

Media Release



The Sydney
children's
Hospitals Network

care, advocacy, research, education

Tuesday, 23rd August 2016

UNIQUE BRANDING STRATEGY WELCOMES INDIGENOUS FAMILIES AND STAFF AT SCHN

Sydney Children's Hospitals Network has launched a new Indigenous brand, to better engage with the Aboriginal and Torres Strait Islander communities.

"Our purpose is to give Indigenous patients, families and workers a sense of inclusion, a place where people feel culturally safe," said Dr Michael Brydon, Chief Executive of Sydney Children's Hospitals Network.

A logo developed for the brand, which is part of the Network's Aboriginal employment strategy, will be prominently displayed on health and workforce information brochures, inside all Network paediatric health facilities, and throughout key public spaces at The Children's Hospital at Westmead and Sydney Children's Hospital, Randwick.

"We have set out to develop an identity that reflects our commitment to Indigenous health, education and employment – and raises Indigenous visibility throughout the Network.

"As the largest paediatric health care provider in the state, it is important to build a sense of trust so families don't wait until it is critical to use our healthcare services," Dr Brydon said.

Encouraging current and prospective Aboriginal and Torres Strait Islander employees was also a priority when creating the concept.

The logo, commissioned by Aboriginal communications company *33 Creative*, visually represents the Indigenous community and staff within the Network, but most importantly, the strong support structure for Aboriginal and Torres Strait Islander children and families. The layers of service and facilities provided are also represented in the multi-layered design.

A launch was held today at Sydney Children's Hospital Community Health Centre in Randwick today. Event attendees included; Indigenous SCHN employee Gail Murphy and artist and Yuwaalaraay woman Lucy Simpson. **Both are available for interviews.**

For more information: Steven Wilson, Aboriginal Workforce Consultant at Sydney Children's Hospitals Network. Email Steven.wilson1@health.nsw.gov.au or phone (02) 9845 3056.

All media enquiries: Elizabeth Williams, Public Relations Officer. Email Elizabeth.williams1@health.nsw.gov.au or phone (02) 9845 3364.