

## Benetas The Caring Spirit

The Anglican Aged Care Services Group was established by Anglican Diocese of Melbourne volunteers in 1948 to care for frail elderly people. By 2003 it had grown into one of Victoria's leading professional aged care organisations operating 14 residential aged care facilities and providing in-home community aged care services to hundreds of elderly Victorians.

The decision to rebrand reflected the need to avoid confusion with the Anglican's community care provider, Anglicare, and to avoid the potentially exclusive and amateur implications of the existing brand name.

Following extensive research with clients, families, carers, volunteers and management the brand essence was defined as 'caring community connectors', encapsulating the organisation's unique ability to keep elderly people connected with their families and respected as essential members of healthy communities.

The name Benetas was derived from the Latin words for good (bene) and age of life (ætas). The creative brand idea conveys community connection by portraying the elderly's spirit as a bright star that is nurtured by four hearts, representing family, carers, volunteers and support staff. 'The caring spirit' strap-line conveys the vital importance of loving care to ensure that elderly people experience 'a good age of life'.

Launched late in 2003, the new brand was immediately embraced by all stakeholders and is now recognised as the benchmark of contemporary branding excellence in the not-for-profit aged care sector. Benetas has continued to grow, winning 41% of Victoria's publicly funded pool of new community aged care places in 2005 and attracting 24% growth in volunteer numbers.



FutureBrand

