



Thursday, January 21, 2010

New chapter and new logo for Baptistcare in 2010

So many more Western Australian's will be requiring care or support services in some form in the near future and because of this Baptistcare has updated its logo and branding to become more visible in the community and to reflect very clearly the ethos within the organisation.

While staying with the colours blue and green, which have characterised the organisation for many of the 38 years of operation, the addition of the 'supporting arm' or 'caring' motif gives a more visual representation of what Baptistcare is about.

Through the tag line *communities for life*, Baptistcare is describing the wide range of services it provides that, as a whole, contribute to a better quality of life for all participants and the community at large.

The main exception for the board and management of Baptistcare, when considering a logo overhaul, was that the name Baptistcare was to remain unchanged.

The decision to remain a distinctly Christian organisation was made, despite the secular rebranding of many Christian care providers all over Australia, to acknowledge its mission and Christian heritage.

Baptistcare CEO Dr Lucy Morris says that the change for the Baptistcare brand is very timely.

"Baptistcare is managing a number of huge endeavours at the moment, such as the purchase of three residential facilities and a retirement village, so it is a great time to refresh and contemporise the look of Baptistcare as an organisation."

Baptistcare recently signed contracts for the purchase of three residential aged care facilities in Margaret River and Albany and a retirement complex in Margaret River from Silver Chain.

"We wanted to show what Baptistcare is all about through the images we have out in the community and our new logo, look and tag line of *communities for life* sums it up very simply and easily," she said.

Baptistcare is a not for profit, aged and community care service provider based in Western Australia with over 20 offices and sites across the state. By providing individual, person-centred services in residential and community aged care, disability support services, mental health services and counselling, Baptistcare reaches out to a large proportion of the Western Australian community on a daily basis.

Baptistcare is also a member of Baptist Care Australia, a group of similar care provider organisations from all over Australia, all of whom have strong connections and membership with the Baptist church.

For more information visit www.baptistcare.com.au



End

For further information please contact:

Yvette Willison Rock

PR Manager

9282 8664 or 0429 086 146

yvette.willisonrock@baptistcare.com.au