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## **MEDIA RELEASE: Social Justice Organisation Heralds New Era**

- **Social Futures** adopted as new brand name
- New logo unveiled
- New video launched
- “Thriving People, Strong Communities” adopted as vision
- “We work to achieve social justice in regional Australia by supporting collaboration, encouraging action and helping people to take control and live well” adopted as purpose.

### **Launch**

After more than 40 years serving the Northern Rivers community, the Northern Rivers Social Development Council has been rebranded as **Social Futures**. Around 200 people are expected to gather at Lismore City Hall from **10:30am – 12.30pm Thursday 1<sup>st</sup> September** to welcome the beginning of a new era for the social justice organisation.

Media are invited to join the launch celebration which includes:

- A special welcome and smoking ceremony by Uncle Gilbert Sullivan
- An Expo of Social Futures’ Services and Programs
- Music by previous Lismore Young Songwriter Award winner, Ben Wilson
- Special guest speakers, Nate Quinell and Nathan Johnston, participants of our Ability Links program
- Launch of a new film clip by Byron Film
- Speeches by Social Futures CEO Tony Davies, Local member Thomas George, Mayor Jenny Dowell, former Page MP and NRSDC’s first Executive Officer, Janelle Saffin; and,
- A whole stack of cakes and balloons!

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## **New look – same great work**

From humble beginnings back in 1976 when a group of committed people operated what was then known as the Richmond-Tweed Regional Council for Social Development on a shoestring budget, we have grown to become the provider of the most diverse range of services in the Northern Rivers, NSW.

In the past two years the organisation has grown by more than **150%** to currently have a workforce of **125 employees**, delivering **25 programs and services**, and supporting more than **5,276 people per annum**.

Social Futures is the same organisation, doing the same great work services to promote inclusion, fairness and growth to the Northern Rivers, just with a new name and a fresh new look.

“The name Social Futures embodies what we do and that which is at the very heart of our work – social relationships. Social Futures is about the relationships we create, the networks we develop and the energy we invest into our community. It is about the support and services we provide to create a better future for everybody” says CEO Tony Davies.

## **What is Social Futures?**

Social Futures is a social justice organisation which works to provide activities and services that promote inclusion, fairness and growth.

Our work encompasses homelessness and housing supports, youth and family services, case management for people with complex needs, support for people with disability, community sector support, professional development and systemic advocacy.

## **Simplified name and redesigned logo**

“It was quite an involved process changing our name, and after such a long history, it wasn’t an easy thing to say goodbye to the name NRSDC. We are certainly proud of our origins and though we no longer have the words Northern Rivers in our title, we remain as loyal as ever to the region where we live and work,” says Social Futures CEO, Tony Davies.

“We wanted a name which is simple, easy to remember and which complements our diverse and wide-ranging clients, partners, and other stakeholders with whom we work.”

“It also represents the expanded organisation we have become over recent years, and since merging with Youth Connections in 2012”.

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## **New Programs**

CEO Tony Davies will use the launch as an opportunity to announce the addition of two new service programs to Social Futures' portfolio.

## **The Future**

"We remain committed as ever to improving the lives of people in the communities we service by supporting collaboration, encouraging action and helping people to take control and live well. We look to a future where all are included and valued. And we look forward to helping to create that future."

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## **Information for Media**

- There will be opportunities for interviews, film and photography at the official public launch from **10:30am – 12:30pm on Thursday 1<sup>st</sup> September 2016.**
- Please contact Amanda Shoebridge on 0428 242675 to arrange interviews.

## **Media enquiries contact:**

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