

MEDIA RELEASE:

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VOLUNTEERING AUSTRALIA LAUNCHES NEW BRAND AND FRESH NEW WEBSITE

Volunteering Australia, which represents the interests of over 6 million Australian volunteers, was pleased to announce the launch of a new brand at the 15th National Conference on Volunteering in Adelaide this Wednesday 4th September 2013.

The new branding will incorporate a new logo which will see a return to the use of the Red V logo, a national symbol of volunteering.



The history of the Red V dates back to 1985 when it was presented to Margaret Bell (Volunteering Australia's patron) as a personal gift from Tony Lunn of Lunn Dyer and Associates. Mr Lunn is a celebrated Australian graphic designer responsible for such iconic work as the Qantas logo and livery, and the Westpac

logo.

In 1997 Volunteering Australia, then the Australian Council for Volunteering, adopted the new name of 'Volunteering Australia' and announced its first funding arrangement. At this time each State/ Territory peak body also accepted the V as a common logo and began using the name Volunteering (...followed by the State/ Territory name).

Now in 2013 Volunteering Australia is resuming the use of the red V as part of its logo.

The new website (www.volunteeringaustralia.org) boasts new features allowing visitors to enjoy a user friendly format, including the ability to:

- search for volunteer opportunities in their area
- connect with State/ Territory peak bodies and volunteer resource centres
- access information about events, insurance and best practise in volunteer management

The website proudly displays images of real volunteers in action across the site, showcasing the diversity of volunteers and variety of volunteering roles.

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