

3 March 2015

## Media Release

### Australian Pharmacy Council releases new brand

Today marks another milestone for the Australian Pharmacy Council (APC) as we release a new visual identity for the organisation. This is another step in the modernisation strategy of our organisation which commenced with the move to computer-based examinations.

John Low, President of APC said that the update to the APC brand was prompted by discussions with stakeholders and the wider profession.

“We realised that the role of the APC is not always clear and that we meant different things to different stakeholders. No one seemed to have a complete picture of the organisation. We needed to take steps to address these issues.”

We started by exploring our stakeholder mix, perceptions of the profession and our own perceptions of the organisation. The end result was a new communications and marketing plan.

Bronwyn Clark, CEO of APC said that an outcome of that exploration was a realisation that our visual brand did not meet our brand values and personality.

“We felt that there was a disconnect between the essence of APC and the visual representation of our brand. We wanted something that matched the direction and drive of the organisation while still recognising our origin.”

As a part of the brand changes we will also be releasing a new website and business systems that will make it easier for stakeholders to engage and work with us in the future.

Transition to the new brand will be complete by 30 June 2015.

### Media Contact

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