



## Welcome to our new identity

At Procurement Australia, we know what it means to do procurement differently.

For us, being different means working with meaningful partnerships at the centre of everything we do. It also means leading with integrity, transparency and fairness to do what's right and future-focused — **for our members, our suppliers and for the planet.**

At Procurement Australia, we are proudly member-led. We always strive to get our Members what they want – no matter their industry, or how big or small. At Procurement Australia, **we get it.**



## Our logo

The updated logo represents our intention to honour our proud history, while also looking boldly to our bright future.

Our trademark barcode identity will continue to carry us through the next era of sustainable and ethical procurement. By integrating the ethos and distinct orange palette of Church Resources, the new logo also symbolises our intention to remain true to what has jointly made us industry leaders for over thirty years.



## Our colour palette

Along with the updates to our well-known logo, we have also rejuvenated our signature colour palette with new life and vibrancy.

Inspired by the natural tones and beauty of the Australian landscape, our new colour palette celebrates everything we value at Procurement Australia: diversity, sustainability and partnerships that work together in harmony.

|  |                    |
|--|--------------------|
|  | Paperback bark     |
|  | Wattle yellow      |
|  | Gumnut green       |
|  | Arkose orange      |
|  | Outback red        |
|  | Reef blue          |
|  | Flowering gum pink |
|  | Charcoal           |

The new colour palette highlights elements from all across Australia, from the sea to the red centre. Each featured element speaks to our intention to be the leading procurement services company for the entire nation.

## Our mission

Through our mission 'to deliver an exceptional customer experience by always delivering what we commit to' our new brand focuses on us 'procuring a fairer world together'.

**We are member-led.**  
**We put human-centred procurement front and centre.**  
**We are focused on doing what's right.**

## Our values

We remain committed to our values. We are:

**Ethical, collaborative, professional, diverse.**

## What we stand for

Procurement Australia stands for:

**Reliability, value and integrity.**

This means we always put our members' needs first. It also means we always work in partnership with our members and suppliers to create and secure the best deal possible.

When we all work together, we can procure a fairer world for all of us.