

In a competitive and crowded professional space, the drive to remain relevant and visible to our diverse membership is imperative. As the Australasian Trauma Society (ATS) approaches its 25<sup>th</sup> anniversary, we wanted to celebrate the ATS's long history and strong foundation by positioning our society and brand in a distinctive way for the future.

Efforts to bring the Society into a leading position in the local and international trauma community will take many forms. The 2020 update of the ATS constitution and company restructure, with designated sub committees and special interest groups, was the first step to allow greater transparency and engage more ground level membership involvement. Integration with other professional groups, such as ANZAST, will also be a focus of the ATS into the future to allow continual collaboration with our diverse member base. Ensuring our membership is heard and represented at all levels and in all facets of our Society is part of our core business and key to our ongoing success.

Further updates for our Society include the need to modernise our platform and website to engage and serve members. An informal review from our TAS marketing representatives suggested that our social media presence and website connectivity is limited and outdated, and at the heart of this is the very essence of our Society – its brand and therefore, the logo. It was suggested by our TAS marketing consultant that as a long-standing Society, an updated brand would help position the ATS as a market leader in the trauma community.

Our Society is fortunate and grateful to be approaching its 25<sup>th</sup> year, so alongside the evolution of other facets of our Society, collaboration with graphic (logo) and website designers was undertaken. We sought input from the Board of Directors (BOD) as to the important features for our ATS brand which formed our brief to the designers. This brief included core values and themes that underpin our binational Society including; stars and colours of the flags, teamwork, lots of people working towards a common goal, alongside an updated contemporary look and feel. We wanted our logo and website to tell the story of a long and proud history together with our vision for the future.



*The updated logo represents a play on the stars and colours from both flags and incorporates the idea of many parts linking together. The parts also have movement and a dynamic feel as they look like arrows, progression, moving forward, indicating moving into the future.*

Cost of logo update \$450 was approved by the BOD with optional addition of formatting style guide (used to create standardised logo images for all formats/documents/email signature etc) \$180

Our brand includes not only our logo and other public interfaces, such as the website and communications, but also our name. As our logo was redesigned, it became clear that “Australasian” perhaps did not reflect our binational vision and the ground swell in other professional bodies to give greater parity and affirmation to our New Zealand colleagues. As an incorporated company, with a strong focus on transparency and membership engagement, we are asking our membership to vote on the updated name change. To become:

