ACT Government
Chief Minister, Treasury and Economic Development

Freedom of Information Disclosure Log Publication Coversheet

The following information is provided pursuant to section 28 of the *Freedom of Information Act 2016*.

Application Details	
Ref. No.	CMTEDDFOI 2024-290
Date of Application	12 September 2024
Date of Decision	14 November 2024
Processing time (in working days)	44
Fees	Waived
Decision on Access	Partial Release
Information Requested (summary)	Emails or correspondence relating to CBR branding appearing at Convention in Melbourne.

Publication Details	
Original application	☑ Published ☐ N/A
Decision notice	☑ Published ☐ N/A
Documents and schedule	☑ Published ☐ N/A
Decision made by Ombudsman	N/A
Additional information identified by Ombudsman	N/A
Decision made by ACAT	N/A
Additional information identified by ACAT	N/A

From: no-reply@act.gov.au
To: CMTEDD FOI
Subject: CMTEDDFOI 2024-290 Freedom of Information request
Date: Thursday, 12 September 2024 6:11:01 PM

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Please find online enquiry details below. Please ensure this enquiry is responded to within fourteen working days.

Your details

All fields are optional, however an email address OR full postal address must be provided for us to process your request. An email address and telephone contact number will assist us to contact you quickly if we need to discuss your request.

Title:
First Name:
Last Name:
Business/Organisation
Address:
Suburb:
Postcode:
State/Territory:
Phone/mobile:
Email address:

Request for information

(Please provide as much detail as possible, for example subject matter and relevant dates, and also provide details of documents that you are not interested in.)

Under the Freedom of Information Act 2016 I want to access the following document/s (*required field):	Any emails or correspondence relating to CBR branding appearing at the Land Forces Convention in Melbourne. This documents would most likely be between August 2023 and now. However, it's likely that this agreement was formed prior to the venue change of the event. I would also like access to any documents outlining the restrictions on CBR branding being provided to an external event. I'm not aware of a specific date that this document would have been produced in. I believe the current CBR letter design has been in use since at least 2013.
I do not want to access the following documents in relation to my request::	

Thank you.
Freedom of Information Coordinator

ACT Government
Chief Minister, Treasury and Economic Development

Our ref: CMTEDDFOI 2024-290

FREEDOM OF INFORMATION REQUEST – NOTICE OF DECISION

I refer to your application under section 30 of the *Freedom of Information Act 2016* (the Act), received by the Chief Minister, Treasury and Economic Development Directorate (CMTEDD) on 12 September 2024.

Specifically, you have sought access to the following information:

- *Any emails or correspondence relating to CBR branding appearing at the Land Forces Convention in Melbourne. This document would most likely be between August 2023 and now. However, it's likely that this agreement was formed prior to the venue change of the event.*
- *I would also like access to any documents outlining the restrictions on CBR branding being provided to an external event. I'm not aware of a specific date that this document would have been produced in. I believe the current CBR letter design has been in use since at least 2013.*

Authority

I am an Information Officer appointed by the CMTEDD Director-General under section 18 of the Act to deal with access applications made under Part 5 of the Act.

Timeframes

In accordance with section 40 of the Act, CMTEDD is required to provide a decision on your access application within 30 days.

As this matter required third party consultation, the decision due date was extended by 15 working days, in accordance with section 40(2) of the Act.

Therefore, a decision is due by **15 November 2024.**

Decision on access

Searches of CMTEDD records have identified 13 documents within the scope of your request.

I have decided to grant full access to five documents and partial access to eight documents.

The records identified as relevant to your application are listed in the schedule enclosed at **Attachment A**. This provides a description of each document that falls within the scope of your request and the access decision for each of those documents.

Release of documents

The information being released to you is provided at **Attachment B**.

Statement of Reasons

In accordance with section 54(2) of the Act a statement of reasons outlining my decisions is below. In reaching my access decisions, I have taken the following into account:

- the Act
- the information that falls within the scope of your request
- third party views
- the *Human Rights Act 2004*

As a decision maker, I am required to determine whether the information within scope is in the public interest to release. To make this decision, I am required to:

- assess whether the information would be contrary to public interest to disclose as per **Schedule 1** of the Act.
- perform the public interest test as set out in section 17 of the Act by balancing the factors favouring disclosure and factors favouring non-disclosure in **Schedule 2** of the Act.

Exemptions claimed

Schedule 1: Information taken to be contrary to the public interest.

My reasons for deciding not to grant access to the identified documents and components of these documents are as follows:

- *No relevant sections identified.*

Public Interest Test

The Act has a presumption in favour of disclosure. As a decision maker I am required to decide where, on balance, public interests lies. As part of this process I must consider factors favouring disclosure and non-disclosure.

In *Hogan v Hinch* (2011) 243 CLR 506, [31] French CJ stated that when 'used in a statute, the term [public interest] derives its content from "the subject matter and the scope and purpose" of the enactment in which it appears'. Section 17(1) of the Act sets out the test, to be applied to determine whether disclosure of information would be contrary to the public interest. These factors are found in subsection 17(2) and Schedule 2 of the Act.

Schedule 2: Factors to be considered when deciding the public interest.

Taking into consideration the information contained in the documents found to be within the scope of your request, I have identified that the following public interest factors are relevant to determine if release of the information contained within these documents is within the 'public interest'.

Factors favouring disclosure (Section 2.1)

- *Section 2.1(a)(ii) - contribute to positive and informed debate on important issues or matters of public interest.*

I am satisfied that these factors favouring disclosure carry some weight. However, these factors are to be balanced against the factors favouring nondisclosure.

Factors favouring non disclosure (Section 2.2)

- *Section 2.2(a)(ii) - prejudice the protection of an individual's right to privacy or any other right under the Human Rights Act 2004.*
- *Section 2.2(a)(xi) - prejudice trade secrets, business affairs or research of an agency or person.*

Having reviewed the documents, I consider that the protection of an individual's right to privacy, especially in the course of dealings with the ACT Government is a significant factor as the parties involved have provided their personal information for the purposes of working with the ACT Government. This, in my opinion, outweighs the benefit which may be derived from releasing the personal information of the individual's involved in this matter.

Individuals are entitled to expect that the personal information they have supplied as part of this process will be dealt with in a manner that protects their privacy. Considering the type of information to be withheld from release, I am satisfied that the factors in favour of release can still be met while protecting the personal information of the individuals involved. I therefore weight the factor for nondisclosure more highly than the factor in favour of release in this instance. As a result, I have decided that release of this information (names, email addresses, phone numbers, signatures and identifying details) could prejudice their right to privacy under the *Human Rights Act 2004*.

I have also considered the impact of disclosing information which relates to business affairs. In the case of Re Mangan and The Treasury [2005] AATA 898 the term 'business affairs' was interpreted as meaning 'the totality of the money-making affairs of an organisation or undertaking as distinct from its private or internal affairs'. Schedule 2 section 2.2(a)(xi) allows for government information to be withheld from release if disclosure of the information could reasonably be expected to prejudice the trade secrets, business affairs or research of an agency or person. The information withheld from release could reasonably be expected to unfairly prejudice the business affairs of a third party, along with the ability to negotiate with companies in the future.

Having applied the test outlined in section 17 of the Act and deciding that release of personal information contained in the documents is not in the public interest to release, I have chosen to redact this specific information in accordance with section 50(2). Noting the pro-disclosure intent of the Act, I am satisfied that redacting only the information that I believe is not in the public interest to release will ensure that the intent of the Act is met and will provide you with access to the majority of the information held by CMTEDD within the scope of your request.

Charges

Processing charges are applicable for this request because the total number of pages to be released to you exceeds the charging threshold of 50 pages. However, the charges have been waived.

Online publishing – Disclosure Log

Under section 28 of the Act, CMTEDD maintains an online record of access applications called a disclosure log.

Your original access application and my decision will be published on the CMTEDD disclosure log. Your personal contact details will not be published.

Ombudsman Review

My decision on your access request is a reviewable decision as identified in Schedule 3 of the Act. You have the right to seek Ombudsman review of this outcome under section 73 of the Act within 20 working days from the day that my decision is provided to you, or a longer period allowed by the Ombudsman.

We recommend using this form *Applying for an Ombudsman Review* to ensure you provide all of the required information. Alternatively, you may write to the Ombudsman at:

The ACT Ombudsman
GPO Box 442
CANBERRA ACT 2601

Via email: actfoi@ombudsman.gov.au

ACT Civil and Administrative Tribunal (ACAT) Review

Under section 84 of the Act, if a decision is made under section 82(1) on an Ombudsman review, you may apply to the ACAT for review of the Ombudsman decision. Further information may be obtained from the ACAT at:

ACT Civil and Administrative Tribunal
GPO Box 370
Canberra City ACT 2601
Telephone: (02) 6207 1740
http://www.acat.act.gov.au/

Should you have any queries in relation to your request please contact the Information Access Team by telephone on 6207 7754 or email CMTEDDFOI@act.gov.au.

Yours sincerely

EH

Emma Hotham
Information Officer
Chief Minister, Treasury and Economic Development Directorate

14 November 2024

ACT Government
Chief Minister, Treasury and Economic Development

FREEDOM OF INFORMATION REQUEST SCHEDULE

WHAT ARE THE PARAMETERS OF THE REQUEST	Reference NO.
Any emails or correspondence relating to CBR branding appearing at the Land Forces Convention in Melbourne. This documents would most likely be between August 2023 and now. However, it's likely that this agreement was formed prior to the venue change of the event. I would also like access to any documents outlining the restrictions on CBR branding being provided to an external event. I'm not aware of a specific date that this document would have been produced in. I believe the current CBR letter design has been in use since at least 2013.	CMTEDDFOI 2024-290

Ref No	Page number	Description	Date	Status	Reason for Exemption	Online Release Status
1	1	Email trail – CBR Logos	1 Jul 2024	Partial release	Sch 2 s2.2 (a)(ii)	Yes
2	3-6	Email trail – Meet on Monday afternoon	1 May 2024	Partial release	Sch 2 s2.2 (a)(ii)	Yes
3	8-14	Email trail – Re: CBR Gradient Logo for Land Forces Exhibition	9 Aug 2024	Partial release	Sch 2 s2.2 (a)(ii)	Yes
4	16-19	Email trail – RE: Land Forces Designs	12 Aug 2024	Partial release	Sch 2 s2.2 (a)(ii)	Yes
5	21-35	Email trail – RE: Land Forces Designs – with attachments	12 Aug 2024	Partial release	Sch 2 s2.2 (a)(ii)	Yes
6	37-41	Email trail – RE: Team Canberra Graphics – Land Forces 2024	12 Aug 2024	Partial release	Sch 2 s2.2 (a)(ii)	Yes
7	43-46	Email trail – RE: Team Canberra companies – Land Forces 2024	20 Jun 2024	Partial release	Sch 2 s2.2 (a)(ii)	Yes
8	48-50	Email trail with attachment – RE: Land Forces	30 Aug 2024	Partial release	Sch 2 s2.2 (a)(ii)	Yes
		BINDER TWO				
9	1-32	CBR Brand Book	Feb 2014	Full release	N/A	Yes
10	33-73	Guidelines for Promoting the City of Canberra	Feb 2021	Full release	N/A	Yes
11	74-97	A decision tool for brand communication and logo application	Feb 2020	Full release	N/A	Yes
12	98-149	Brand Canberra – Technical Guidelines	Jan 2014	Full release	N/A	Yes
13	150	We Are CBR – Logo Style Sheet	Undated	Full release	N/A	Yes
Total No of Docs						
13						

From: Sch 2.2(a)(ii)
Sent: 01/07/2024 11:48 AM
To: Sch 2.2(a)(ii)
Subject: RE: CBR Logos
Categories: Green category

You don't often get email from Sch 2.2(a)(ii) Learn why this is important OFFICIAL

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Thanks
Sch 2.2(a)(ii)

Great to hear from you! You're correct, we were just mocking up Landforces.

Out of Scope

Talk soon,

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Monday, July 1, 2024 11:05 AM
To: Sch 2.2(a)(ii)
Subject: CBR Logos

You don't often get email from Sch 2.2(a)(ii) Learn why this is important OFFICIAL

G'day,

Happy Monday!

I saw you applied to use the WeAreCBR logos, for LandForces I'm assuming? If you need anything approved from that platform sooner, let me know—Sch 2.2(a)(ii). I've attached the CBR logos for that use case.

Hope you and the rest of the CAP team are having fun.

Sch 2.2(a)(ii)

This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.

From: Sch 2.2(a)(ii)
Sent: 01/05/2024 1:04 PM
To: Sch 2.2(a)(ii)
Cc: Sch 2.2(a)(ii)
Sch 2.2(a)(ii)
Subject: Meet on Monday afternoon? RE: Land Forces 2024- EOI
Categories: Green category

OFFICIAL

Hi,

Thanks for your patience while I checked on a couple of things.

As resolved/discussed at our meeting on Monday 25th March;

- The CBR cube and the back wall behind the coffee stand will be CBR purple branding and we will cover the cost of the barista/coffee stand/milk etc plus the additional space along the full back length of the stand (noting this was offered to UNSW Canberra and declined, no issues there).
- You were going to discuss with your branding team about having your UNSW round halo display to hang underneath the CBR cube/above the stand - noting this would add an additional rigging cost for UNSW Canberra.
- We suggested shared signage at the front of the coffee bench (cost included), the floor stickers (at your cost), the possibility of UNSW branded coffee cups (at your cost) to go with the CBR branded coffee cups that we have ordered, and if the halo wasn't wanted then something potentially to be added to the UNSW Canberra side pods at the top so they stand out? (potentially at your cost though to be discussed with the successful stand builder once known who it is and about the halo).
- The RFQ is out for the stand builder at the moment, once selected we will have the stand design to work with (rather than an example of a previous one that was provided).
- We spoke with the Land Forces organisers about having a "Canberra district" around the Team Canberra stand, they worked with Canberra companies to let them know and put them near us if they wanted. That's why we have quite a few Canberra companies nearby which is great!
- ACTION (not discussed at the meeting): Sch 2.2(a)(ii) who is the Sch 2.2(a)(ii) for our Economic Development Division and will be preparing our branding work for Land Forces, used to work at UNSW Canberra and knows your branding people and has kindly offered to work directly with them on this. I think that is easiest?

Also can I check, the original agreement with was UNSW Canberra Launch companies and I note you asked for Launch to be removed. That's ok however I see below you have said Sch 2.2(a)(ii) business areas at UNSW, double checking you mean UNSW Canberra? This stand is for Canberra based businesses/institutions/entities.

Are you free Monday anytime after 2pm? Would be great to catch up and chat about plans?
We can talk you through our companies, we had 20 companies apply and 9 successful so we are well oversubscribed and may offer participation as "rovers" as we did for Avalon.

Cheers,
Sch 2.2(a)(ii)

Sch 2.2(a)(ii)

I acknowledge the Ngunnawal People as traditional custodians of the ACT and recognise any other people or families with connection to the lands of the ACT and region.
I acknowledge and respect their continuing culture and the contribution they make to the life of this city and this region.

Artwork: Together, 2019 (detail) by Selina Walker

From: Sch 2.2(a)(ii)
Sent: Monday, April 22, 2024 2:11 PM
To: Sch 2.2(a)(ii)
Cc: Sch 2.2(a)(ii)
Subject: RE: Land Forces 2024- EOI

OFFICIAL

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. Learn why this is important

Hi Sch 2.2(a)(ii)

Thanks for your email. It's going well and I was going to write to you this week.

So far, we have two companies Sch 2.2(a)(xi) interested and 4 different business areas at UNSW. I'm still meeting with them to go through their options and finalise participants.

In addition to this, FYI Launch collaborators Sch 2.2(a)(xi) will have their own stalls around ours.

Would you be happy to share the list of companies (in confidence) for our reference? Regarding the RFQ our design team has shared the designs below. Is this something we can discuss?

Concept 1: UNSW Canberra + Team Canberra hero cube - we believe a one off reskin of the hero cube is worth it.

Concept 2 : Neutral colour for cobranded back

I look forward to hearing from you. Thanks in advance and have a great day.

Best regards,

Sch 2.2(a)(ii)

UNSW CANBERRA

LAUNCH ON NORTHBOURNE

Collaboration Innovation Opportunity

launch.unsw.edu.au

From: Sch 2.2(a)(ii)
Sent: Monday, April 22, 2024 11:40 AM
To: Sch 2.2(a)(ii)
Subject: Land Forces 2024- EOI

OFFICIAL

Good Morning Sch 2.2(a)(ii)

Just wanted to check in to see how UNSW planning for Land Forces 2024 is going?

The Team Canberra EOI closed on Friday 12 April and we have assessed the applicants and have 9 successful companies, who will be notified this week.

The RFQ for the stand build will also be distributed this week.

Thanks

Sch 2.2(a)(ii)

Sch 2.2(a)(ii)

This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.

From: Sch 2.2(a)(ii)
Sent: 09/08/2024 1:01 PM
To: Sch 2.2(a)(ii)
Subject: Re: CBR Gradient Logo for Land Forces Exhibition
Attachments: Cursor_and__ED_240028_Land_Forces_Booth_Design_indd___5___GPU_Preview_.jpg
Categories: Green category

OFFICIAL

Here's a mockup of the featured pillar based on the conversation this morning.

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Friday, 9 August 2024 at 10:49 AM
To: Sch 2.2(a)(ii)
Subject: Re: CBR Gradient Logo for Land Forces Exhibition

This is more what I am thinking is 1:1 ratio.

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Friday, 9 August 2024 at 10:41 AM
To: Sch 2.2(a)(ii)
Subject: RE: CBR Gradient Logo for Land Forces Exhibition

OFFICIAL

Did you mean to attach a PDF? There is no file?

From: Sch 2.2(a)(ii)
Sent: Friday, August 9, 2024 10:37 AM
To: Sch 2.2(a)(ii)
Subject: FW: CBR Gradient Logo for Land Forces Exhibition

OFFICIAL

Here's their idea.

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Friday, 9 August 2024 at 10:18 AM
To: Sch 2.2(a)(ii)
Subject: Re: CBR Gradient Logo for Land Forces Exhibition

Thank you kindly!

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Friday, 9 August 2024 at 10:09 AM
To: Sch 2.2(a)(ii)
Subject: RE: CBR Gradient Logo for Land Forces Exhibition

OFFICIAL

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi
Sch 2.2(a)(ii)

Please see attached all the PDFs of the booth panels for Land Forces.

Cheers,
Sch 2.2(a)(ii)

Sch 2.2(a)(ii)

We value your feedback. Please take this very brief survey and let us know how we're doing!

UNSW CANBERRA

1st in Australia for research excellence and impact*

19th in the world 2024 QS World University Rankings*

Educating future global leaders

CRICOS 00098C

*See unsw.to/reputation

From: Sch 2.2(a)(ii)
Sent: Thursday, August 8, 2024 12:35 PM
To: Sch 2.2(a)(ii)
Subject: Re: CBR Gradient Logo for Land Forces Exhibition

OFFICIAL

Hi Sch 2.2(a)(ii)

Could you please send through all the designs you've created for the booth?

Kind regards,

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Thursday, 18 July 2024 at 3:24 PM
To: Sch 2.2(a)(ii)
Subject: RE: CBR Gradient Logo for Land Forces Exhibition

OFFICIAL

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Sch 2.2(a)(ii)

Thanks, I'll use the Black Logo.

Sch 2.2(a)(ii)

Sch 2.2(a)(ii)

We value your feedback. Please take this very brief survey and let us know how we're doing!

From: Sch 2.2(a)(ii)
Sent: Thursday, July 18, 2024 3:12 PM
To: Sch 2.2(a)(ii)
Subject: Re: CBR Gradient Logo for Land Forces Exhibition

OFFICIAL

That is interesting. In your example a solid black version is fine.

(excuse the crude photoshop job) If this is to be the 1:1 co-branding it would be the preference to use a white logo on top of an image such as this

Out of Scope

I will need to check with Sch 2.2(a)(ii) before it is printed. I am meeting with Sch 2.2(a)(ii) tomorrow morning to confer.

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Thursday, 18 July 2024 at 12:56 PM
To: Sch 2.2(a)(ii)
Subject: RE: CBR Gradient Logo for Land Forces Exhibition

You don't often get email from Sch 2.2(a)(ii) Learn why this is important

OFFICIAL

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi
Sch 2.2(a)(ii)

I've attached an image of the CBR cube which shows the gradient logo in question and our proposed design for one of the booth panels. In all the mock-ups of the booth the CBR logo is either the white against the gradient background or this gradient on white background. Happy to use one of the solid colour logos that we already have if you can advise on if you'd like plain black or which of the coloured ones.

Sch 2.2(a)(ii)

We value your feedback. Please take this very brief survey and let us know how we're doing!

UNSW CANBERRA

1st in Australia for research excellence and impact*

19th in the world 2024 QS World University Rankings*

CRICOS 00026A

Educating future global leaders

*See unsw.to/reputation

From: Sch 2.2(a)(ii)
Sent: Thursday, July 18, 2024 12:46 PM
To: Sch 2.2(a)(ii)
Subject: Re: CBR Gradient Logo for Land Forces Exhibition

OFFICIAL

Hi Sch 2.2(a)(ii)

The background is a pink-purple gradient but the logo is solid white or outlined white. The only instance of the logo that I know of holds different colours is the 'pride' logo.

Sorry for any confusion.

Thanks for checking in!

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Tuesday, 16 July 2024 at 10:22 AM
To: Sch 2.2(a)(ii), Sch 2.2(a)(ii)
Subject: CBR Gradient Logo for Land Forces Exhibition

You don't often get email from Sch 2.2(a)(ii) Learn why this is important

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hello Sch 2.2(a)(ii)

Just reaching out regarding the design for the Land Forces exhibition booth. I'm currently putting together the design for the back wall, and I know you gave us a package of the CBR logos already, but that didn't include the gradient version. Happy to use one of the ones you already supplied us with but as I understand it the CBR cube will use the gradient logo, so it'd probably be better if it matched.

Cheers,

Sch 2.2(a)(ii)

We value your feedback. Please take this very brief survey and let us know how we're doing!

UNSW CANBERRA

1st in Australia for research excellence and impact*

19th in the world 2024 QS World University Rankings*

Educating future global leaders

CRICOS 00098C

*See unsw.to/reputation

This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.

UNSW CANBERRA

CBR CANBERRA

CBR CANBERRA

UNSW CANBERRA

From: Sch 2.2(a)(ii)
Sent: 12/08/2024 12:21 PM
To: Sch 2.2(a)(ii)
Sch 2.2(a)(ii)
Cc: Sch 2.2(a)(ii)
Subject: RE: Land Forces Designs
Categories: Green category

OFFICIAL

I also think it's fine. And in fact, Brand Canberra's basic colour palette is yellow and black, so this is a happy coincidence.

(one year we might succeed in ditching the purple entirely)

From: Sch 2.2(a)(ii)
Sent: Monday, August 12, 2024 12:13 PM
To: Sch 2.2(a)(ii)
Cc:
Subject: FW: Land Forces Designs
Importance: High

OFFICIAL

Hey Sch 2.2(a)(ii)

What do you think of this design – specifically below?

I think Sch 2.2(a)(ii) is concerned there is too much yellow in the top half so that when it is blocked with a bench and TV in front, you won't see any of the purple (though I don't think anyone at Landforces would really associate purple with ACT Govt anyway…) I think it looks fine personally, but let me know what you think?

Sch 2.2(a)(ii) – Landforces is on just before caretaker (11-13 Sep) in Melbourne. Do we need to include any disclaimers on this? Or because its in Melbourne it won't be relevant?

From: Sch 2.2(a)(ii)
Sent: Monday, August 12, 2024 12:00 PM
To: Sch 2.2(a)(ii)
Cc:
Subject: FW: Land Forces Designs
Importance: High

OFFICIAL

Hi Sch 2.2(a)(ii)

Thanks for chatting just now. As discussed, Sch 2.2(a)(ii) has been great preparing the design graphics for our Team Canberra stand at Land Forces.

We are cost-sharing a stand with UNSW Canberra this year.

The attached 'pillar design' will be the tower at the back of the stand (you can see what the stand will look like on page 2 of the 'ACT Gvt – Land Forces 2024 Rev 1' pdf. I want to check as the coffee stand/coffee machine and baristas will block most of the purple at the bottom, and there will be a TV also blocking some of the purple, if it is ok that it is mostly the yellow? I know yellow is also one of our CBR colours but want to check please.

The graphics are due today so hoping you are able to get back to me this afternoon please?

Thanks,
Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Friday, August 9, 2024 4:36 PM
To: Sch 2.2(a)(ii)
Subject: FW: Land Forces Designs

OFFICIAL

FYI

From: Sch 2.2(a)(ii)
Sent: Friday, August 9, 2024 4:35 PM
To: Sch 2.2(a)(ii)
Cc:
Subject: Re: Land Forces Designs

OFFICIAL

Hi team,

Here's my proposed design featuring the UNSW elements. I moved the stripe pattern to wrap around 3 sides as mirroring on front and rear caused a clash. If there's another pattern that you think would work better I am happy to replace that.

Yellow is C0M5Y100K0 and the logo is the EPS supplied today.

Kind regards,

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Friday, 9 August 2024 at 2:20 PM
To: Sch 2.2(a)(ii)
Cc:
Sch 2.2(a)(ii)
Subject: RE: Land Forces Designs

OFFICIAL

Hi,

Thank you very much. Yes I will send everything to on Monday.

Thanks

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Friday, August 9, 2024 1:46 PM
To: Sch 2.2(a)(ii)
Cc: Sch 2.2(a)(ii)
Subject: Land Forces Designs

Some people who received this message don't often get email from Sch 2.2(a)(ii) Learn why this is important

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Sch 2.2(a)(ii)

Based on your meeting earlier today I've been advised to send you the Land Forces table panels so that they can be sent with yours to Sch 2.2(a)(ii), to avoid any confusion.

I'm sending our 7 booth designs to Sch 2.2(a)(ii) but Sch 2.2(a)(ii) thought it'd best for our shared assets to be sent together.

Cheers,

Sch 2.2(a)(ii)

We value your feedback. Please take this very brief survey and let us know how we're doing!

UNSW CANBERRA

1st in Australia for research excellence and impact*

19th in the world 2024 QS World University Rankings*

CRICOS 00098G

Educating future global leaders

*See unsw.to/reputation

From: Sch 2.2(a)(ii)
Sent: 12/08/2024 1:19 PM
To: Sch 2.2(a)(ii)
Cc: Sch 2.2(a)(ii)
Subject: RE: Land Forces Designs

OFFICIAL

Wonderful, thanks team

From: Sch 2.2(a)(ii)
Sent: Monday, August 12, 2024 1:06 PM
To: Sch 2.2(a)(ii)
Cc:
Subject: RE: Land Forces Designs

OFFICIAL

Hi Sch 2.2(a)(ii)

We think the design is fine. I wouldn't worry about changing it, and yes the yellow is part of Brand Canberra so it still works.

Cheers
Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Monday, August 12, 2024 12:00 PM
To: Sch 2.2(a)(ii)
Cc:
Subject: FW: Land Forces Designs
Importance: High

OFFICIAL

Hi Sch 2.2(a)(ii)

Thanks for chatting just now. As discussed, Sch 2.2(a)(ii) has been great preparing the design graphics for our Team Canberra stand at Land Forces.

We are cost-sharing a stand with UNSW Canberra this year.

The attached 'pillar design' will be the tower at the back of the stand (you can see what the stand will look like on page 2 of the 'ACT Gvt – Land Forces 2024 Rev 1' pdf. I want to check as the coffee stand/coffee machine and baristas will block most of the purple at the bottom, and there will be a TV also blocking some of the purple, if it is ok that it is mostly the yellow? I know yellow is also one of our CBR colours but want to check please.

The graphics are due today so hoping you are able to get back to me this afternoon please?

Thanks,
Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Friday, August 9, 2024 4:36 PM
To: Sch 2.2(a)(ii)
Subject: FW: Land Forces Designs

OFFICIAL

FYI

From: Sch 2.2(a)(ii)
Sent: Friday, August 9, 2024 4:35 PM
To: Sch 2.2(a)(ii)
Cc:
Subject: Re: Land Forces Designs

OFFICIAL

Hi team,

Here's my proposed design featuring the UNSW elements. I moved the stripe pattern to wrap around 3 sides as mirroring on front and rear caused a clash. If there's another pattern that you think would work better I am happy to replace that.

Yellow is C0M5Y100K0 and the logo is the EPS supplied today.

Kind regards,

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Friday, 9 August 2024 at 2:20 PM
To: Sch 2.2(a)(ii)
Cc:
Sch 2.2(a)(ii)
Subject: RE: Land Forces Designs

OFFICIAL

Hi,

Thank you very much. Yes I will send everything to Trevor on Monday.

Thanks
Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Friday, August 9, 2024 1:46 PM

To: Sch 2.2(a)(ii)
Cc: Sch 2.2(a)(ii)
Sch 2.2(a)(ii)
Subject: Land Forces Designs

Some people who received this message don't often get email from Sch 2.2(a)(ii) Learn why this is important

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Sch 2.2(a)(ii)

Based on your meeting earlier today I've been advised to send you the Land Forces table panels so that they can be sent with yours to Sch 2.2(a)(ii) to avoid any confusion.

I'm sending our 7 booth designs to Sch 2.2(a)(ii), but Sch 2.2(a)(ii) thought it'd best for our shared assets to be sent together.

Cheers,
Sch 2.2(a)(ii)

We value your feedback. Please take this very brief survey and let us know how we're doing!

UNSW CANBERRA

1st in Australia for research excellence and impact*

19th in the world 2024 QS World University Rankings*

Educating future global leaders

CRICOS 00098C

*See unsw.to/reputation

CBR

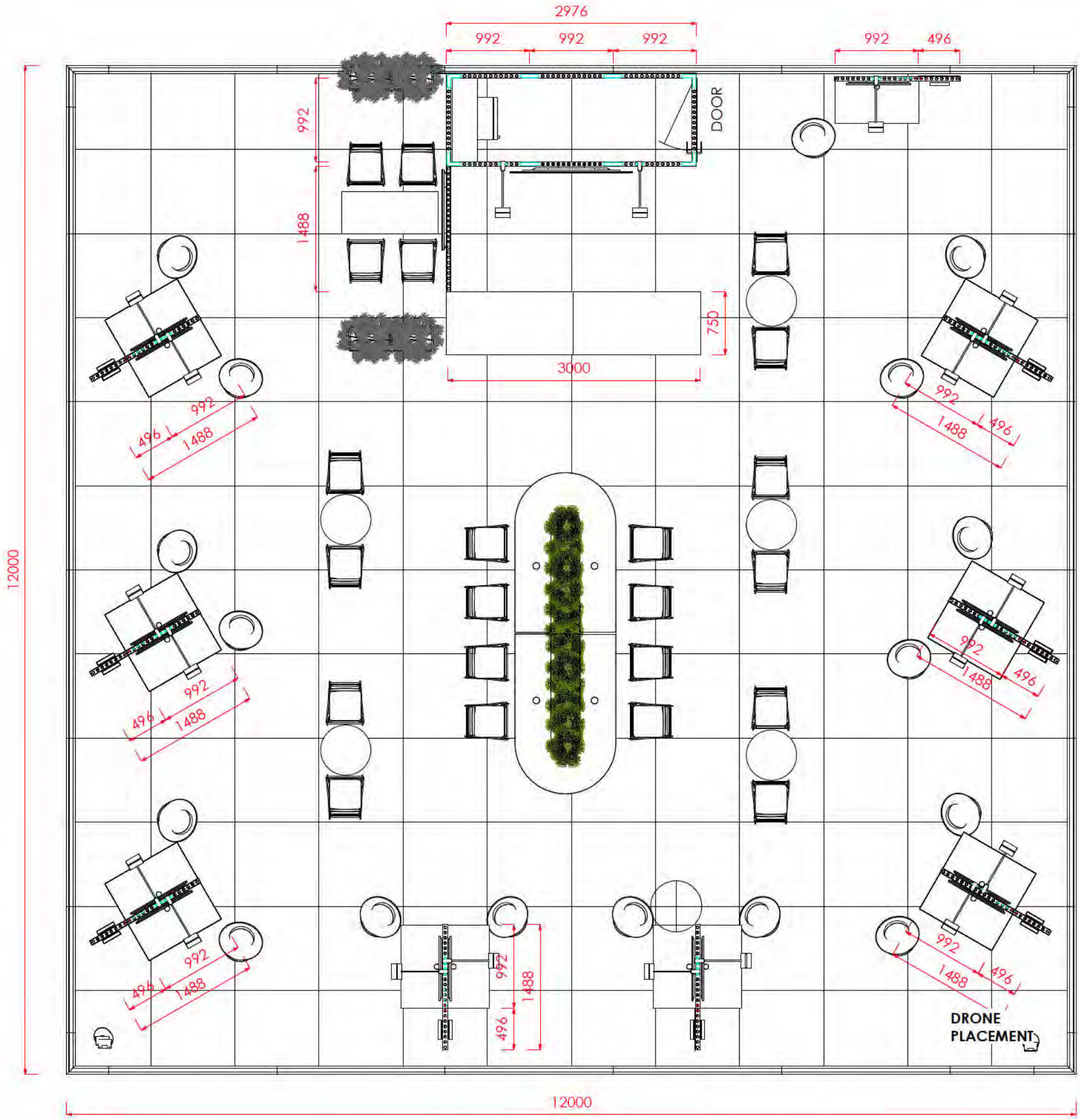
CANBERRA

UNSW

CANBERRA

UNSW
CANBERRA

CBR
CANBERRA



1 Plan View

1 : 50

Loading Dock

Entrance/Exit

ACT Government - Land Forces 2024

Sch 2.2(a)(ii)

stand: E015
size: 12 x 12
revision: 1

venue: MCEC - Melbourne Convention & Exhibition Centre
date: 11-13 September 2024
contract No: LANDVN24-10

Concept

Copyright. All rights reserved Exponet

19/06/2024 3:03:29 AM

Contact Us
info@exponet.com.au
www.exponet.com.au
+ 61 2 9645 7000

exponet EXHIBITIONS & EVENTS

file path - \\exponet.local\exponet\Cad_NationWide\Customs\2024\A\ACT Govt\Landforces\ACTGovernment - Landforces_Rev1.dwf

ACT Government - Land Forces 2024

Sch 2.2(a)(ii)

stand: B015
size: 12 x 12
revision: 1

venue: MCEC - Melbourne Convention & Exhibition Centre
date: 11-13 September 2024
contract No: LANDVN24-10

Perspective Renders page 1

© Copyright. All rights reserved bipolar!

19/06/2024 3:37:07 AM

Contact Us
info@exponet.com.au
www.exponet.com.au
+ 61 2 9645 7000

exponet EXHIBITIONS & EVENTS

file path - \\exponet\local\exponet\Cad_Nationwide\Customs\2024\A\ACT Gov't\Landforces\ACT Government - Landforces_Rev 1.rvt

CANBERRA
CANBERRA

CANBERRA
COMPANY NAME / LOGO
COMPANY NAME
COMPANY LOGO
NSW

Sch 2.2(a)(ii)

stand: E015
size: 12 x 12
revision: 1

venue: MCEC - Melbourne Convention & Exhibition Centre
date: 11- 13 September 2024
contract No: LANDVN24-10

ARTISTS IMPRESSION © ExpoNet

Concepts in this document are presented as artists impressions and are for conceptual consideration. In many cases items have been produced with low resolution and reconstructed visuals. This presentation may contain content from third parties. We do not claim ownership rights to these third party materials. This work may not be reproduced, adapted or used in any form without prior written consent of ExpoNet.

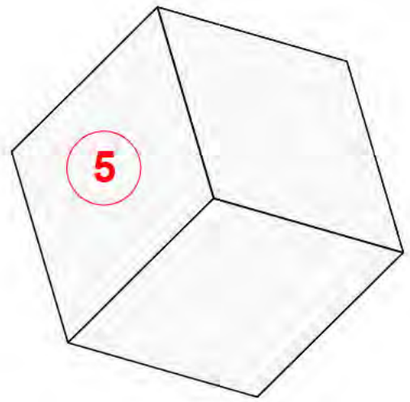
Contact Us
info@exponet.com.au
www.exponet.com.au
+ 61 2 9645 7000

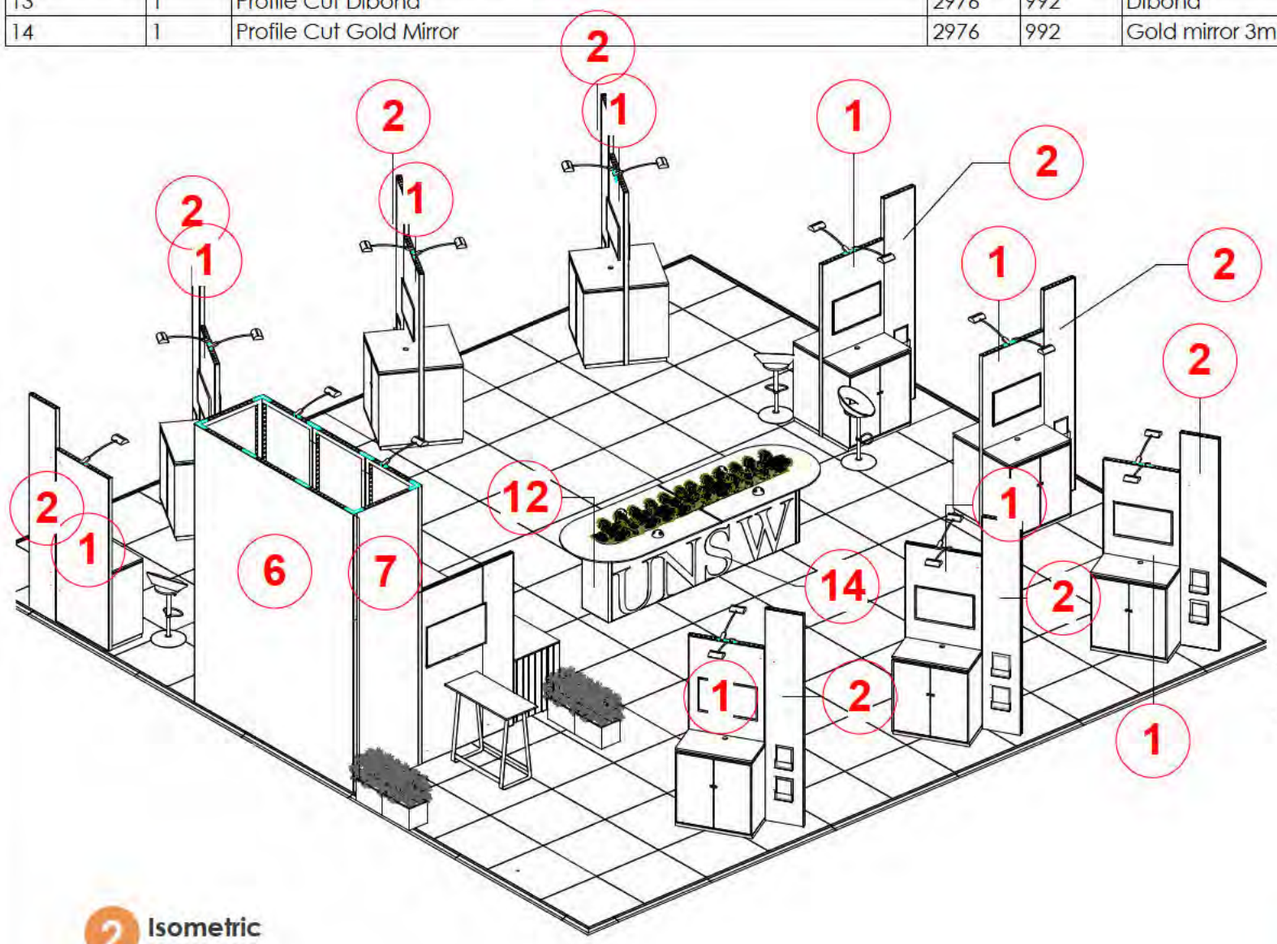
exponet EXHIBITIONS & EVENTS

file path - \\exponet.local\exponet\Cad_Nationwide\Customs\2024\A\ACT Govt\Landforces\ACT Government - Landforces_Rev 1.rvt

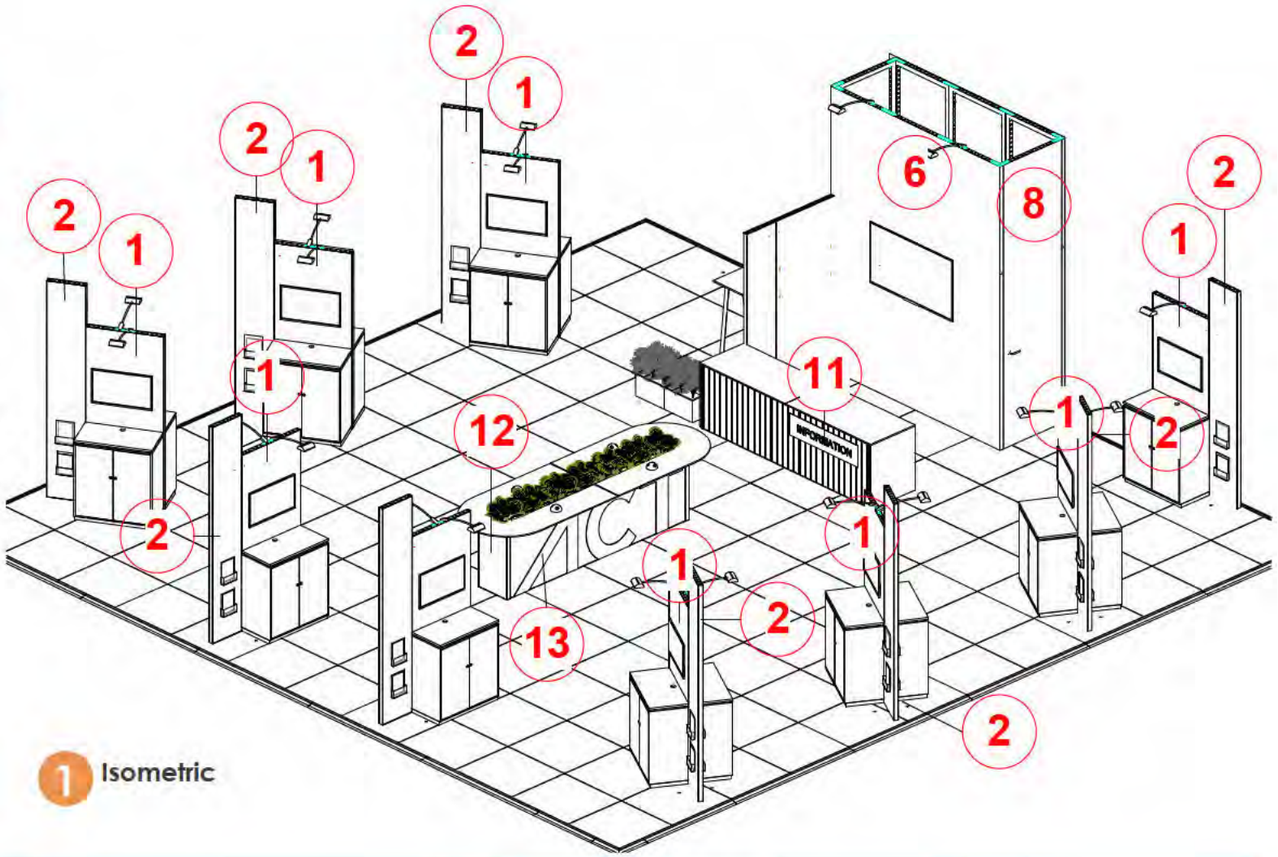
Sign Schedule - Overall

Sign Number	Count	Sign Description	Width	Height	Substrate	Finish	Comments
1	18	Digital Print 3mm PVC Single Sided	986	2412	PVC 3mm	Digital Print	
2	18	Digital Print 3mm PVC Single Sided	490	2970	PVC 3mm	Digital Print	
3	2	Digital Print 3mm PVC Single Sided	986	2970	PVC 3mm	Digital Print	
4	4	Digital Print 3mm PVC Single Sided	55	992	PVC 3mm	Digital Print	
5	1	Client Rigged Banner Cub	3000	3000			EXISTING Client Rigged Banner
6	2	Single-sided fabric banner Aluvision/Infinity - Blockout(No Frame)	2971	3901	Stretch Fabric Banner	Digital Print	
7	1	Single-sided fabric banner Aluvision/Infinity - Blockout(No Frame)	987	3901	Stretch Fabric Banner	Digital Print	
8	1	Single-sided fabric banner Aluvision/Infinity - Blockout(No Frame)	987	3901	Stretch Fabric Banner	Digital Print	
9	4	Aluvision Coverstrip Straight - 3mm PVC Digital Print	55	1488	PVC	Digital Print	
10	5	Aluvision Coverstrip Straight - 3mm PVC Digital Print	55	2418	PVC	Digital Print	
11	1	Digital Print 3mm PVC Single Sided	1200	300	PVC 3mm	Digital Print	
12	2	Digital Print 3mm PVC Single Sided	490	986	PVC 3mm	Digital Print	
13	1	Profile Cut Dibond	2976	992	Dibond		
14	1	Profile Cut Gold Mirror	2976	992	Gold mirror 3mm		





2 Isometric



1 Isometric

ACT Government - Land Forces 2024

Sch 2.2(a)(ii)

stand: E015
size: 12 x 12
revision: 1

venue: MCEC - Melbourne Convention & Exhibition Centre
date: 11- 13 September 2024
contract No: LANDVN24-10

Signage Schedule 1-2

© Copyright. All rights reserved ExpoNet

19/06/2024 2:53:53 AM

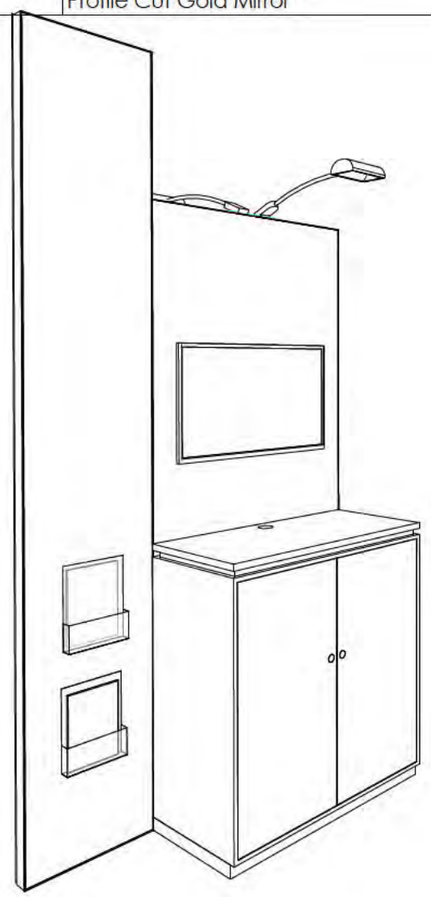
Contact Us
info@exponet.com.au
www.exponet.com.au
+ 61 2 9645 7000

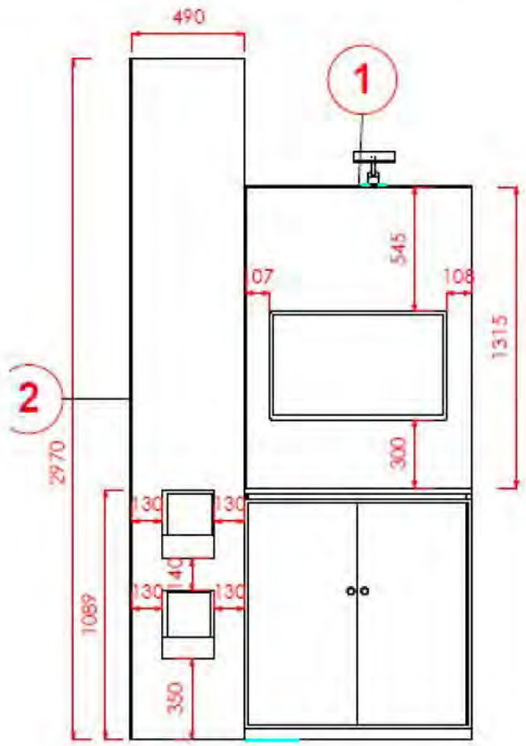
exponet EXHIBITIONS & EVENTS

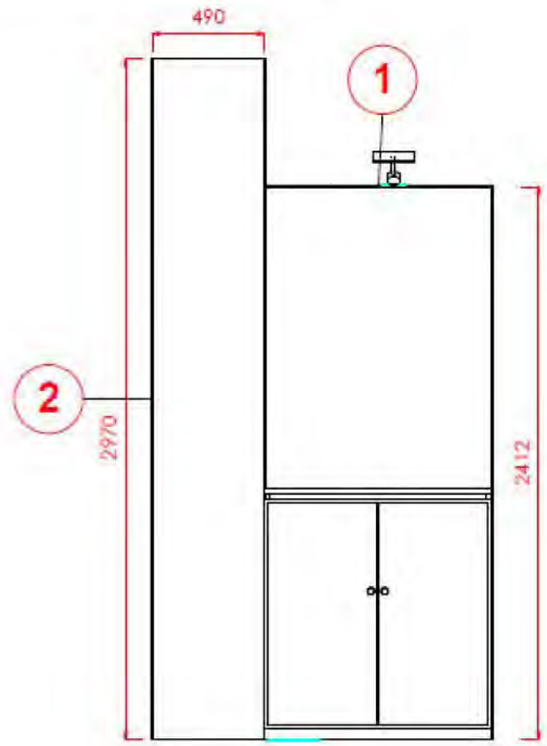
file path - \\exponet.local\exponet\Cad_Nationwide\Customs\2024\A\ACT Govt\Landforces\ACT Government - Landforces_Rev 1.rvt

Sign Schedule - Overall

Sign Number	Count	Sign Description	Width	Height	Substrate	Finish	Comments
1	18	Digital Print 3mm PVC Single Sided	986	2412	PVC 3mm	Digital Print	
2	18	Digital Print 3mm PVC Single Sided	490	2970	PVC 3mm	Digital Print	
3	2	Digital Print 3mm PVC Single Sided	986	2970	PVC 3mm	Digital Print	
4	4	Digital Print 3mm PVC Single Sided	55	992	PVC 3mm	Digital Print	
5	1	Client Rigged Banner Cub	3000	3000			EXISTING Client Rigged Banner
6	2	Single-sided fabric banner Aluvision/Infinity - Blockout(No Frame)	2971	3901	Stretch Fabric Banner	Digital Print	
7	1	Single-sided fabric banner Aluvision/Infinity - Blockout(No Frame)	987	3901	Stretch Fabric Banner	Digital Print	
8	1	Single-sided fabric banner Aluvision/Infinity - Blockout(No Frame)	987	3901	Stretch Fabric Banner	Digital Print	
9	4	Aluvision Coverstrip Straight - 3mm PVC Digital Print	55	1488	PVC	Digital Print	
10	5	Aluvision Coverstrip Straight - 3mm PVC Digital Print	55	2418	PVC	Digital Print	
11	1	Digital Print 3mm PVC Single Sided	1200	300	PVC 3mm	Digital Print	
12	2	Digital Print 3mm PVC Single Sided	490	986	PVC 3mm	Digital Print	
13	1	Profile Cut Dibond	2976	992	Dibond		
14	1	Profile Cut Gold Mirror	2976	992	Gold mirror 3mm		







ACT Government - Land Forces 2024

Sch 2.2(a)(ii)

stand: E015
size: 12 x 12
revision: 1

venue: MCEC - Melbourne Convention & Exhibition Centre
date: 11- 13 September 2024
contract No: LANDVN24-10

Signage Schedule 2-2

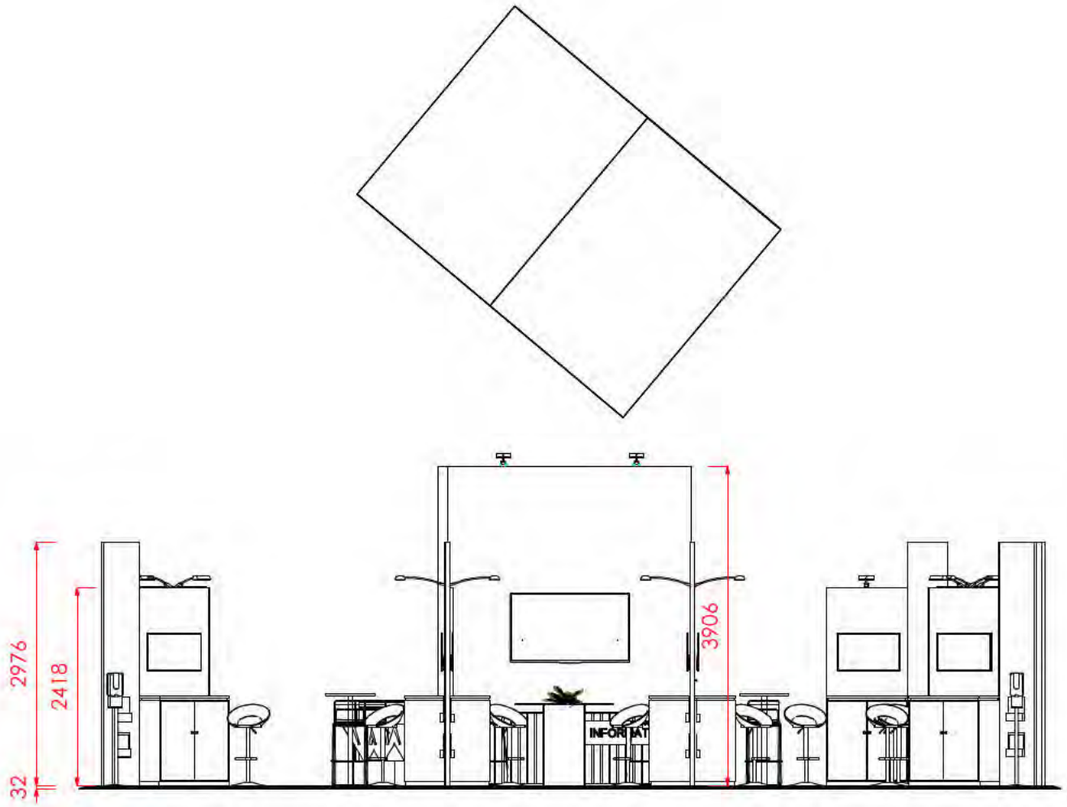
© Copyright. All rights reserved ExpoNet

19/06/2024 2:54:25 AM

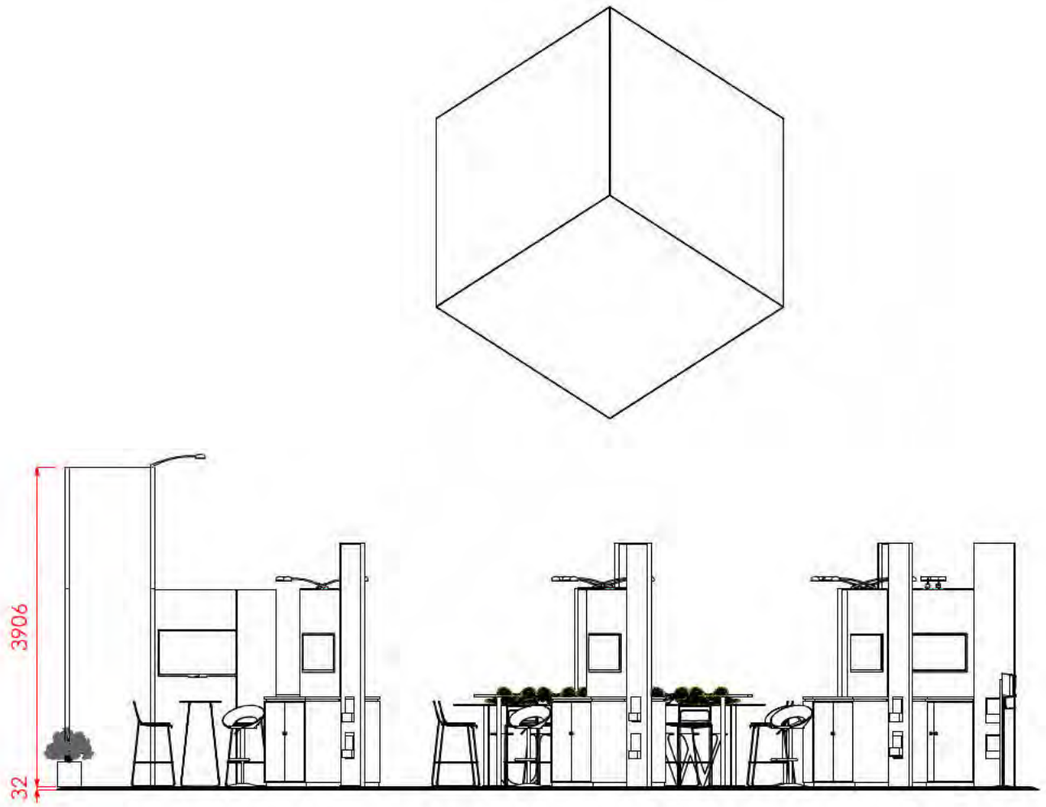
Contact Us
info@exponet.com.au
www.exponet.com.au
+ 61 2 9645 7000

exponet EXHIBITIONS & EVENTS

file path - \\exponet.local\exponet\Cad_Nationwide\Customs\2024\A\ACT Govt\Landforces\ACT Government - Landforces_Rev 1.rvt



1 **Front Elevation**
1 : 75



2 **Left Elevation**
1 : 75

ACT Government - Land Forces 2024

Sch 2.2(a)(ii)

stand: E015
size: 12 x 12
revision: 1

venue: MCEC - Melbourne Convention & Exhibition Centre
date: 11- 13 September 2024
contract No: LANDVN24-10

Elevations

© Copyright All rights reserved Exponet
19/06/2024 3:00:46 AM

Contact Us
info@exponet.com.au
www.exponet.com.au
+ 61 2 9645 7000

exponet EXHIBITIONS & EVENTS

file path - \\exponet.local\exponet\Cad_Nationwide\Customs\2024\A\ACT Govt\Landforces\ACT Government - Landforces_Rev 1.rvt

Lights

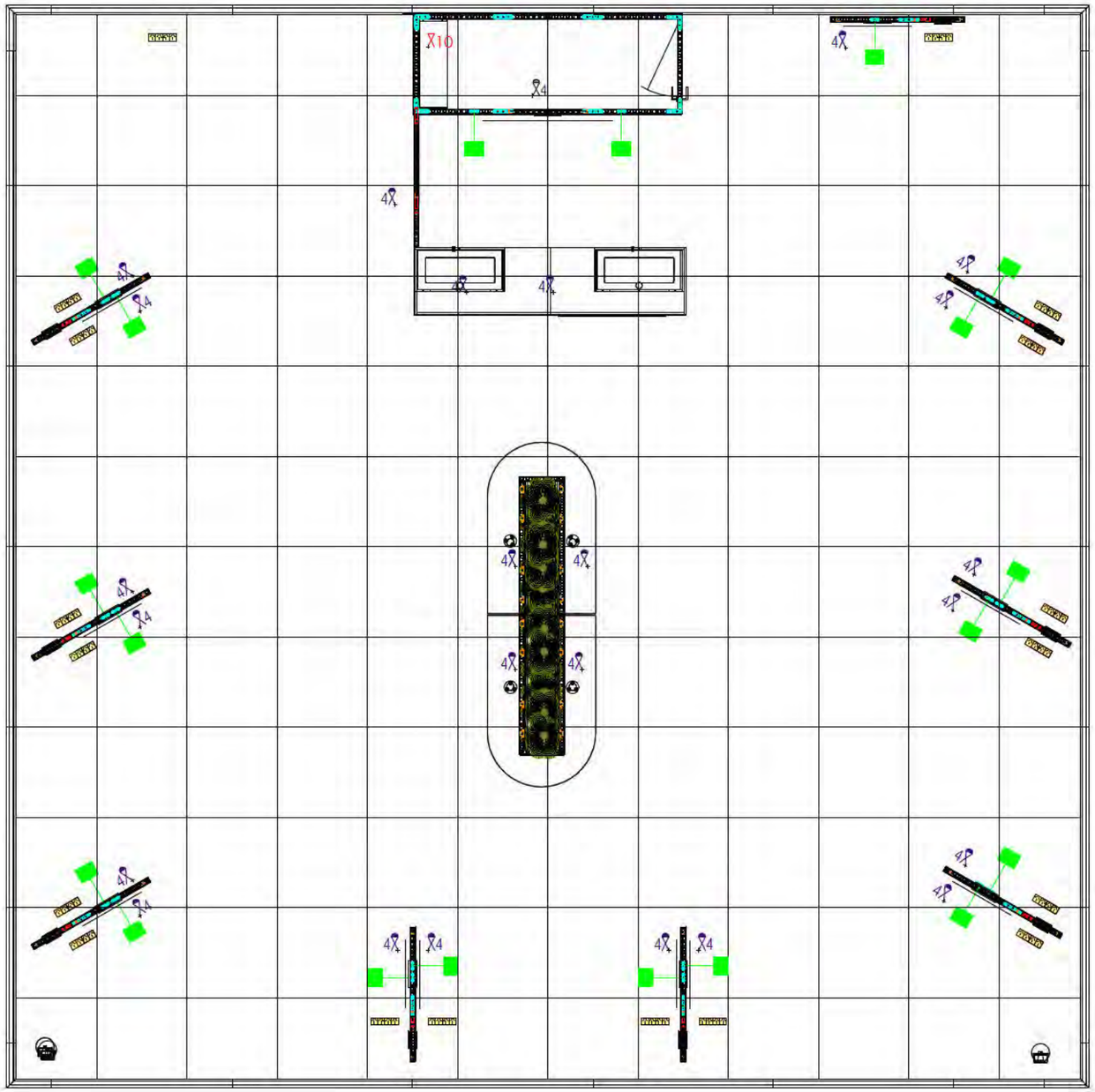
	LED Track Spotlight Par 38
	Vario LED Light on Arm
	Floodlight on Arm 50w LED
	EL 70W METAL HALIDE ARM FLOOD LIGHT
	Metal Halide Flood Light 400w
	Floodlight 50W LED Enclosed
	LED on Extended arm 30w
	LED on Extended arm 50w
	HighBay 200w LED (STRUCTURES)
	Led Strips 5m - Colour TBC
	Lighting Pole 2400 Post
	Lighting Pole 5000 Post
	Fluorescent Lights 2 Single Fluro
	Fluorescent Lights 3 Single Fluro
	Fluorescent Lights 4 Single Fluro
	Fluorescent Lights 4 Double Fluro
	90mm LED Downlight
	LED Quad 4 Up Light Battery Powered

Power

	Power Point 4 Amp
	Power Point 10 Amp
	Power Point 15 Amp
	Power Point 20 Amp
	240v 32amp Single Phase
	240v 40amp Single Phase
	415Volt 15Amp 3Phase Power Outlet (5pin plug)
	415Volt 20Amp 3Phase Power Outlet (5pin plug)
	415Volt 32Amp 3Phase Power Outlet (5pin plug)
	415v 63 amp 3 Phase Supply
	Single Phase
	24 Hour Power
	415Volt 32amp 3Phase Point With Switch Board
	Mains Switchboard or OTHER
NSB	No Switchboard on Stand
	Power Board 4 Way
4P	MULTI REGION 4 WAY POWERBOARD
	2GPO/2USB CLAMP ON CHARGER
	PLUTO CHARGER

Other

A	Air
	Gobo
F	Fax
I	ISDN
M	Modem
P	Phone
W	Waste
W	Water
E	Exit Sign (2723)
	Exit Sign (2723S)
S	Speakers
SD	Emergency Smoke Detector
FE	Fire Extinguisher
	Rigging



1 **Plan View**
1 : 60

draft copy only

ACT Government - Land Forces 2024

Sch 2.2(a)(ii)

stand: E015
size: 12 x 12
revision: 1

venue: MCEC - Melbourne Convention & Exhibition Centre
date: 11- 13 September 2024
contract No: LANDVN24-10

Electrical

© Copyright: All rights reserved Exponet
19/06/2024 3:05:34 AM

Contact Us
info@exponet.com.au
www.exponet.com.au
+ 61 2 9645 7000

exponet EXHIBITIONS & EVENTS

file path - \\exponet.local\exponet\Cad_Nationwide\Customs\2024\A\ACT Govt\Landforces\ACT Government - Landforces_Rev 1.rvt

From: Sch 2.2(a)(ii)
Sent: 12/08/2024 10:51 AM
To: Sch 2.2(a)(ii)
Cc:
Subject: RE: Team Canberra Graphics- Land Forces 2024 - Due 12 August 2024
Categories: Green category

OFFICIAL

Hi,

Yes it was 13, it is just for it to be printed on a mirror image so I think these will be fine. Ill check with and let you know.

Thanks
Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Monday, August 12, 2024 10:42 AM
To: Sch 2.2(a)(ii)
Cc:
Subject: Re: Team Canberra Graphics- Land Forces 2024 - Due 12 August 2024

OFFICIAL

Was that 13 on their map?

Sorry I think I missed some information, I've attached 2 options for lettering on purple. What is this mirror you speak of?

Thank you,

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Monday, 12 August 2024 at 9:56 AM
To: Sch 2.2(a)(ii)
Cc:
Subject: RE: Team Canberra Graphics- Land Forces 2024 - Due 12 August 2024

OFFICIAL

Thanks have you had a chance to do the ACT mirror? On the side of the tech bar?

From: Sch 2.2(a)(ii)
Sent: Monday, August 12, 2024 9:55 AM
To:
Cc: Sch 2.2(a)(ii)
Subject: Re: Team Canberra Graphics- Land Forces 2024 - Due 12 August 2024

OFFICIAL

Here are designs for panels 11 and 12.

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Thursday, 8 August 2024 at 11:13 AM
To:
Cc: Sch 2.2(a)(ii)
Subject: Re: Team Canberra Graphics- Land Forces 2024 - Due 12 August 2024

Sorry, I haven't seen whatever they have sent Sch 2.2(a)(ii) This could get messy.

They haven't been very transparent in any case.

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Thursday, 8 August 2024 at 10:32 AM
To:
Cc: Sch 2.2(a)(ii)
Subject: RE: Team Canberra Graphics- Land Forces 2024 - Due 12 August 2024

OFFICIAL

Hi Sch 2.2(a)(ii)

We just had a meeting with UNSW Canberra and they said the graphics were finished, we thought that they had discussed it with you?

I also spoke to Sch 2.2(a)(ii) late yesterday and he has confirmed that we need to do number 12 (I think) the ACT mirror.

Thanks
Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Thursday, August 8, 2024 10:22 AM
To:
Cc: Sch 2.2(a)(ii)
Subject: Re: Team Canberra Graphics- Land Forces 2024 - Due 12 August 2024

OFFICIAL

Hi team,

I am unfortunately behind on this. Its on top of my list for the rest of today and tomorrow.

Have you had any further contact with the UNSW Creative team? If not I may go up the road and see them in person today or tomorrow. I know they will be flat chat with their open day next weekend.

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Thursday, 25 July 2024 at 4:12 PM
To:
Cc: Sch 2.2(a)(ii)
Subject: RE: Team Canberra Graphics- Land Forces 2024 - Due 12 August 2024

OFFICIAL

Of course, see attached 😉

From: Sch 2.2(a)(ii)
Sent: Thursday, July 25, 2024 4:11 PM
To:
Cc: Sch 2.2(a)(ii)
Subject: Re: Team Canberra Graphics- Land Forces 2024 - Due 12 August 2024

OFFICIAL

Excellent,

Could you please send this in PDF form, it is a bit hard to read.

Many thanks,

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Date: Thursday, 25 July 2024 at 3:43 PM
To: Sch 2.2(a)(ii)
Cc: Sch 2.2(a)(ii)
Subject: Team Canberra Graphics- Land Forces 2024 - Due 12 August 2024

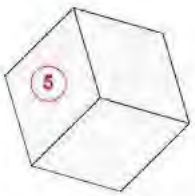
OFFICIAL

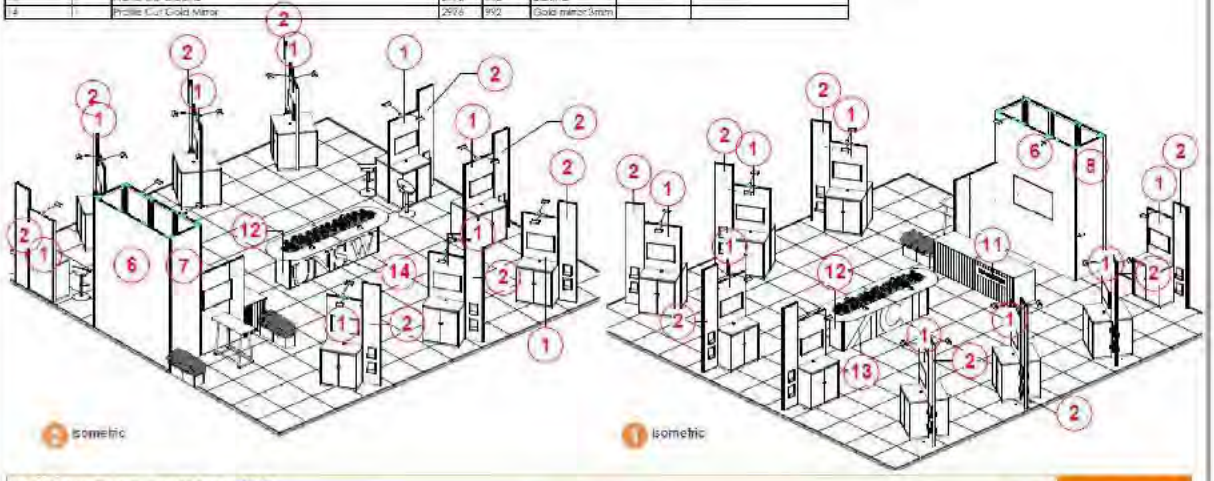
Good Afternoon Sch 2.2(a)(ii)

We need to provide the below specifications to ExpoNet by 12 August- as previously discussed you will need to work with UNSW Canberra's team for 6,7,8, Sch 2.2(a)(ii) and I are happy to be called in when needed. 1 and 2 are for our companies so we do not need anything for those. The rest I need to chat to Sch 2.2(a)(ii) - I may be blind but cannot see where number 3 or 4 are so will confirm that. Number 11 will just need to have a graphic that says 'Welcome to Canberra' in our purple colour, number 12 and 13 we are checking. Sch 2.2(a)(ii) is currently away at an overseas event with no access to emails he will return on 5 August 2024 and Ill confirm ASAP.

Sign Schedule - Overall

Sign Number	Count	Sign Description	Width	Height	Substrate	Finish	Comments
1	18	Digital Print 3mm PVC Single Sided	986	2412	PVC 3mm	Digital Print	
2	18	Digital Print 3mm PVC Single Sided	490	2970	PVC 3mm	Digital Print	
3	2	Digital Print 3mm PVC Single Sided	986	2970	PVC 3mm	Digital Print	
4	4	Digital Print 3mm PVC Single Sided	55	892	PVC 3mm	Digital Print	
5	1	Client Rigged Banner Cube	3000	3000			EXISTING Client Rigged Banner
6	2	Single-sided fabric banner Nuvision/Infinity - Blackout (No Frame)	2971	3901	Stretch Fabric Banner	Digital Print	
7	1	Single-sided fabric banner Nuvision/Infinity - Blackout (No Frame)	981	3901	Stretch Fabric Banner	Digital Print	
8	1	Single-sided fabric banner Nuvision/Infinity - Blackout (No Frame)	981	3901	Stretch Fabric Banner	Digital Print	
9	4	Nuvision Convertflex Straight - 5mm PVC Digital Print	55	1486	PVC	Digital Print	
10	5	Nuvision Convertflex Straight - 5mm PVC Digital Print	55	2476	PVC	Digital Print	
11	1	Digital Print 3mm PVC Single Sided	1200	300	PVC 3mm	Digital Print	
12	2	Digital Print 3mm PVC Single Sided	490	986	PVC 3mm	Digital Print	
13	1	Profile Cut Dibond	2976	892	Dibond		
14	1	Profile Cut Gold Mirror	2976	892	Gold mirror 3mm		





ACT Government - Land Forces 2024
Sch 2.2(a)(ii)
Signage Schedule 1-3
exponet

Thanks

Sch 2.2(a)(ii)

Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: 20/06/2024 12:07 PM
To: Sch 2.2(a)(ii)
Cc: Sch 2.2(a)(ii)
Subject: RE: Team Canberra companies- Land Forces 2024

Hi Sch 2.2(a)(ii)

Great thanks. Unfortunately 2 – 3 is the only time we cannot do. Did you have any other times available?

Thanks
Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Thursday, June 20, 2024 11:51 AM
To: Sch 2.2(a)(ii)
Cc:
Subject: RE: Team Canberra companies- Land Forces 2024

OFFICIAL

Caution: This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. Learn why this is important

Hi Sch 2.2(a)(ii) and Sch 2.2(a)(ii)

Thanks for sending this through. It looks great from an initial glance, but we will meet internally tomorrow to discuss in more detail.

In terms of a quick meeting – 2 to 3 pm on Monday works well for us.

Sch 2.2(a)(ii) – I'm waiting on one final confirmation from a Launch collaborator regarding their participation and I will get back to you with a list of names/contacts for ASAP. Please give me until the end of the week.

Thanks in advance and have a great day.

Cheers,
Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Thursday, June 20, 2024 10:56 AM
To: Sch 2.2(a)(ii)
Cc:
Subject: RE: Team Canberra companies- Land Forces 2024

OFFICIAL

Good Morning,

Exponet have provided us with the stand design for Land Forces 2024. As noted in our previous discussion the designer was unable to do the gradient for the storeroom display in the plan, however the stand will have the gradient similar to UNSW Canberra model of the stand (attached below).

I will schedule a time for us to meet on Monday, if you have a time preference please let me know.

Thank you
Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Tuesday, June 18, 2024 11:05 AM
To: Sch 2.2(a)(ii)
Cc:
Subject: RE: Team Canberra companies- Land Forces 2024

Good Morning Sch 2.2(a)(ii)

Just following up on the requested information below. need the details ASAP.

Also as an FYI we have not yet received the stand design from Exponet, ill keep you posted.

Thanks
Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Tuesday, May 28, 2024 4:20 PM
To: Sch 2.2(a)(ii)
Cc:
Subject: RE: Team Canberra companies- Land Forces 2024

OFFICIAL

> **Caution:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. Learn why this is important

Thanks
Sch 2.2(a)(ii)

Happy to meet next Thursday, 6th May – How about 3:30 pm? Once you've sent us an invite, I'll forward it onto two other colleagues who will join us.

Regarding the info requested, I'll aim to send this to you by the end of this week.

Cheers,
Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Tuesday, May 28, 2024 11:47 AM
To: Sch 2.2(a)(ii)
Cc:
Subject: RE: Team Canberra companies- Land Forces 2024

OFFICIAL

Good Morning [redacted]

Great idea, we are progressing the procurement and think it will be better use of everyone's time to meet next week once the stand builder is in contract. This way they will be able to answer some of your questions, do you have availability next Thursday or Friday?

In the meantime, [redacted] (Land Forces organisers) have just contacted me they need to know who is on our stand and who will require an exhibitor portal log on, can you please provide the details for your companies:
Exhibiting Company Name
Exhibiting Company Address
Primary Contact Full Name
Primary Contact Phone Number
Primary Contact Email
Are they a veteran owned company?

Thank you
[redacted]

From: [redacted]
Sent: Friday, May 24, 2024 3:25 PM
To: [redacted]
Cc: [redacted]
Subject: RE: Team Canberra companies- Land Forces 2024

OFFICIAL

> **Caution:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe. Learn why this is important

Hi [redacted]

Should we aim to meet sometime next week? We're keen to hear where we're up to with the stand build procurement etc.,

Thursday/Friday arvo should work well for us.

Have a lovely weekend.

Cheers,
[redacted]

From: [redacted]
Sent: Tuesday, May 14, 2024 11:19 AM
To: [redacted]
Subject: Team Canberra companies- Land Forces 2024

OFFICIAL

Good Morning [redacted]

We are just waiting for one final company to accept our offer for a spot at Land Forces 2024 on the Team Canberra stand but please see below for the successful companies:

Sch 2.2(a)(xi)

Thank you

Sch 2.2(a)(ii)

This email, and any attachments, may be confidential and also privileged. If you are not the intended recipient, please notify the sender and delete all copies of this transmission along with any attachments immediately. You should not copy or use it for any purpose, nor disclose its contents to any other person.

From: Sch 2.2(a)(ii)
Sent: 30/08/2024 4:01 PM
To: Sch 2.2(a)(ii)
Cc:
Sch 2.2(a)(ii)
Subject: RE: LAND FORCES
Attachments: ED_240028_Land Forces Booth Design_Meeting Area_10.pdf

Good Afternoon all,

we are happy with the ACT Graphics (minus the 16 one that has mentioned)

Can we please change 16 to the attached?

Apologies I did not realise it had the lines on it. Thank you for picking up on that.

Thanks
Sch 2.2(a)(ii)

From: Sch 2.2(a)(ii)
Sent: Friday, August 30, 2024 1:19 PM
To: Sch 2.2(a)(ii)
Cc:
Subject: RE: LAND FORCES

> **Caution:** This email originated from outside of the ACT Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi Sch 2.2(a)(ii) and Sch 2.2(a)(ii)

This looks great!

Sch 2.2(a)(ii) - Just a comment about page 4, sign 16-extra.

Upon reviewing the panel, we noticed a new small-ish element on the lower left side, predominantly in the CBR purple. It appears that the UNSW shape element has been mixed with our purple, which does not aligned with our brand guidelines.
We kindly ask for the removal of the raster line shapes from this panel.

Thanks for your support with this.

Sch 2.2(a)(ii)

UNSW CANBERRA
LAUNCH ON NORTHBOURNE
Collaboration Innovation Opportunity
launch.unsw.edu.au

From: Sch 2.2(a)(ii)
Sent: Friday, 30 August 2024 12:36 PM
To: Sch 2.2(a)(ii)
Subject: LAND FORCES

Afternoon,

If you could please let me know if we are ok to print on your items it would be appreciated.

Thanks

Sch 2.2(a)(ii)

Sch 2.2(a)(ii)

WELCOME TO

CANBERRA

ARE YOU READY FOR THIS?

CBR BRAND BOOK. FEBRUARY 2014. **ELECTRONIC VERSION 01.**

WHY ARE YOU READING THIS?

THIS DOCUMENT IS IMPORTANT FOR THE FUTURE OF CANBERRA. THE FACT THAT YOU'RE READING THESE WORDS RIGHT NOW IS BECAUSE YOU ARE ALSO IMPORTANT TO CANBERRA.

Because of who you are and what you do, the way you think, feel and act can make a difference to this city and its future.

You're in a position to influence the way others think, act and feel. So, at this moment, the future of Canberra is literally in your hands.

In this book, we're going to talk about creating a new brand for Canberra, a brand that can help make this city all that it can be. We'll talk about the why, how, what and where of that brand.

You have a choice. You can take a cynical view, distance yourself from the process. But we hope you'll embrace it. Because, if you do, you'll help create the momentum that will take us forward. And that will bring benefits to every Canberran.

Why now, you might ask.

Talking to Canberrans from every walk of life, there's a feeling that Canberra has reached a tipping point. We've come of age.

Celebrating our centenary has helped us focus on what's special about our city, and given us a sense that there's an exciting future ahead. A new generation of bright young people have grown up here and are ready to embrace that future.

Our city is growing, and our society is one of the youngest, best educated and most inclusive in Australia. That's a great foundation to build on. We need to seize the day and make our city everything it can be.

Having a powerful brand will help us do that.

A BRAND IS A WAY OF THINKING

BRANDS ARE NOT LOGOS OR TAGLINES. BRANDS REPRESENT A WHOLE SET OF IDEAS FORMED BY EVERY EXPERIENCE PEOPLE HAVE WITH AN ORGANISATION, A PRODUCT, A SERVICE – OR A CITY.

A brand exists in people's minds.

So our first task is to get influential people, people like you, to think about Canberra in a positive and powerful way.

We're calling it the positive loop. When you believe, truly believe in Canberra, you'll talk about our city in a positive way. You won't be trapped by the old stereotypes and the negatives we've heard in the past.

As you deal with others in your professional and personal life, you'll communicate your attitude to them and your circle of influence will widen.

Think it, believe it, and others will believe it too.

Our new approach to the Canberra brand will help us all to focus our thinking. Of course, that thinking can't be based on a fairytale. It has to have its foundation in the real attributes and benefits of our city. As we'll see, there are plenty of those.

WE'RE CALLING IT THE POSITIVE LOOP. WHEN YOU BELIEVE, TRULY BELIEVE IN CANBERRA, YOU'LL TALK ABOUT OUR CITY IN A POSITIVE WAY.

WHY CITIES NEED BRANDS

BRANDS CREATE THEMSELVES

International place-branding authority Simon Anholt puts it this way:

"Unless you've lived in a particular city or have a good reason to know a lot about it, the chances are that you think about it in terms of a handful of qualities or attributes, a promise, some kind of story. That simple brand narrative can have a major impact on your decision to visit the city, to buy its products or services, to do business there, or even to relocate there.

"Paris is romance, Milan is style, New York is energy, Washington is power, Tokyo is modernity, Barcelona is culture, Rio is fun."

Increasingly, cities are taking more control of their brands, developing symbols and language that build on what they have and help shape what they can be.

Here's Simon Anholt again:

"In today's globalized, networked world, every place has to compete with every other place for its share of the world's consumers, tourists, businesses, investment, capital, respect and attention."

Put simply, having a strong brand makes good business sense. Our aim is to attract more people and more money to Canberra. That means more skills, more jobs, more services, more prosperity and a better way of life.

I amsterdam.

CITY OF MELBOURNE

LISBOA CÂMARA MUNICIPAL

MOSCOW

Belfast

NYC

UNLOCK TAMPA BAY TREASURE AWAITS

PRAHA PRAGUE PRAGA PRAG

VIENNA NOW OR NEVER

BRANDS MEAN BUSINESS

Here's Simon Arnhold again:

"In today's globalized, networked world, every place has to compete with every other place for its share of the world's consumers, tourists, businesses, investment, capital, respect and attention. Cities, the economic and cultural powerhouses of nations, are increasingly the focus of this international competition for funds, talent and fame."

Put simply, having a strong brand makes good business sense. Our aim is to attract more people and more money to Canberra. That means more skills, more jobs, more services, more prosperity and a better way of life. To achieve this, we need to:

- create a positive reputation
- make the most of our assets and potential
- help people understand what Canberra means to Australian culture
- enlist influential spokespeople
- turn every present and former Canberran into an advocate
- build on our strengths in business and tourism
- promote our services globally.

What are the results we want to see? In addition to seeing Canberra respected for its prowess in science, research, education and business we want to:

- attract and retain talent
- attract more corporate and NGO headquarters
- stimulate investment in new infrastructure
- create public-private partnership opportunities
- create a benchmark innovation hub
- create a Canberra experience that's essential for all Australians
- position Canberra as a place for big ideas and major initiatives
- attract more visitors who spend more money.

It's a long to-do list. So we need to start now.

EVERY PLACE HAS TO COMPETE WITH EVERY OTHER PLACE FOR ITS SHARE OF THE WORLD'S CONSUMERS, TOURISTS, BUSINESSES, INVESTMENT, CAPITAL RESPECT AND ATTENTION.

CANBERRA IS FOR ALL AUSTRALIANS, NOT JUST CANBERRANS.

WHERE DO BRANDS COME FROM

POWERFUL BRAND STRATEGIES DON'T EMERGE FULLY-FORMED IN THE COURSE OF A FEW BRAINSTORMING SESSIONS. THE CANBERRA BRAND STRATEGY IS THE RESULT OF MANY MONTHS OF WORK AND CONSULTATION.

While the process was initiated by the ACT Government, it was driven by a Brand Council, representing the business, education, tourism, government and research sectors.

It was also based on research with everyday Canberrans. We talked to hundreds of people from all walks of life, asking them for their points of view.

What we found presented some challenges. Canberrans can often be their own worst enemies, knocking themselves and the city.

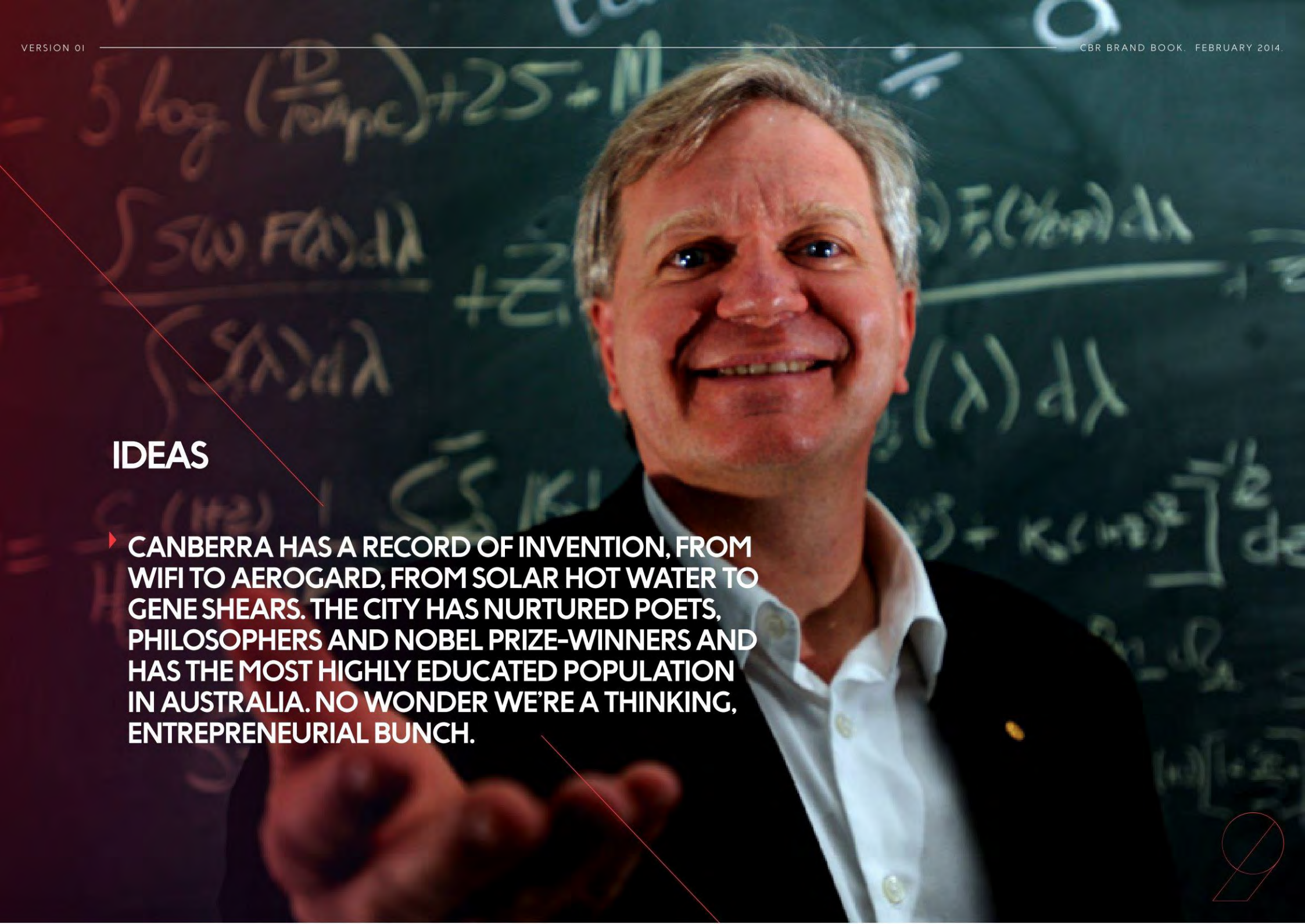
But the good outweighed the bad. People saw our community as close, generous, open and supportive. They saw a depth and complexity to Canberra that allowed amazing things to happen here. And while they saw Canberra as much more than politics, they valued the city's unique position as national capital and the seat of government.

Above all, the people we talked to saw a degree of collaboration and connection that made our city a great place to live and do business. Here, new thinking in one field drives innovation in others. For example, Canberra's unique concentration of world-class education and research organisations gives our business sector unrivalled access to breakthrough ideas.

A brand can't pretend. It needs to be based on reality and build from there. We've identified real strengths and now we need to communicate those strengths to the world in a way that expresses the 'soul' of our city. There's still a level of aspiration about the brand structure – the values, personality, vision and essence – but we have set an agenda, a series of achievable goals to work towards over the coming years.

WHAT DOES OUR BRAND REPRESENT?

OUR BRAND VALUES



IDEAS

CANBERRA HAS A RECORD OF INVENTION, FROM WIFI TO AEROGARD, FROM SOLAR HOT WATER TO GENE SHEARS. THE CITY HAS NURTURED POETS, PHILOSOPHERS AND NOBEL PRIZE-WINNERS AND HAS THE MOST HIGHLY EDUCATED POPULATION IN AUSTRALIA. NO WONDER WE'RE A THINKING, ENTREPRENEURIAL BUNCH.

FREE SPIRIT

- EMBRACING THOSE IDEAS, WE HAVE THE CONFIDENCE TO TAKE THEM TO THE NATION. WE LOOK TO THE FUTURE, NOT THE PAST. AND WE ACTIVELY PURSUE OUR DREAMS, WHETHER IT'S ON THE SPORTING FIELD, IN BUSINESS, OR IN OTHER FIELDS OF ENDEAVOUR.

CHALLENGE

- WE'RE ALWAYS EXPLORING. WE PAY ATTENTION TO THE BIG ISSUES IN OUR NATION AND IN THE WORLD AND WE LOOK FOR IMAGINATIVE WAYS TO SOLVE PROBLEMS.

QUALITY OF LIFE

- WE'RE OPEN TO THE GOOD THINGS OF LIFE. OUR NATURAL SURROUNDINGS, OUTDOOR LIFESTYLE AND A SUPPORTIVE COMMUNITY HELP US FIND THAT IMPORTANT WORK/LIFE BALANCE.

OUR BRAND PERSONALITY

COLLABORATIVE

WE'RE NOT AFRAID OF COMPETITION, BUT WE UNDERSTAND THAT THE BEST RESULTS ARE OFTEN GAINED BY COLLABORATION. SHARING KNOWLEDGE CAN IMPROVE THE OUTCOME FOR EVERYONE.

CONTEMPORARY

CANBERRA IS YOUTHFUL. THE MEDIAN AGE HERE IS WELL BELOW THAT OF AUSTRALIA IN GENERAL. BUT IT'S A YOUTHFUL OUTLOOK AND A WILLINGNESS TO EMBRACE THE NEW THAT KEEPS US AHEAD OF THE TIMES.

GENUINE

WHILE WE'RE CONSTANTLY BREAKING NEW GROUND, WE DON'T DEFINE OURSELVES BY THE LATEST FAD OR FASHION. WE LOOK BELOW THE SURFACE, TO DISCOVER WHAT IS OF ENDURING VALUE.

THINKING

- THE LIFE OF THE MIND IS IMPORTANT IN CANBERRA. WITH FIVE UNIVERSITIES REPRESENTED HERE, IDEAS FLOURISH AND DEBATE CAN TAKE PLACE AT A HIGHER LEVEL. WE LOOK FOR RIGHT SOLUTIONS, NOT EASY ONES.

INFLUENTIAL

IT'S NOT JUST THE POWER OF POLITICS. THE POWER OF THOUGHT-LEADERS IN SCIENCE, RESEARCH, EDUCATION AND BUSINESS MEANS THAT WHAT HAPPENS IN CANBERRA MATTERS TO THE NATION.

OUR BRAND ESSENCE BRILLIANT POSSIBILITIES

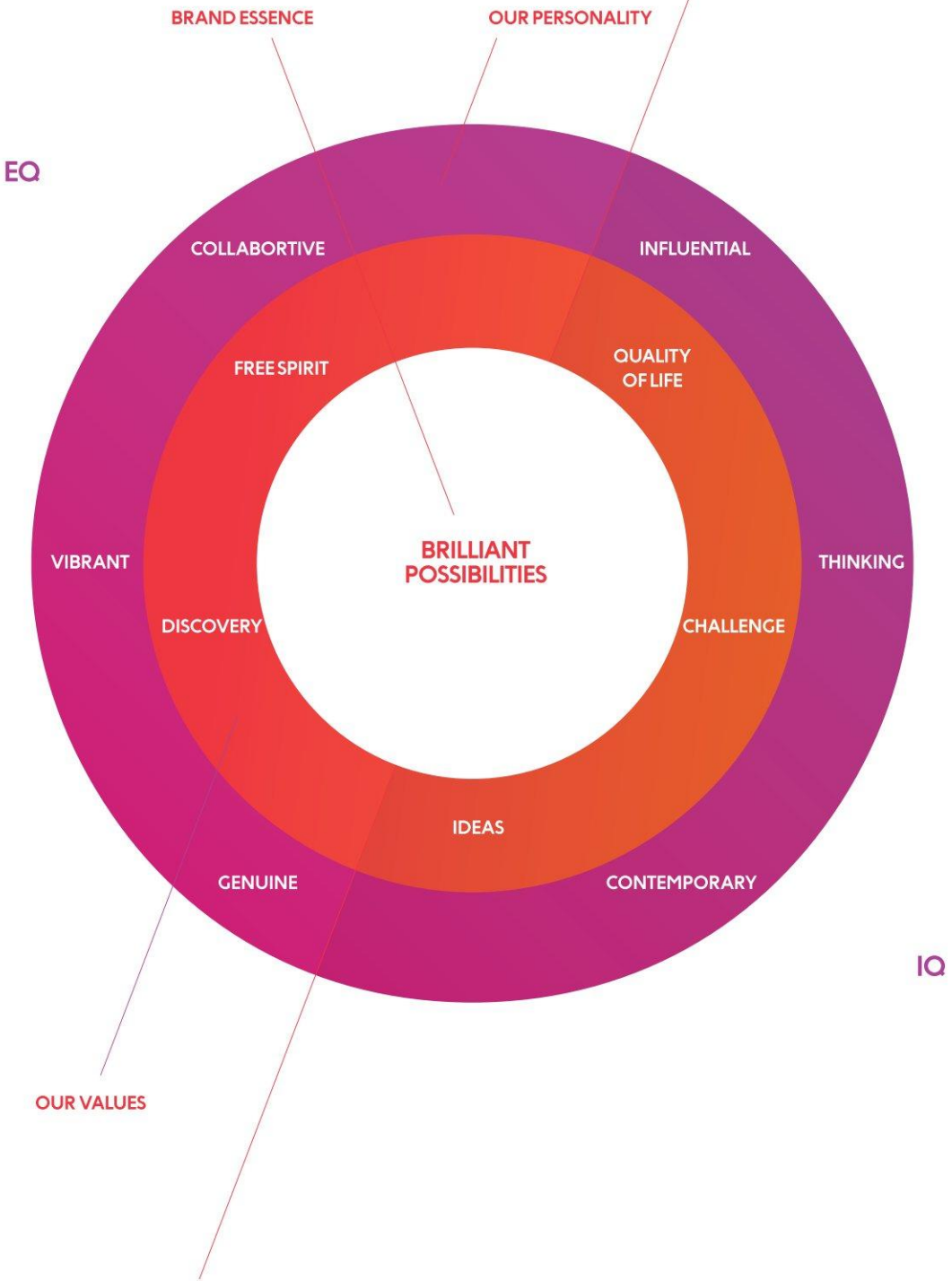
The brand essence distils these values and personality traits down to one thought that represents what Canberra is all about. It captures the energy and excitement of a city filled with great ideas. It also gives a sense of a city ready to move confidently into the future.

Our essence sits at the heart of our brand. It provides the emotive and rational core and connecting big idea that describes who we are and supports what we do and why we do it. It is our reason for being.

Of course, this isn't a tag line. It's a foundation for the way we think about our city and the way we talk about it to others. Later in this book, we'll look at how the idea of brilliant possibilities can be communicated.

Now we've defined the essence of our brand, its structure looks like this (next page)

OUR ESSENCE SITS AT THE HEART OF OUR BRAND. IT PROVIDES THE EMOTIVE AND RATIONAL CORE...


BRAND ESSENCE
OUR PERSONALITY
EQ
COLLABORTIVE
INFLUENTIAL
FREE SPIRIT
QUALITY OF LIFE
VIBRANT
BRILLIANT POSSIBILITIES
THINKING
DISCOVERY
CHALLENGE
IDEAS
GENUINE
CONTEMPORARY
IQ
OUR VALUES