

The Brigade Affect

New Branding

Have you seen our new branding? This has been an 18 month journey for us that we thought would be quick and easy!

WHY REDESIGN OUR BRAND?

In our world today, image is everything.

A brand should appeal to, engage, and inspire our target audience. It is the foundation to build our marketing on. It should be the same no matter which part of our country people visit.

Our brand identity should set us apart and connect people to what it is that we do.

It should be as unique in the world as our organisation is.

We are always looking at our brand and have been changing it over the last few years to make it more our own. First, we introduced Gee Bee (the Girls' Brigade girl you may have seen around the place), then we decided to move to fuchsia and then we made the GBA logo. Whenever we have changed, we have not necessarily had one identity in mind. We have not all been on the same path at the same time. This means that while we move forward, we don't always do so in a united manner.

Last year we surveyed our members, participants, parents and churches on our brand. We had lots of mixed responses and so set out to make us more united and modern in how we portray ourselves. That eventually led us to a whole brand redesign.

We are excited to launch our re-brand and love the way it looks. We are now working on phasing out our old logo and Gee Bee and replacing them with our new designs.

WHY THESE DESIGNS?

In talking through with experts what we wanted to do, we were encouraged to keep the old and blend it with the new.

We have sought permission from International to enable us to use these items and were excited at their positive reply.

We think it is a good mix of the old and the new and upon doing some market research before accepting the design were met with overwhelmingly positive responses.

We have been really excited to see the take up by all the states and territories around Australia. Many of our Leaders have commented how great it is to have a toolkit to work with when designing new documents or promotional material. The other great part of that is that people can share the material they made all around Australia which saves making it twice! We are working on building up templates and resources to make the use of our branding easy. We hope that before too long fuchsia and aqua is all that you see when it comes to Girls' Brigade around Australia!. To check out the new branding visit our website. www.girlsbrigade.org.au

Rochelle Fussell— National Administrator

*Girls' lives
transformed*





Bibles for Vanuatu

Back in early 2015 Vanuatu was devastated by a Cyclone, which wiped out a lot of homes, possessions and crops.

A lot of the girls and Officers in Girls' Brigade were hit hard and lots of resources were lost, so Girls' Brigade New South Wales decided to donate a Bible to every member of Girls' Brigade in Vanuatu.

A process to purchase the Bibles was put into place and with the help of donations from a wide range of people, the Bibles were ordered through the Bible Society, 200 Bibles were ordered, 15 in French the rest in English, as both French and English are spoken on the islands.

A further support was given with a trip for training and reviving Girls' Brigade in Port Ville in January/February 2017, and we were blessing to have 20 ladies attend, some of those who attended had no background in Girls' Brigade, but wanted to learn and be part of this great Christian organisation.



We were unable to take the Bibles with us, as they were not ready, and so we had to wait until September 2017 for them to be delivered to Port Ville. After a few problems they arrived, and there was great excitement in Vanuatu.

You can see by the photo that the ladies were overwhelmed with the gift from Girls' Brigade New South Wales.

Thank you, ladies, for your generous gift of God's Word to your fellow sisters in Brigade. Renelle Neale – Pacific International Vice President

Girls' Brigade Dubbo

Dubbo Girls' Brigade is situated in Regional NSW Australia. We have a wonderful group of girls that come along each week. This year we have been blessed to see new girls starting Girls' Brigade for the first time, and a couple of girls returning after some time away from us. Every one of our girls are unique and precious to God and we know that He wants them to know Him, to love Him, to follow Him and serve Him. We have lots of fun on our company nights – there is certainly an abundance of energy and chatter amongst the girls. Sometimes I come home from Brigade thinking that we had three or four times more girls in attendance than were there! I come home exhausted but thankful for the wonderful opportunity that we have as leaders to work with these girls and for the freedom to share God's love with them.

This year our company is celebrating the 125th birthday of Girls' Brigade throughout the world. Yes, this is a time to celebrate this wonderful milestone and yes, we will do this with a fun party later in the year. But our main way to celebrate this year is that we as a company plan on performing **125 Random Acts of Kindness**. We want to show the community at large that we are celebrating 125 years of Girls' Brigade. We want to say thank you to those in our community who help us (e.g. police, ambulance, fire fighters). We want to give our gifts of appreciation, we want to serve others, we want to donate to charities. We will write postcards, we will clean, we will cook, we will serve at tables, we will perform items, we will give unexpected gifts to friends, we will fundraise, we will find ways to surprise the community and demonstrate God's love and goodness to us.

The girls are super excited about this way of celebrating 125 years of Girls' Brigade! We want our girls to lead fruitful lives for God and let the overflowing of God's love and goodness flow out and onto others.

Julie Nott—Girls' Brigade Dubbo Captain



Girls' lives transformed



Penny Reeve - Children's Christian Author Book Tour

Penny Reeve is launching a new junior novel and is offering Girls Brigades in the Sydney area the opportunity to take part in her Book Launch Tour!

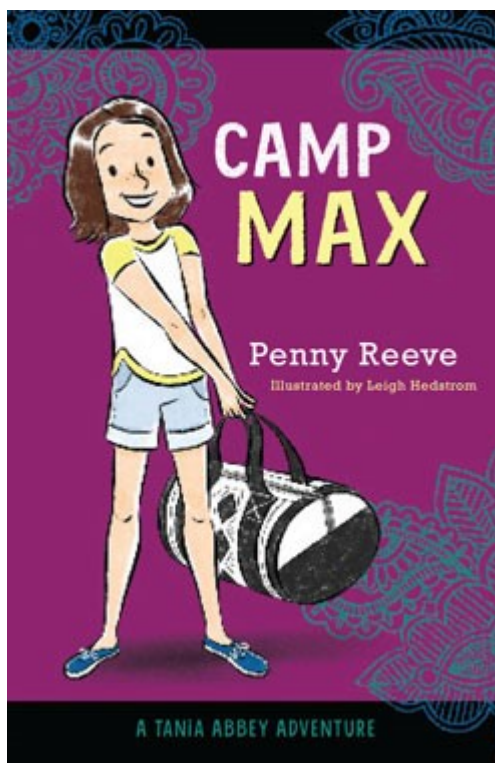
Camp Max is a fun junior novel about friendship, generosity and loving others with God's big love. It's a brand new, stand alone adventure with all the trademark qualities of the Tania Abbey series, due out in mid March!

Book Launch visits include a 30-40 min presentation (about the inspiration and faith behind the story), an opportunity for girls to interact with a real life author - who was once a Girl's Brigader like them - and the chance to buy books and get them signed.

(Note: ministry related visits are offered at a discounted rate of \$75 per visit, plus travel costs.)

To book a place in the Camp Max Book Launch Tour (terms 2 and 3 only), please contact Penny on 0413 858240 or pennyjoy@optusnet.com.au

For more information visit: www.pennyreeve.com



The Brigade Affect has been put together for churches who host a Girls' Brigade Company. If you wish to receive this publication via email, please contact Elizabeth on nswliaison@girlsbrigadeaustralia.org.au