

**Media Release**  
**Monday, 27 November 2017**

## **Two iconic Geelong based services merge, transform and rebrand**

It is because of Barwon CASA / Minerva's transformation into a single, high-performing organisation, delivering a suite of specialist sexual assault and family violence services, that they have suitably changed their name to succinctly represent who they are – *The Sexual Assault & Family Violence Centre*.



This name is reflective of the merger in December 2016 between Barwon Centre Against Sexual Assault (Barwon CASA) and Minerva Community Services (Minerva) when the two organisations became one with a shared vision, purpose and values of respect, integrity and courage.

The name is all encompassing and includes their work in the gender equality, primary prevention of violence and professional development space.

The organisation remains committed to offering specialist sexual assault and family violence services across the Barwon, Wimmera and Western Melbourne areas by taking steps to ensure that people impacted by sexual or family violence are able to start their journey toward recovery. In Geelong, the new organisation remains a partner of the specialist Multidisciplinary Centre, co-located with Victoria Police Sexual Offences Child Investigation Team (SOCIT) and the Department of Health and Human Services Child Protection Unit.

The new name was recently announced. "It is a bold name that is relevant and states our purpose clearly. Through our consultation with clients, staff and stakeholders we heard that our organisation needs to be a leader and take a stand, to be easy to find when you need us." The name is backed by a promise statement *you are at the centre of all we do* which explains the way we feel about our clients and staff as they are at the heart of what we do," says Helen Bolton, CEO The Sexual Assault & Family Violence Centre.

There will be a staged approach to implementation in order to gradually introduce the brand to the wider community allowing people to recognise the new name and visual identity.

The Sexual Assault and Family Violence Centre is located in Spring Street, Geelong West and can be contacted on (03) 5222 4318.

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