

ReInventing

We're Changing (but not changing)

On 15 June we're changing our organisation name from UnitingCare Moreland Hall to... well, it's not long till the 15th.

We'll also be changing how our publications look and how we communicate with the people who use our services, their families, other service providers and the wider community.

The changes won't affect the way we provide our services and our focus on providing people with alcohol and other drug issues, their family and friend with the best support we can.

We recognise and respect that many of you (and countless people who have used our services over the past 42 years) have positive associations with the name Moreland Hall and will wonder why we are changing it after all this time.

When we did some research on our name and identity last year with clients, staff and a wide range of other people outside the agency, we learned that our current name doesn't really reflect what people can expect from our services or what makes us different.

For people who already know us, our name doesn't matter. But, for those who don't it can play an important part in deciding whether they give us a call or pay attention to what we have to say.

Our new brand will help us give people who don't already know us a better understanding of who we are, what we do and what changes we think need to happen to reduce the impact of alcohol and other drug use in Australia.

We will be launching the new brand on the morning of Friday, June 15th, whilst also hosting the official Victorian launch of Drug Action Week. Leading up to the big announcement you might notice some changes happening, such as the repainting (and graffiti!) at the reception of our main office and extra activity on our website and social media accounts.

See here www.morelandhall.org for more details about the launch and our other activities during Drug Action Week.