

Media Release

18 April 2019

New brand looks to the future

In 2018, Villa Maria Catholic Homes reviewed our brand identity recognising the need to bring together the great things about our past while looking to the future.

We have a long history; supporting people from all walks of life for over 100 years. More than 500 of our staff were involved in surveys, focus groups, and workshops to help identify the right steps for the future.

So now we are VMCH. We're excited to share our new look; which better represents who we are – genuine, courageous, empathetic, effective and enriching.

“Knowing the long history of VMCH and more recently the merger of two organisations (in 2015), it was important we took the time to consider our future direction and how we wish to be represented,” VMCH CEO, Sonya Smart, said.

“We're confident our new approach is reflective of the diverse people that make up VMCH.”

Our new colours are bold representing our commitment to exploring new possibilities with our clients, while recognising the important role of Catholic mission in the work we do. Our brand belief is that with every chapter, there is more to come and potential for the future.

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About VMCH

Here at VMCH, our services are as diverse as the people we support.

Our values underpin the work we do. As a Catholic not for profit organisation, compassion, respect and inclusion aren't just words to us, they guide us in everything we do.

While we've been around for over a century, we're always moving forward. While always staying true to who we are by supporting people and families to live their best lives; providing a place to call home and spaces to learn and grow.

Our professional and compassionate teams are with you on your life journey; helping you with a wide range of support from specialist education, disability services, affordable homes, residential aged care, retirement living and at-home aged care.

