

MEDIA RELEASE

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New name speaks volumes

What's in a name? A lot, according to chief executive officer Penny Hamilton who today announced a new name, brand and vision for an established Toowoomba social services provider.

More than 240 invited guests attended the official launch and brand reveal of YellowBridge QLD, formerly ASSERT Services Incorporated.

The not-for-profit organisation provides housing, disability support and home services across Toowoomba, Southern Downs and the Lockyer Valley.

"Today we said hello to a bright new future for our organisation," Ms Hamilton said.

"Our new name and identity reflects the type of people we are and the type of organisation we want to be for our valued clients," she said.

"It is full of optimism, pride and passion for our community and the people we help to build connected and meaningful lives."

The rebrand is the culmination of nine months' careful consideration and staff consultation, initiated by Ms Hamilton after she was appointed chief executive officer at the beginning of this year.

"The name, along with our new look and feel, marks an exciting new era for our organisation and reflects the bright and optimistic vision we have for the future," she said

"Changing our name was not a decision that we made lightly. Instead, we have thought long and hard about the type of organisation we want to be for our valued clients and how we want to be represented in the local community. That is why we have chosen YellowBridge QLD."

"Yellow is a warm and happy colour that creates a sense of cheerfulness and optimism and the 'bridge' refers to connecting and linking lives and experiences.

"Bridges are also dependable structures for helping people to reach or discover new places in their lives, relationships or outlook. We believe we can all be strong and positive 'bridges' in each other's lives," she said.

Mayor Paul Antonio officially announced the new brand at the launch along with a staff-inspired video and musical performance by YellowBridge's disability support worker Adam Heathcote.

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YellowBridge QLD is a quiet achiever in the region's social services sector. In the past year, their programs have supported 4437 people throughout Toowoomba, Southern Downs and Lockyer Valley regions.

They completed 537 home modifications to help the elderly or people with a disability remain living in their homes, improved safety and security at 2706 households through the Home Assist Secure program, held 1248 group activities for people with disabilities, and provided almost 60 000 hours of disability support.

The organisation also manages 140 properties across Toowoomba and Oakey, providing transitional, crisis and long-term community housing for people in need.

YellowBridge QLD has a staff of 95 local people with more than 65 percent employed in front-line support roles.

The new brand will be rolled-out progressively over the next six months and will include a new website and signage.

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