



PalliativeCare
AUSTRALIA

Media Release

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Palliative care unites under new national brand

Palliative Care Australia and its members, the state and territory palliative care organisations, have today launched new branding which aims to present a strong and united voice for the palliative care sector.

‘It’s both a challenging and exciting time to be working in palliative care,’ said Professor Patsy Yates, President of Palliative Care Australia. ‘There is a lot of change happening and an increasing demand for services brought on by our ageing population, through recognition of the benefits of palliative care for a range of chronic diseases and also from the community’s desire for more choice and control over their future healthcare.’

‘It was really important for us to stop and reflect on what we stand for as an organisation, our values and what we offer to our audiences. This new branding will help position us as the leading advocate for palliative care and enable us to work even more closely with our members to represent the sector.’

Palliative Care Australia has been the peak national organisation representing the interests and aspirations of all who share the ideal of quality care at the end of life for 23 years. For the first time in the organisation’s history, all state and territory palliative care organisations will be united under a national brand.

‘This process seeks to reflect a contemporary and unified approach to palliative care regardless of jurisdiction,’ said Tracey Watters, Chief Executive Officer of Palliative Care South Australia. ‘It provides us with a platform on which to build better awareness about palliative care in the community, and ultimately achieve better outcomes for people living with life limiting disease, their families and carers.’

Development of the new brand has been a passionate, 12 month process led by R2L & Associates, an agency experienced in brand review and development in the not for profit sector. The new visual identity conveys strength, respect and collaboration to present professional, progressive and relevant organisation.

‘Our organisation, and sector, has grown and evolved rapidly over the past two decades, and we felt it was time for a change. We’re really proud to announce the launch of our new branding which builds on our history and achievements, but reflects who we are today and will into the future,’ said Professor Yates.

The launch has been timed to coincide with World Hospice and Palliative Care Day on Saturday 11 October, which has the theme Who Cares? We Do! and celebrates the palliative care workforce. For more information see www.worldday.org. The new branding will be phased in gradually over the next few months as resources are updated and reprinted.

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His Excellency General the Honourable Sir Peter Cosgrove AK MC (Retd), Governor-General of the Commonwealth of Australia, Patron