



children's hospital  
foundations australia  
our children. their health. our future.

## Media Release

3 February 2012

### **Children's Hospital Foundations Australia launches New Brand**

#### **The Vision:**

2012 brings a fresh new look for Children's Hospital Foundations Australia (CHFA). The decision was made to make the change with the joint support from our 5 partner Hospital Foundations. Our objectives have been:

- To create a distinctive visual identity in the market place;
- Simplification of graphical elements for easier application over a wide variety of mediums;
- Create a formalized structure for application by stakeholders ensuring consistency both internally and externally.

We have had an overwhelming positive response to our new branding from current (and prospective!) supporters along with our own teams in each State.

We anticipate that the process of changing over the existing brand will take time and needs to be factored in to the internal processes of all stakeholders and we appreciate your support in this.

#### **Our Commitment:**

Our current structure and operating model remains the same and our partnership commitment to our national fundraising goals has never been stronger. Together with our growing supporter base we will continue to provide state-of-the-art equipment, better services and increased research into the latest treatments for over 1 million children admitted or treated in our hospitals every year.

We encourage you to support us in providing a key message to your supporters, staff and customers that **Children's Hospital Foundations Australia** are still the unique national partnership that represents Princess Margaret Hospital Foundation WA, Sydney Children's Hospital Foundation NSW, Royal Children's Hospital Foundation QLD, Royal Children's Hospital Foundation VIC and Women & Children's Hospital Foundation, SA.

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