

The Neighbourhood Hub

Rebrand more than new logo

PEOPLE:
Your life, your milestones, your stories. Email news@dailymercury.com.au

LONG-STANDING Mackay community organisation The George Street Neighbourhood Centre has welcomed a new era, with a fresh new look unveiled on Friday.

The Neighbourhood Hub is now the official name of the organisation, combining The George Street Neighbourhood Centre and Shakespeare Child and Family Centre under one name.

The hub's general manager, Nicolette Ffrost, said operating under the two names often caused confusion for community members.

"With the one name, we can reduce any misunderstandings about who we are, how we do things and our future planning for the local Mackay community," she said.

Ms Ffrost said the rebrand was more than just a new name and logo.

"At the end of 2018, we completed our strategic plan for the next five years and clarified our vision, priorities and commitment for the next five years.

"Our vision is an empowered, resilient and connected community. The rebrand has allowed us to strengthen our vision as well as sustainability for the future," she said.

"We've been in our community since 1989, which is a huge accomplishment. With the rebrand project, we wanted to do something fresh and innovative and relevant, but also pay tribute to our heritage."

The project was a collective effort within the organisation, involving many consultation sessions throughout the process.

"Our team is excited by the rebrand and the future opportunities that it presents. We see ourselves as really evolving over the past couple of years and this is the chance to look back, reflect on how far we've come and position ourselves for our next journey," Ms Ffrost said.

To find out more, contact The Neighbourhood Hub on 4957 2626.



TOP: The Neighbourhood Hub staff reveal their new look at the 43 Shakespeare Street location. **BOTTOM LEFT:** Kym Breadsell, Brooklyn Jones, Ela Maglente and Tara Hall. **BOTTOM RIGHT:** Georgine Crawford, Valeriya Edsall, Coralie McKenzie and Ela Maglente.

Photos: Joshua Nay

