaint and interesting.</p>	Yes		No	Something like the large mural inside Lake Barrine Teahouse which includes representations of numerous things that make the area unique	Yes		resident	65+	<p>Possibly mention that although located within the tropics the climate is much more bearable than the heat and humidity on the coast - the air-conditioned Tablelands.</p> <p>The opportunities to commune with nature - peace and serenity of the countryside and as mentioned on the website - http://www.wildlife-australia.com/ - "The Atherton Tableland is situated in the centre of Australia's Wet Tropics World Heritage Rainforest.</p> <p>This area offers excellent opportunities for rainforest wildlife experiences due to the fact that it includes:</p> <ul style="list-style-type: none"> 18% of all Australian bird species 23% of all Australian reptile species 30% of all Australian frog species 39% of all Australian marsupial species 62% of all Australian butterfly species"
No		Yes		No		No		visitor	30 - 65	

No	I love what was used at the Cairns Show last year - Yungaburra: Cooler than Cairns. I think it sums up the village beautifully. I don't dislike "Heritage Village" but it doesn't really do much for me either, although obviously Yungaburra does have a lot of history. Might get confused with Herberton Historic Village by non locals??	No	As above.	No	I love the image of the church, but if you change the "title" then the image might also need to change.	No	I don't know why we have this one as well - I didn't even know it existed. Still like "cooler than Cairns".	group member	30 - 65	I do think it's really important to get it right. The village looks so stunning with the hanging baskets. Visitors love it when they get there - I occasionally work at one of the local businesses and notice how many people comments "I'm so glad I stopped here!" They seem a bit surprised at how lovely it is - which makes me wonder how many people bypass the village and never quite make it. A lot of people come for the platypus and (not quite so many) tree roo viewing at Petersen Creek, then have a wander round the village: is the platypus viewing promoted? I think it's really important to promote the village as a whole, not the individual businesses. You need to pool the money to have an impact. Once people get to Yungaburra, it's very inviting to wander round. Getting them there in the first place should be the aim.
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