



Being UnitingCare

A little brand book to help you
better understand who we are.



We are UnitingCare.

A courageous and creative health and
community services provider across
Queensland and the Northern Territory.

What we believe

What drives us to make a difference?

In line with the principles of our parent, the Uniting Church, we believe that people should experience life in all its fullness.



Live life in all its fullness

(John 10:10)

Why do we come to work every day?

We are committed to improving the health and wellbeing of individuals, families and communities.

Each of our brands is connected by a single purpose, to help the people we serve experience life in all its fullness.



Many brands.



One shared goal.



Our reach

Connecting
with people
in every corner
of community.

From **Coomera** to **Katherine**,
we are here to help address
some of the most pressing social
issues faced by our **communities**.

Our connection with the
Uniting Church means
we're an organisation
built on compassion.



We care for



430,000
people (QLD & NT)



in
460
locations



by
17,000
staff



and more than
9,000
volunteers



across
8
brands

Who we help

Creating real connections.

Every day we're engaging with people from all walks of life across all ages:

- Older people
- Those living with a disability
- People requiring health care in hospital or at home
- Children, families and communities
- People facing adversity

Working in partnership with communities, medical practitioners, governments and corporations, the Uniting Church and other providers.

Wherever they are and whenever they need us, we'll be there to make sure every member of the community has the opportunity to live their best life.





Our voice

Imagine if UnitingCare was a person.

Our personality captures the most **human** characteristics of the UnitingCare brand. These traits define how we **look**, and give shape to the way we **speak** in every communication.

Brave

We are focused and confident. We believe strongly in what we say and do, showing leadership characterised by inclusiveness.

We speak directly and with the authority that comes from our skills and experience.

We're not wilful or closed-minded. We don't exclude any person or group.

Passionate

We are warm and energetic. Our communications are incredibly real and grounded, easily connecting to our distinct audiences through kindness, thoughtfulness and compassion.

We're not edgy or cool.

In Good Hands

We are a reassuring and calming partner. Our communications demonstrate our skills and help build trusted relationships. Most importantly they focus on how we make a difference for all the people we engage with.

We're not formal, distant or focused on ourselves.

Our story

Helping you live life in all its fullness.

Since the early 1900s, we've been helping people across Queensland and the Northern Territory live life in all its fullness.

Today, we're a courageous and creative health and community services provider and one of the largest charities in Australia. Connecting with people in every corner of our community from Coomera to Katherine, we're here to help address some of the most pressing social issues faced by our communities.

What we do

Every day we're engaging with people from all walks of life. Through our accessible services we're committed to empowering older people, those living with a disability, people requiring health care in hospital or at home, Aboriginal and Torres Strait Islanders, children and families.

Our focus is on meeting people where they are and walking alongside them to achieve positive change and growth.

Built on compassion

Our connection with the Uniting Church means we're an organisation built on compassion. You'll see it in our 17,000 employees and more than 9,000 volunteers. Each year, we work with 430,000 individuals, families and communities in over 460 locations.

We never stand still, adapting to stay ahead of an ever-changing society and confidently speaking out for fairness and justice. In partnership with clients, communities, governments and other providers, we deliver services characterised by innovation and wisdom.

At UnitingCare, we strive to help the people we serve experience life in all its fullness.



Life in all its fullness.

Every day in the community, we engage with people from all walks of life. We deliver skilled, evidence-based interventions for those facing adversity and utilise our reach and vision to confront injustice. We are leaders in crisis response, the protection of vulnerable children, financial resilience and family wellbeing. We meet people where they are and walk alongside them to achieve positive change and growth.

Right across Queensland, UnitingCare supports thousands of people living with a disability in redefining what's possible in their lives.



Live life your way.

For more than 65 years Blue Care has been committed to empowering you to live life your way. Today, our people make more than three million visits to Queenslanders each year, providing the same holistic care, service and companionship that's been our hallmark since the very beginning. We put our customers and their loved ones first, and this focus on individuals has helped us become one of Queensland's largest and most trusted providers of in-home care, residential aged care, disability services and independent and supported retirement living.

Keeping Queenslanders safe.

Lifeline is committed to bringing hope to Australians doing it tough. A trusted national charity, we're driven by the belief that Australian lives lost to suicide can be prevented. In Queensland we deliver our 24-hour 13 11 14 Lifeline Crisis Support line through 10 Lifeline centres – providing suicide prevention services with a non-judgemental and compassionate listening ear. Backed by more than 6000 volunteers, our network of 130 Lifeline retail shops sell new, donated and pre-loved goods to help fund our crisis support services. We also export to overseas communities, sell rags to industry and run our Lifeline Bookfest and other events to further support our services and help save lives.



Your care, your way.

ARRCS provides care and support to people and their communities throughout the Northern Territory and beyond. More than a service provider, we're an important part of the communities we work in – building partnerships and demonstrating a deep respect for all Elders and Aboriginal cultures. Our staff and volunteers are compassionate and knowledgeable members of the local community. Whether someone is in need of aged care support, has a disability, a mental health condition, is a care recipient or a carer themselves, it's our goal to offer opportunity and choice so they can live life in all its fullness.

Caring for you for life.

The Wesley Hospital is one of Australia's iconic and largest private not-for-profit hospitals. From the heart of Brisbane more than 800 Visiting Medical Practitioners and 2,000 staff deliver personalised care through life's journey for generations of Queenslanders. We offer comprehensive care across a wide range of acute tertiary-level medical and surgical services, and through research and education we're constantly searching for the latest in treatment techniques and processes. We show consideration of the whole person and not just their physical health, placing our patients and their loved ones at the heart of everything we do.



One-on-one care from the heart.

At Buderim Private Hospital, we have a deep and real connection to the Sunshine Coast. Driven by a desire to consistently exceed the needs and expectations of our patients, their families and the community, we develop partnerships to deliver personalised, quality care from the heart. Proudly not for profit, we provide a comprehensive range of surgical and medical services using the latest technology. It's our unique blend of care, commitment and expertise that has us rated as one of the best hospitals in Australia.

Advanced treatment with personal care.

As Australia's first fully digital hospital, St Stephen's gives the Wide Bay community access to one of the country's most advanced healthcare facilities. An innovative not-for-profit regional hospital, we're small enough to provide individualised care but large enough to cover a majority of health needs – offering access to the best specialists with minimal waiting. In the midst of this state-of-the-art facility, it's our commitment to person-centred care that truly sets us apart.



First-class treatment. World-class results.

At St Andrew's War Memorial Hospital we're committed to providing the highest-quality holistic care and support for our patients and their families. Specialising in complex health needs, we bring together the finest medical experts, care and technology to deliver personalised care and world-class results. Created as a memorial to the service of war veterans, we're proud of our heroic and brave history and continue to occupy a unique place in the hearts and minds of our community.

The UnitingCare way.

Our shared values are **fundamental** to our brand and the work we do.

We never stand still, adapting to stay ahead of an ever-changing society and confidently speaking out for **fairness** and **justice** and delivering services characterised by **innovation** and **wisdom**.



Justice

We commit to focus on the needs of the people we serve and to work for a fair, just and sustainable society.



Respect

We accept and honour diversity, uniqueness and the contribution of others.



Compassion

Through our understanding and empathy for others we bring holistic care, hope and inspiration.



Leading through Learning

Our culture encourages innovation and supports learning.



Working Together

We value and appreciate the richness of individual contributions, partnerships and teamwork.



What we stand for

Our brand is who we are in the eyes of others.

Our brand is at the heart of **everything** we do. Much more than our logo and the fonts and colours we use, it's the thoughts and feelings UnitingCare sparks in others when they come into contact with us. It's how we **look**, but it's also how we **act** and **talk**.

**That's why it's vital
our story is always
clear and consistent.**

For full brand stories plus
helpful brand tools and guides,
visit our online brand portal
Marketing Central.



You're at the heart of our brand.

Everyone across UnitingCare plays an important role in helping us to build a strong and recognisable brand. Thank you for being a custodian of the brand – for protecting, supporting and communicating our brand clearly and consistently in everything we say and do.

Together we're making a real difference in the lives of those who need it most.





Proudly representing

Blue Care | Lifeline | ARRCs | The Wesley Hospital | Buderim Private Hospital
St Stephen's Hospital | St Andrew's War Memorial Hospital