

# MOVING TO A SINGLE BRAND

## Find out more

The questions below provide more information about moving to a single brand across Bolton Clarke Group.

### 1. What's happening?

From mid-February, we are taking the next step to bring our teams closer together by moving to a single brand across Bolton Clarke Group. This will make it easier for the community and our customers to recognise us consistently across our sites, services and geographic locations.

As Australia's largest independent not-for-profit aged care provider, positive ageing is at the heart of who we are and all we do. This will be reflected in our new heart logo that you will start to see on the documents and systems we use, on our website, employee uniforms, name badges and signage.

### 2. How will the move to a single brand occur?

The move to a single brand will occur progressively. From mid-February, the new heart logo will start to be visible on our documents, desktop computer screens, emails and business systems such as Connect and Buzz.

We will introduce a single Bolton Clarke website and updated customer and marketing information.

Signage on our fleet (cars, buggies, trucks, buses) and buildings will also get a fresh new look starting with Victorian locations from April.

The new wardrobe collection will be introduced by state throughout 2024, starting with teams in Victoria/Tasmania from April, New South Wales from May, South Australia from July and Queensland/Western Australia from August. Refer to the *Our Wardrobe* section on [heartofboltonclarke.com.au](https://heartofboltonclarke.com.au) for more information.

### 3. When will the updated document templates and marketing materials be available?

New look Microsoft Word and PowerPoint templates will be available for use in mid-March.

Local marketing materials such as brochures, banners, flyers will be introduced progressively by state. This will commence with Victoria and Tasmania in April, New South Wales in May, South Australia in July, Queensland and Western Australia in August. Please continue to use your existing local marketing materials until this time.

### 4. How will updates be shared with employees?

Information will be shared with you directly from your leaders, and updates will also be available at [heartofboltonclarke.com.au](https://heartofboltonclarke.com.au) and on Connect and Buzz.

# FREQUENTLY ASKED QUESTIONS

## 5. How will we inform clients, residents and families?

Our clients and residents will receive a letter and a brochure week commencing 26 February. This will introduce the updated Bolton Clarke brand and describe the changes that they will start to see. Our At Home Support clients will receive this information directly via post. Customer-facing teams in retirement living and residential care will support the delivery of the communications with residents, families and representatives.

You can access the information we will share with our customers at [heartofboltonclarke.com.au](https://heartofboltonclarke.com.au).

## 6. What should I do if I get a media query?

As usual, any media requests should be directed to the Corporate Communications teams at [corporatecommunications@boltonclarke.com.au](mailto:corporatecommunications@boltonclarke.com.au).

## 7. What should I do if I have a question?

Please speak with your leader, in the first instance. You can also find more information at [heartofboltonclarke.com.au](https://heartofboltonclarke.com.au).