

The **Essential** **Personnel** story continues.

And the next chapter
starts right here...





Welcome to a new chapter in our story!

And thank you for helping us write it.

All the best organisations evolve.
So that they can grow. So they
can embrace new opportunities.
It's especially important in a sector
like ours, which is changing so fast.

That's why we're evolving. And today,
we're giving you a sneak peek of our
new name and branding.

It's a process that has taken several years.

We've spoken to everyone: the people we
support, our partners and our teams across
the Wheatbelt and Perth. We've conducted
workshops and surveys. We've consulted experts.

And crucially, we've listened. Carefully.

So now, after a lot of soul searching and hard work,
we're ready to share our new name and look with
the world. **And you're the first to experience it!**



Goodbye, Essential Personnel.
Hello,



Diverse abilities. Endless possibilities.

Evolution, not revolution: New name aside, our new logo refreshes rather than reinvents our old logo, so there's still a clear link between who we were and where we're heading.

Our new name, logo and look are ready to go!

All our conversations with our customers and colleagues led us to one conclusion: we need to position ourselves to embrace exciting new opportunities to support people with disability and diverse abilities in leading their best lives. And that's where our new name came from.

Warm. Positive. Memorable.

'Best Lives' had our name written all over it!

But a new brand – one we can grow into – requires more than a new name. And so, we've refreshed our logo, branding and messaging too. Everything from the words we use to tell our story through to the colours and images we use to bring it to life.

The problem with 'Essential Personnel'

Our workshops and surveys told us it's:

- **Misleading.** It sounds like we're recruitment consultants!
- **Hard to spell.** How many s's are there in 'Essential' and n's in 'Personnel'?
- **A bit '90s.** And doesn't reflect our caring, vibrant community.



The same **inspiring story**. More effectively told.

Our research told us that everyone within our organisation shares the same values and purpose. But it also revealed that we can tell our story more effectively and authentically. That's where our new messaging comes in.

Our existing vision and mission:

- **Our vision:** The most efficient and positive provider for people in our communities to live their best lives.
- **Our mission:** We partner with people with disabilities and disadvantage in the Wheatbelt and Perth to achieve their goals.

Our new purpose, promise and tagline:

- **Our purpose:** Inspiring and supporting people with diverse abilities to enjoy a life of purpose, promise and possibilities.
- **Our promise:** To listen to you, understand what your best life looks like, and work with you to make it happen.
- **Our tagline:** Diverse abilities. Endless possibilities.



We've also developed what we call a copybook.

A copybook is basically a guide to our messaging and storytelling. Ours will help ensure that, whenever we reach out to our community, we're all on the same page – consistency in our storytelling and tone of voice is the key to a strong brand that people remember.

If you're working on any marketing, or just want some inspiration to help you explain what Best Lives is all about, contact Katrina at katrina@essentialpersonnel.org.au for the latest version of our copybook.





What's next?

We'll be sharing our new name, logo, branding and messaging with the community on Monday 15th September.

In the meantime, keep our new brand to yourself and watch this space...

Shhh! Don't spoil the surprise.



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