

### **Procurement Australia reveals new brand identity**

Procurement Australasia has reinvigorated its identity and consolidated all operations under one brand – Procurement Australia. The change is the result of the brand’s evolution to exemplify its strong company culture and solid foundation based on social and sustainable outcomes.

Leading with the mission statement ‘to deliver an exceptional customer experience by always delivering what we commit to’ the new brand focuses on ‘procuring a fairer world together’. The change represents an historic move to reinvent the organisation’s look and feel to reflect the new strategic direction at all levels of the business.

Procurement Australia’s Chief Executive Officer Joe Arena said Procurement Australia has made monumental efforts to better align the company’s operations with members’ evolving procurement needs.

“Our focus has always been on delivering a 10/10 level of customer service for all our members,” he said.

“We knew that if we were to continue meeting and exceeding our members’ expectations over the next 30 years, we would have to do the necessary internal work to make our dedication and future direction clear to all our valued stakeholders.

“Over the last year, we’ve delved deep into what makes us unique as one of Australia’s leading procurement services companies. What we found is that our staff, suppliers and members recognise and agree with what makes us stand out – our integrity, rigour and commitment to service our members’ procurement needs at the highest possible standard.

“These core values and attributes are the foundation that has supported much of the work behind this brand refresh.”

Perhaps most significantly, the launch of the new brand signals a consolidation of the Church Resources brand into the Procurement Australia identity. Procurement Australia acquired Church Resources’ from the Australian Catholic Bishops Commission (ACBC) in 2017 when it was one of Australia’s largest not-for-profit aggregated buying groups.

“As a business, we wanted to continue to pay homage to the enduring legacy of the Church Resources brand,” Joe Arena said.

“The barcode is something our members instantly recognise as Procurement Australia. By adding the Church Resources distinct orange to the barcode, our aim was to invigorate this well-known symbol with new colour and life.

“In doing so, we have created a new identity that I’m incredibly proud of as CEO. The new Procurement Australia brand reflects both our proud history and our bright future.”

Sharing the process behind the new identity and strategic approach, Procurement Australia’s Director of Marketing, Mark Hopcroft said: “Our members have been the driving force behind this brand refresh.

“Throughout the early stages of this refresh we connected with dozens of our members to better understand what they wanted from us moving forward. In all of these interactions we heard the same thing; members want clarity, greater transparency, and a commitment to more sustainable supply chain solutions. The new branding speaks to these pressing member needs.

“Our approach with this brand project is testament to our commitment to always work in partnership with our members. This is especially pivotal as we all embark on this next important stage of sustainable, holistic and ethical procurement - an area in which we are committing more energy and resources in the coming months and years ahead,” he said.

The new Procurement Australia identity and accompanying marketing campaigns will be rolled out over the remainder of 2021.

Find out more at <https://paltd.com.au/brandevolution>

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## **About Procurement Australia:**

For over 30 years, Procurement Australia has been one of Australia's leading procurement services companies. We are regarded as a leader in negotiating and facilitating contracts for members and clients with decades of experience across both the private and public sectors.

We always work in partnership with our buyers and suppliers to find innovative and sustainable solutions to procurement challenges. We are focused on delivering the best value for all our members and creating collaborative purchasing arrangements. Procurement Australia's full range of services includes:

- advisory services and insurance
- bespoke procurement solutions
- tendered and non-tendered outcomes
- energy aggregation
- office space
- technical category expertise

Audited by the Victorian Auditor-General's Office, Procurement Australia is also recognised by accreditation to two independent global standards – CIPS Procurement Excellence Standard and ISO 9001- 2015.

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.

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