

## MEDIA ALERT & RELEASE

EMBARGO: FOR RELEASE ON 8 OCTOBER 2014

### COMMITTEE FOR BALLARAT LAUNCHES NEW BRAND

At a special event held for over 100 members and guests in Ballarat last night, Committee for Ballarat launched an exciting new brand reflective of its role within our growing regional community.

“Our current branding is strong, however, following a strategic review and extensive engagement with stakeholders, we found that the brand doesn’t accurately reflect our thought leadership role and the broad regional community we represent”, said Committee CEO - John Kilgour.

Kilgour stated, “whilst we identify key social, economic and environmental issues of our time and apply strategic thinking to solve them, outside of our membership base there is very little understanding about our role in supporting delivery of major projects that have long term impact on our region”.

Committee for Ballarat is a member based organisation that works on behalf of its members in advocating for visionary leadership from all 3 tiers of government to ensure that our region attracts investment opportunities to protect our enviable lifestyle.

“We commenced our review in March this year and the findings revealed that more needed to be done in creating greater awareness of who we are and what we do. Also, to position our work in relation to the role of local government and other similar advocacy groups within the region”, said Committee Chair - Judy Verlin AM.

Verlin added, “Committee for Ballarat is committed to Ballarat and the region using vision, strategy, engagement and influence to help create a better future for Ballarat and beyond. We now have a brand that promotes this, the inclusion of all in our region and represents committee as a nucleus of ideas, charged and brimming with leading concepts and energy”.

**ENDS:**

**MEDIA ALERT:** The launch will take place in Ballarat at the Spiegelent,  
cnr Sturt St and Armstrong Street South.

**AGM:** 5.15pm (Committee Chair – Judy Verlin)  
**BRAND LAUNCH:** 5.45pm (Committee CEO – John Kilgour)  
**INTERVIEWS:** on site, available from around 6.10pm

For further information, please contact: John Kilgour, CEO - Committee for Ballarat,  
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